Towards a smart port: A Digital Ecosystem Creation

by
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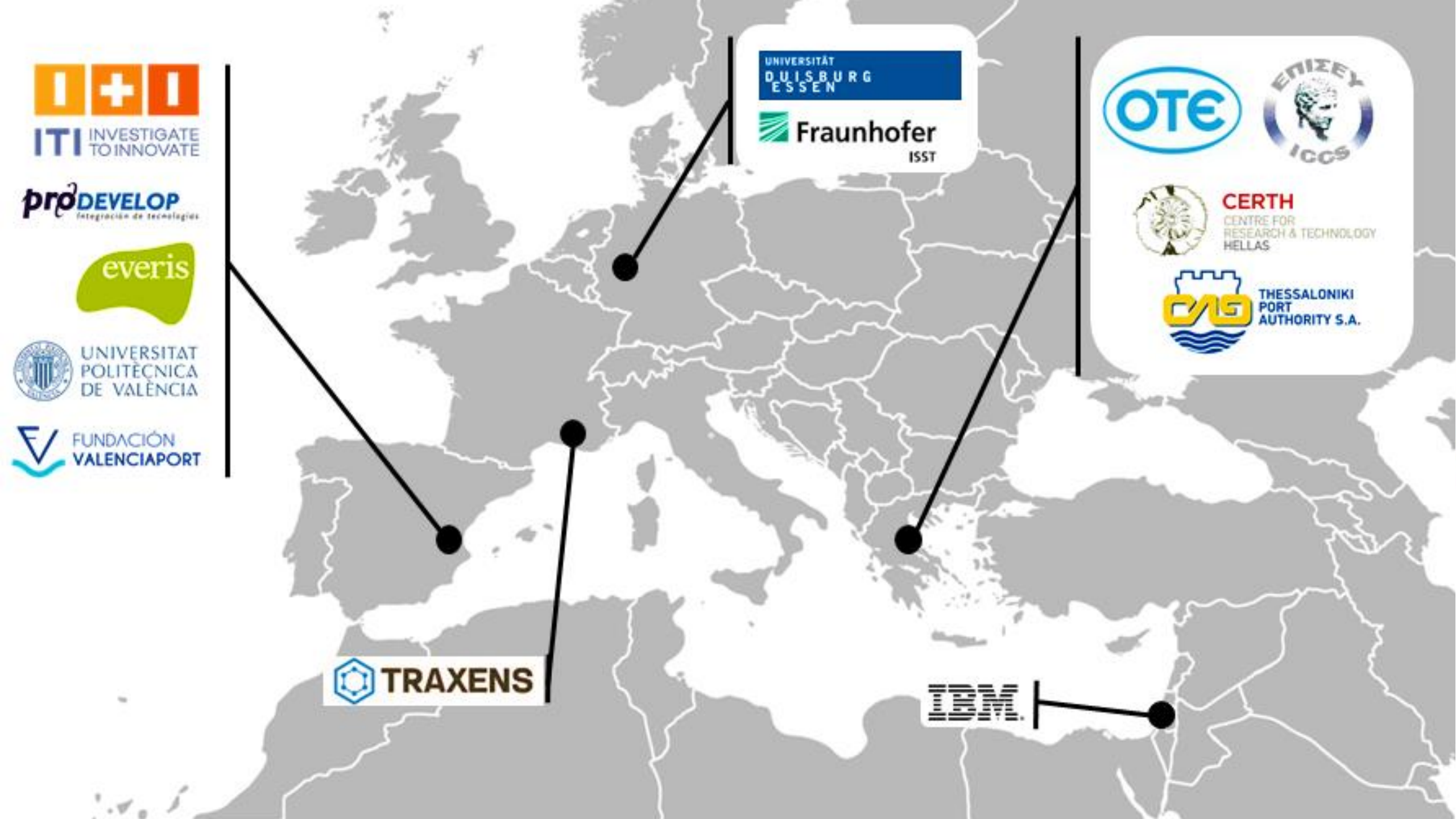
