

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

Highlighting the Relevance of Business-to-Business (B2B) Industrial Digital Platforms in Europe

B2B Industrial Digital Platforms Definitions

B2B Industrial Digital Platforms are software applications designed to manage data coming from products, assets and processes and facilitating seamless collaboration within different functions inside business organisations and across their ecosystem partners to create business value.

Important differentiating point for cloud

multi company

single company



VS

Driven by a group of companies (often decentralised and distributed architectures)

Driven by a single, centralised supplier

The key elements that are present in most B2B Industrial Digital Platforms are:



Data-capture process and data analysis layer



Data management and access services layer



Collaboration and application platform layer

Research confirms that the COVID-19 crisis has not stopped digital initiatives, but has accelerated the shift to digital and fundamentally changed the business landscape

COVID-19 forced many organisations to adopt digital technologies and change business approaches as they sought to maintain business continuity.

Build resilience to thrive in the next normal

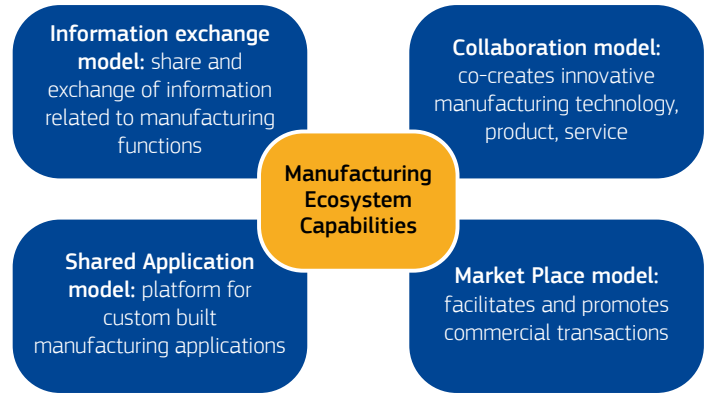


It is important for businesses to understand and provide provisions for platforms that will sustain, advance and scale business and operations.

European industrial companies need to understand that without innovating they risk missing key opportunities in transforming their business and prepare for the world of tomorrow

The role of technology is that of a key contributor to the core value proposition of an industry. It determines the success of an ecosystem.

Many technologies contribute to the success of ecosystem-based value propositions. When looking at the landscape of the existing manufacturing business ecosystems, their function and use cases, the following categories can be identified:



The path towards the actual deployment and success of one or more of the Ecosystem Models depends on the maturity of a company



Reasons that can drive a company towards one of the Ecosystems models:

- The need for stable, diversified revenue streams.
- The need for leveraging insights from customer and operational data to identify efficiencies and new business opportunities.
- The need to react faster to customer needs/time-to-market reduction.
- The inability to cover niche areas.
- The lack of suitable infrastructure and little experience, such as the right Information Technology and logistics infrastructure, experienced workforce and digital and business skills.

The main barrier to the adoption of B2B platforms is the maturity of a company



Low Maturity

A dedicated, formal "special project" team drives efforts to engage in ecosystems or to leverage ecosystem pulses for innovation. Well-structured commercial B2B processes provide a good foundation to further scale the platforms.



Medium Maturity

No collaborative business culture or mindset, no responsibility or organisational structure for ecosystem management, and inefficient, highly manual B2B processes.



High Maturity

The ecosystem strategy is a top priority at the corporate level.

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 successfully manage a shift towards a low carbon and knowledge-based economy.



B2B Reports investigate the status of B2B industrial digital platforms in terms 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 Highlighting the Relevance of B2B Industrial Digital Platforms in Europe here:
<https://ati.ec.europa.eu/reports/eu-reports/highlighting-relevance-b2b-industrial-digital-platforms-europe>

