What Are the Benefits of Data Sharing?

Uniting Supply Chain and Platform Economy Perspectives

Industry and Data Research Project
Timo Seppälä
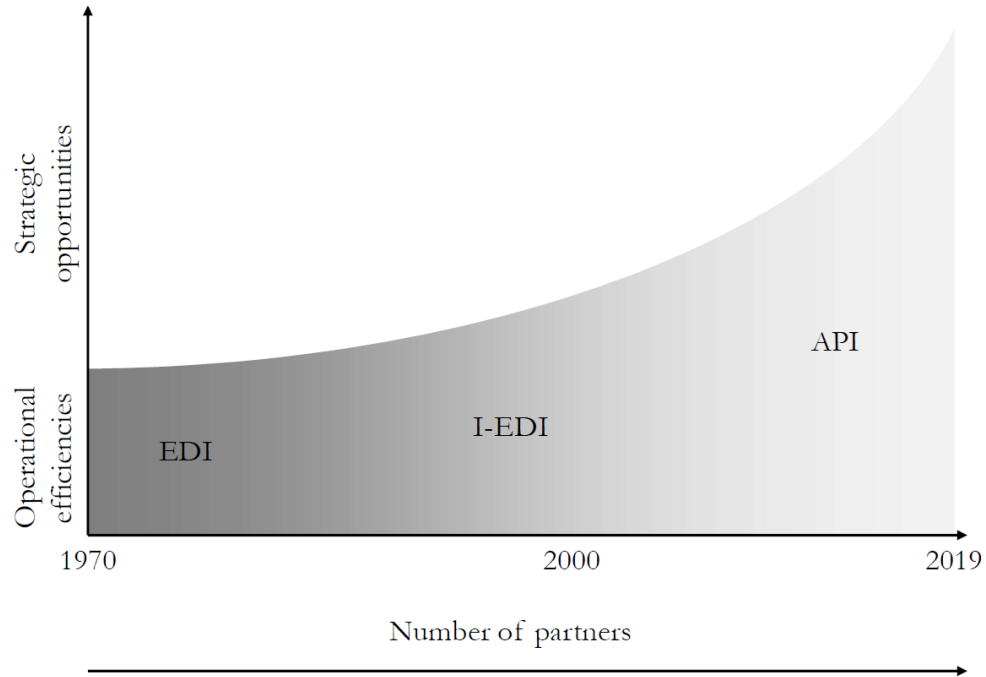*19.09.2019*

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How has data sharing emerged between companies?

What types of benefits have companies reached by sharing data?

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Transformation:
How has data sharing emerged between companies?

Source: Huttunen, Seppälä, Lähteenmäki & Mattila, 2019

# Data sharing is a common business practice for 49% of companies

Source: Huttunen, Seppälä, Lähteenmäki & Mattila, 2019

Typology of Data Platforms

- **Propriatory data (Company)**
  - Company internal use only data repository. Access to data maintaned by the company
- **Inner circle data (Platform)**
  - Shared data repositories. Access to data maintained collectively with boundary resources.
- **Distributed data (Industry)**
  - Controlled by a third-party actor. Shared practices and technology to access and share information.
- **Open data (Open)**
  - Distributed, accessible by publicly auditable rules. Programmable interfaces as a key boundary resource.

Source: Rajala, Hakanen, Mattila, Seppälä & Westerlund, 2018

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Transformation:
Categorization of identified data-related benefits
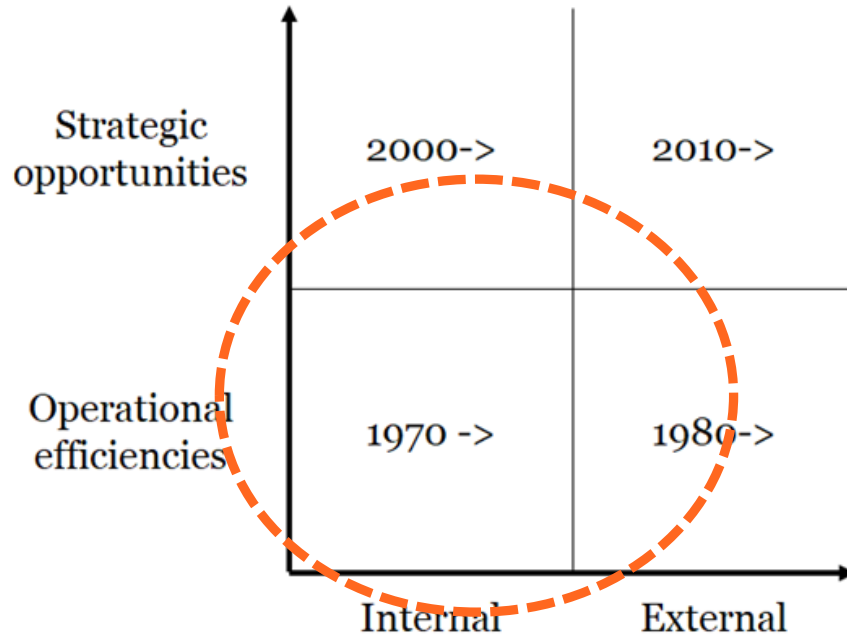
Operational perspective of data sharing benefits well understood by the companies.