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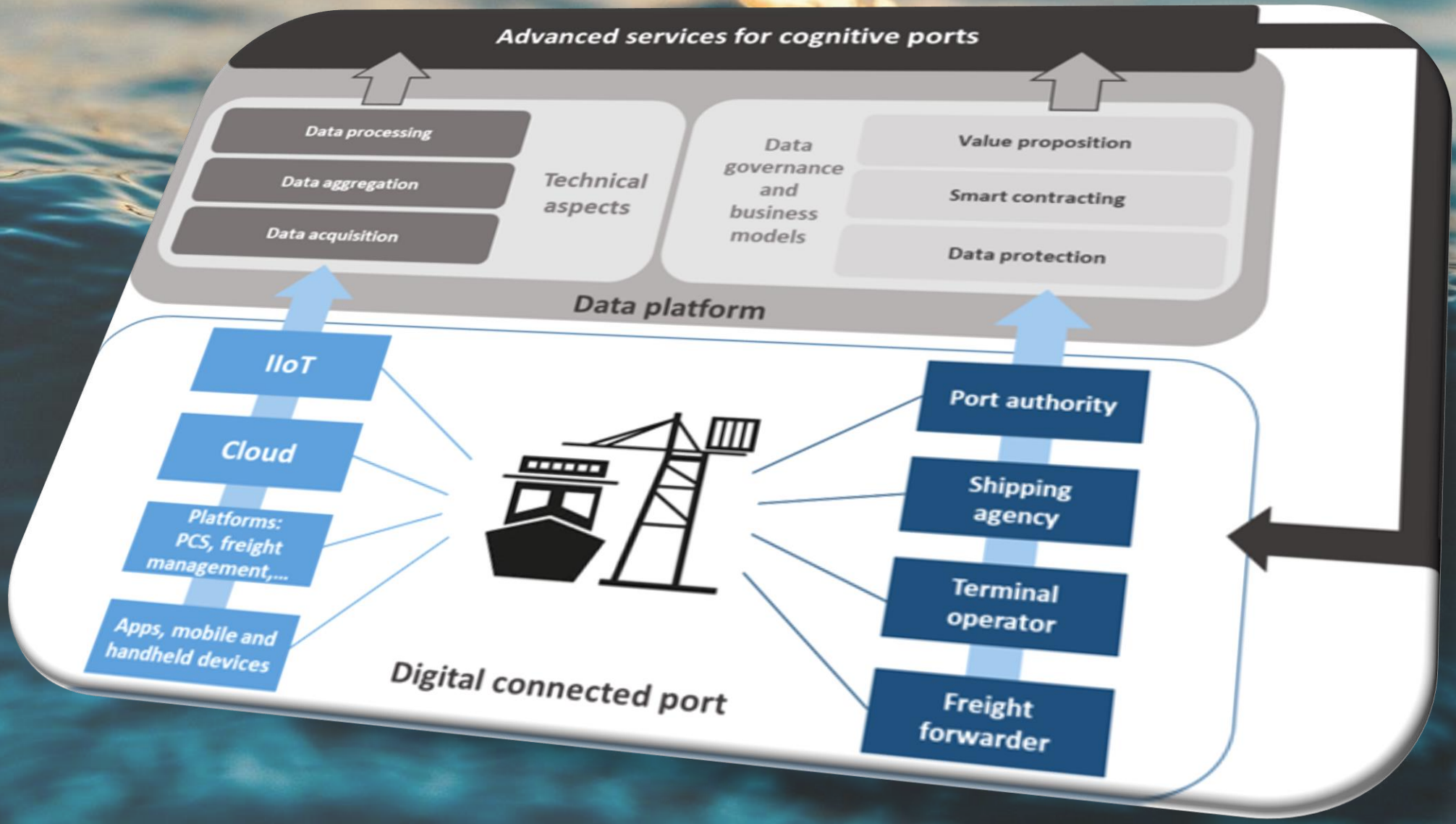
Seaports of the Future

