

Monitoring Business-to-Business (B2B) Industrial Digital Platforms in Europe

Policy recommendations to further develop B2B Industrial Digital Platforms in Europe

The value of platforms

Digitalisation is a key pillar of the EU agenda for the near and long term future. Digital platforms could unlock over €8 trillion of value for business and wider society over a 10-year period. B2B platforms can be defined as virtual environments facilitating the exchange and connection of data between different organisations through a shared reference architecture and common governance rules.

Impact

- B2B Platforms have helped consumers, enterprises, governments and non-profit institutions to interact with more individuals, trading partners and constituencies by:
 - ▶ Growing productivity of industrial and service processes
 - ▶ Facilitating access of Small- and Medium-sized Enterprises (SMEs) to international markets
 - ▶ Lowering transaction costs and risks
- B2B Platforms have also increased innovation and agility through an extended network of trusted partners that share a common vision



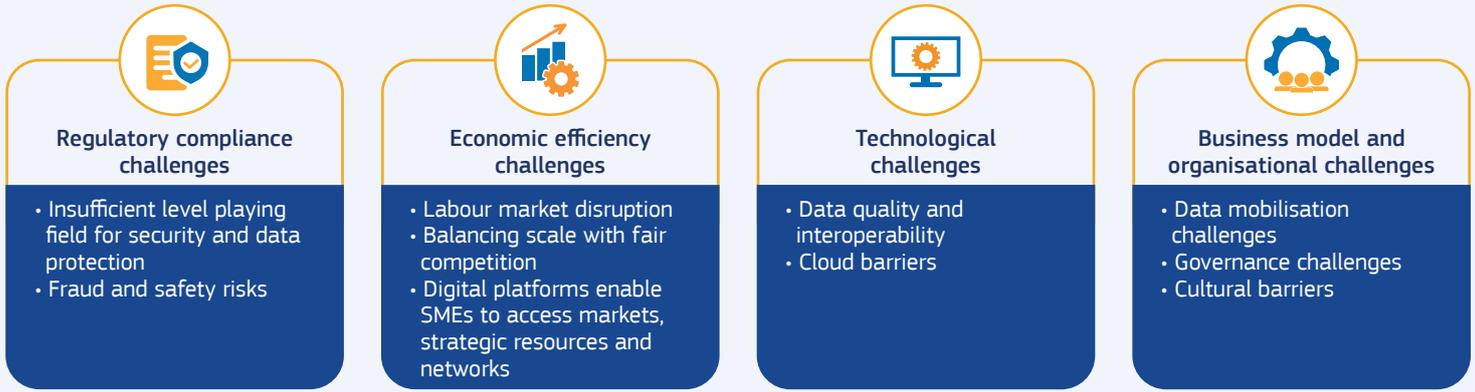
B2B platforms' relevance for businesses is rapidly growing, but not all platforms have equally positive effects

Differences exist by country, industry and type of business model innovation that the platform creates.

	Characteristics	Europe	USA/Asia
 <p>Aggregator platform (i.e. Booking.com)</p>	Development	Industrial B2B platforms are often developed in cooperation.	Industrial B2B platforms are often initiated via startups and corporate spinoffs.
 <p>Disruptive platform (i.e. Uber, AirBnB)</p>	Data sovereignty	Increasing focus on 'data sovereignty': enabling organisations to retain full control over the access and usage of their own data. This results in several initiatives to develop decentralised, federated platform architectures.	More emphasis on centralised architectures based on hyperscalers (such as Amazon Web Services (AWS)), that provide the elastic and scalable cloud services on which Business-to-Consumer (B2C) and B2B platforms are built.

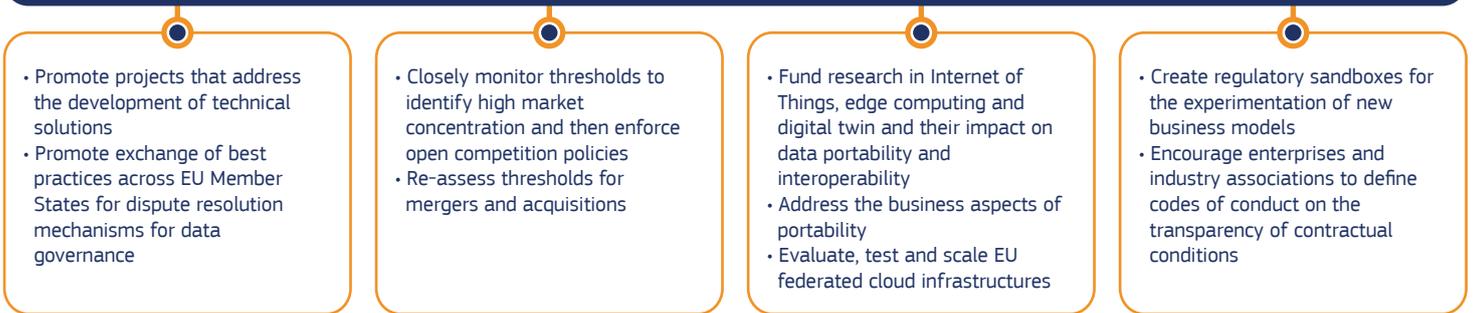
The European Union and the EU Member States should collaborate to define and implement policies that amplify the economic and societal benefits of B2B platforms

Challenges



The EU and the EU Member States should collaborate to define and implement policies that amplify the economic and societal benefits of B2B platforms

Examples of policy recommendations



About the Advanced Technologies for Industry (ATI) project

The ATI project-funded by the European Commission-supports the **implementation** of Europe's new growth strategy with a systematic monitoring of **technology trends** and reliable, **up-to-date data** on advanced technologies. The ATI project focused on the following 16 **Advanced Technologies** that enable and help industries to successful manage a shift towards a low carbon and knowledge-based economy.



B2B Reports investigate the status of B2B industrial digital platforms in term of their emergence, development and distribution and underline their relevance in fostering the process of digital transformation across industries, as well as their role as a fundamental enabler of the data economy in Europe and beyond.

Read the full report on Policy recommendations to further develop B2B Industrial Digital Platforms in Europe here: <https://ati.ec.europa.eu/reports/eu-reports/policy-recommendations-further-develop-b2b-industrial-digital-platforms-europe>