Source: Huttunen, Seppälä, Lähteenmäki & Mattila, 2019

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From Supply Chains to Platforms

- **Operational Data Sharing**
  - **(e.g. Operations and Research & Development data)**

- **NEW: Markets Data Sharing (Customer)**
  - **(e.g. Customer data)**

Source: Huttunen, Seppälä, Lähteenmäki & Mattila, 2019

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Markets Data Sharing

Key Drivers:

1. **The Fragmentation of Customer Requirements**

2. **Opportunity for new types of (mostly unknown) externalities**

Source: Seppälä, Niemi, Pajarinen, Lähteenmäki & Mattila, Forthcoming, 2019

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Model terms of the technology industries for data sharing

- **Propriatory information**

- **Confidential information**

- **Distributed information**

- **Open information**

Source: Teknologiateollisuus, 2019

Transformation: Categorization of identified data-related benefits

	Internal	External
Strategic opportunities	2000->	2010->
Operational efficiencies	1970 ->	1980->
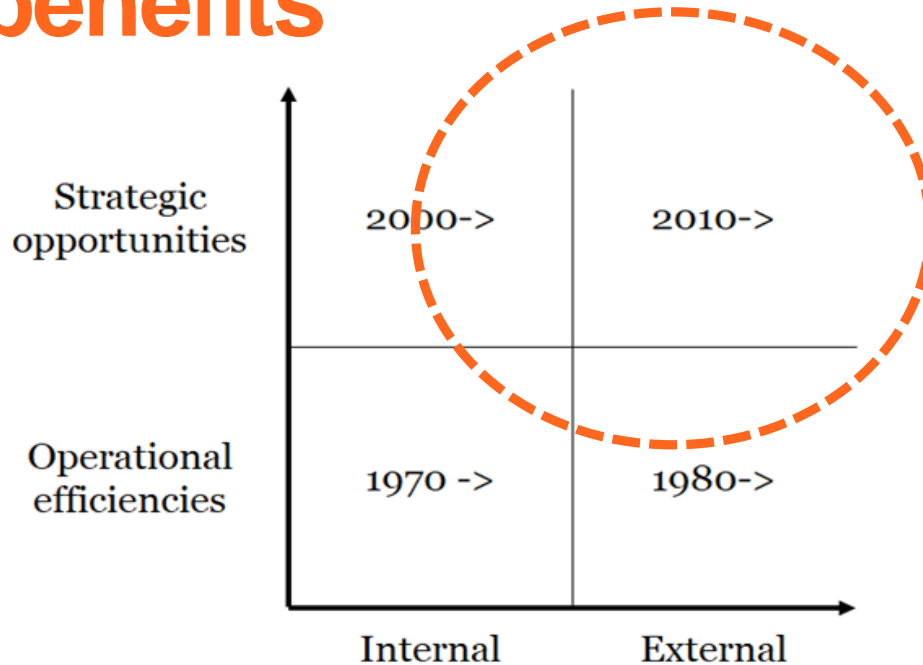
Strategic perspective of data sharing opportunities are not understood by the companies.

Source: Huttunen, Seppälä, Lähteenmäki & Mattila, 2019

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Why companies are not moving forward?

The tools for evaluating the value capture of new types of externalities is missing from widely accepted business case valuation methods.

Source: Huttunen, Seppälä, Lähteenmäki & Mattila, 2019

What are your data sharing and categorization strategies?

What type of data resources (information resources) can companies treat as proprietary, confidential, distributed or as open?