Transform European seaports from connected and digital to smart and cognitive

by providing a secure environment for the aggregation and integration of data coming from the different sources

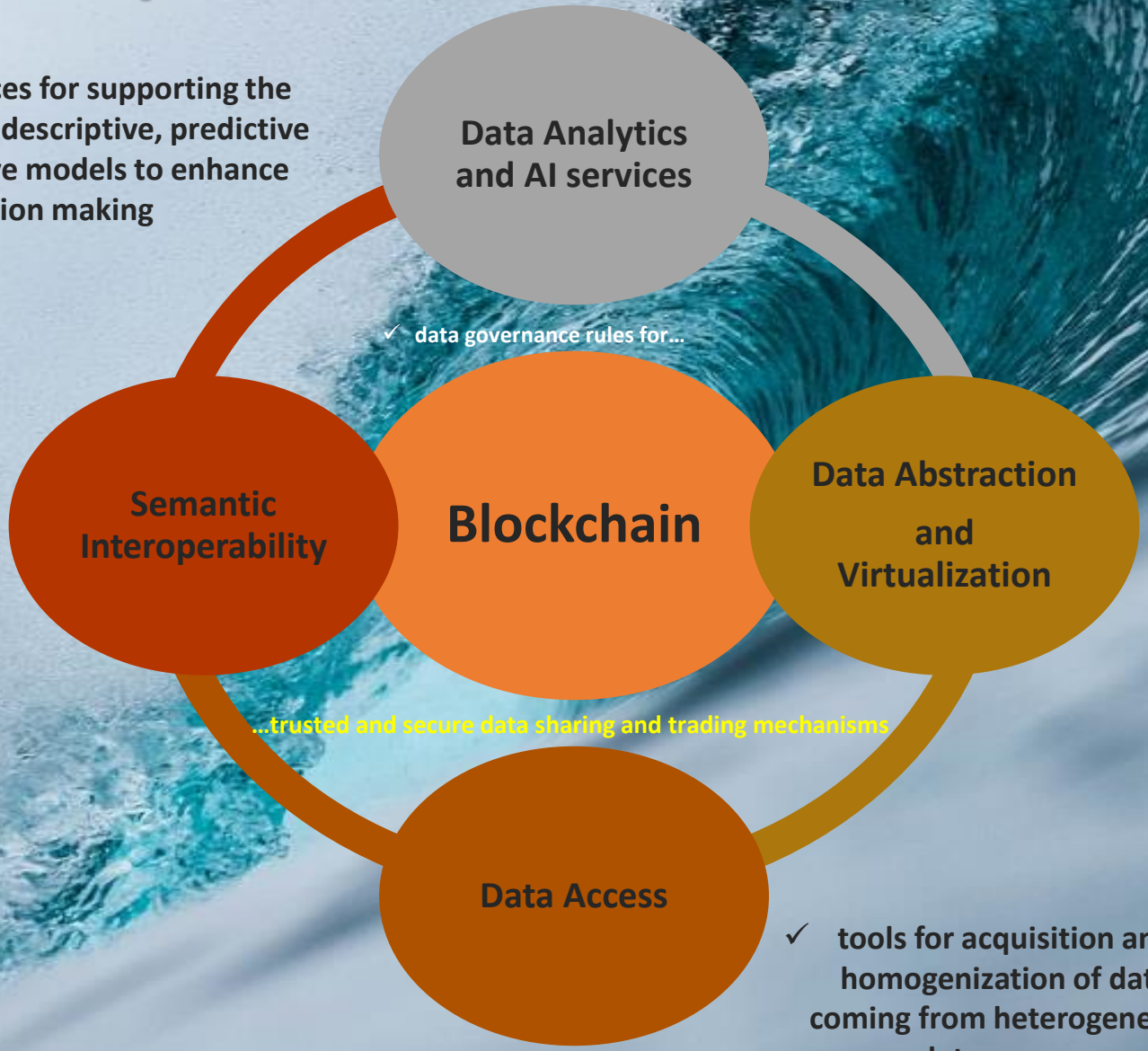
so that the whole port community could benefit from this data in order to improve their processes, offer new AI based and data driven business models.

How to achieve this ?



DataPorts Conceptualization

✓ analytics services for supporting the development of descriptive, predictive and prescriptive models to enhance decision making



✓ domain-specific ontologies to enable semantic rule engines, semantic translation etc.

✓ data as a service paradigm for properly delivering data to potential consumers, hiding the complexity of the underlying infrastructure

✓ tools for acquisition and homogenization of data coming from heterogeneous data sources

“Data Privacy vs Data Utility”

Scope

To motivate more people share and benefit from their personal utility and behavioral data through a trusted data platform

Goal

Keep data subjects fully informed, including them as actual stakeholders and co-owners of the data archive

Challenge

How to quantify and retain the leakage of sensitive information within an agreed threshold in order to give people full control of the risk that they take


What are the Benefits ?

Create a Seaport Ecosystem of the Future

Opportunities

Business

- Open data marketplaces
- Increased availability of vast and heterogeneous data ecosystems for AI.
- Innovative data-driven business models.
- ‘safe’ personal data.

Citizens

- Full control over personal data.
- Access to services.
- Personal data monetization.

Science

- Increasing socio-economic impact of research data across domains and borders.
- Open innovation through data availability.
- Monetization opportunities

Government & Public Bodies

- Better government services.
- AI-enhanced digital services.
- Real-time European statistics
- Access to government services.

For Data Providers...

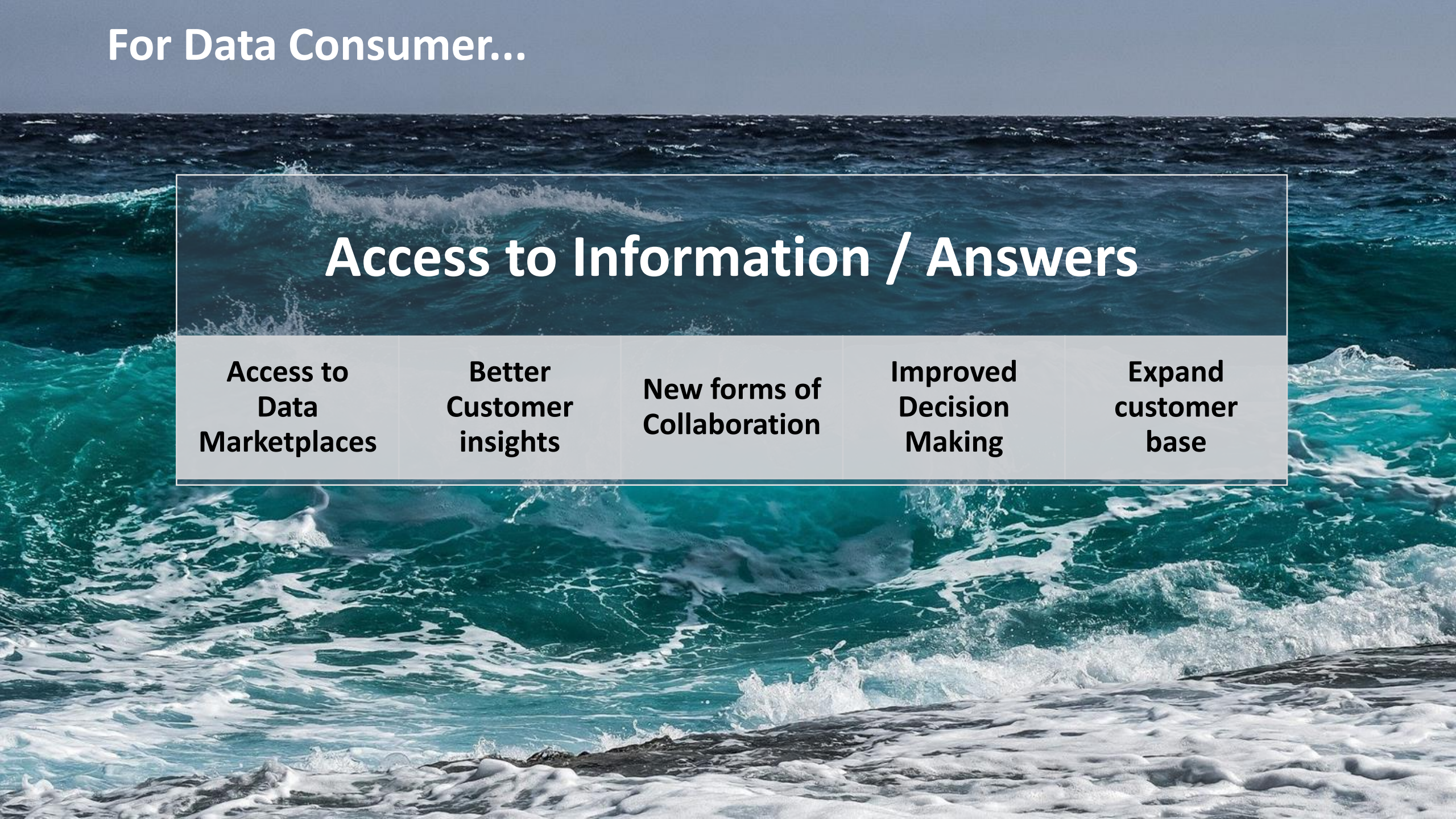
Large volumes of Data (own / handle)

Strengths

Opportunities

- Analytics as a Service
- Infrastructure planning / operations
- New Services or Products improvement
- New revenue streams
- Better customer insights

For Data Consumer...



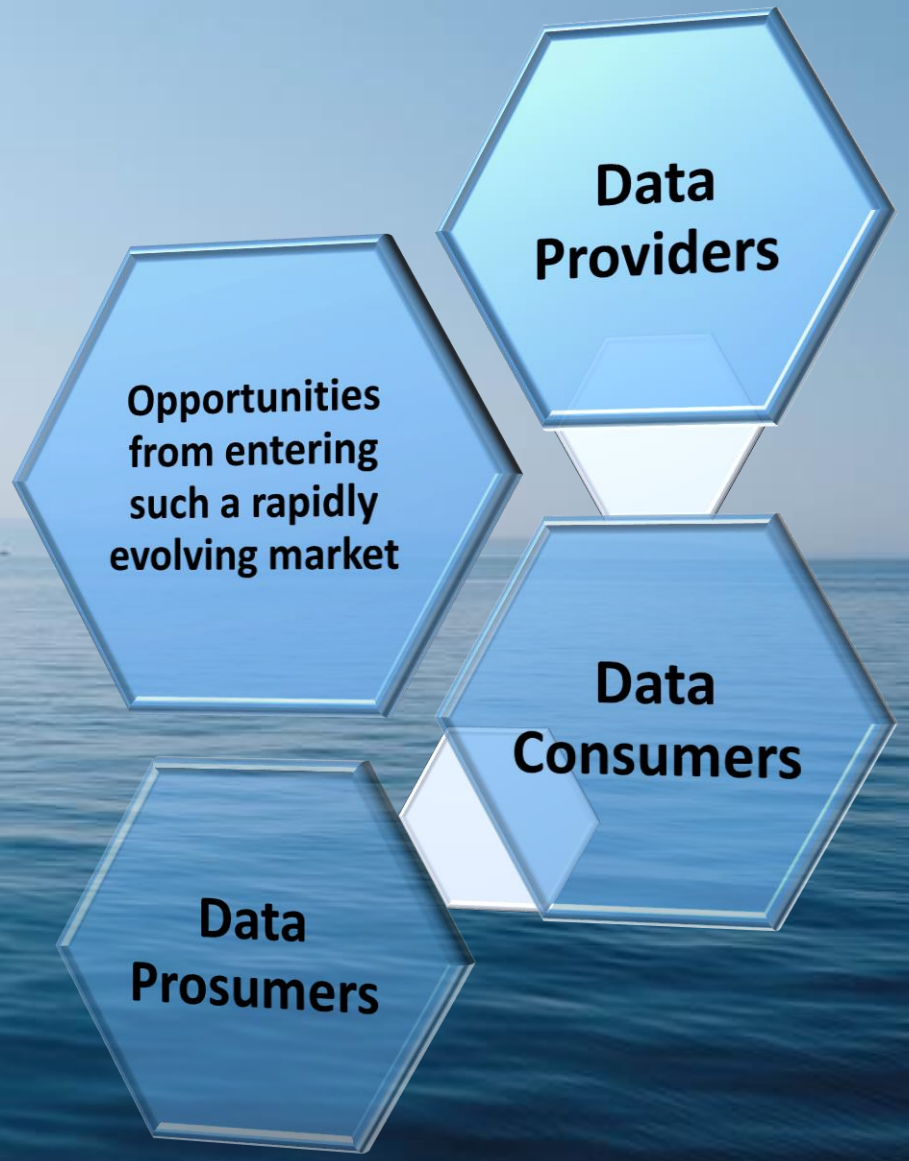
Access to Information / Answers

Access to Data Marketplaces	Better Customer insights	New forms of Collaboration	Improved Decision Making	Expand customer base

Challenges

- **IP protection, regulatory complexity, the development of data agreements and privacy concerns.**
- **Risks and potential harms of sharing corporate data**
  - ✓ collecting **inaccurate,** old or “dirty” data affecting data quality
  - ✓ collecting **unauthorized** data or intrusive collection from individuals and organizations
  - ✓ **incomplete** or non-representative sampling
  - ✓ **insufficient**, outdated , **incompatible** data sets
  - ✓ **lack of interoperable cultural** and institutional norms and expectations
  - ✓ **loss of regulatory licenses**, standards and certifications
  - ✓ **industrial damages**

Concluding …


Opportunities from entering such a rapidly evolving market
Data Providers
Data Consumers
Data Prosumers


Thank you!