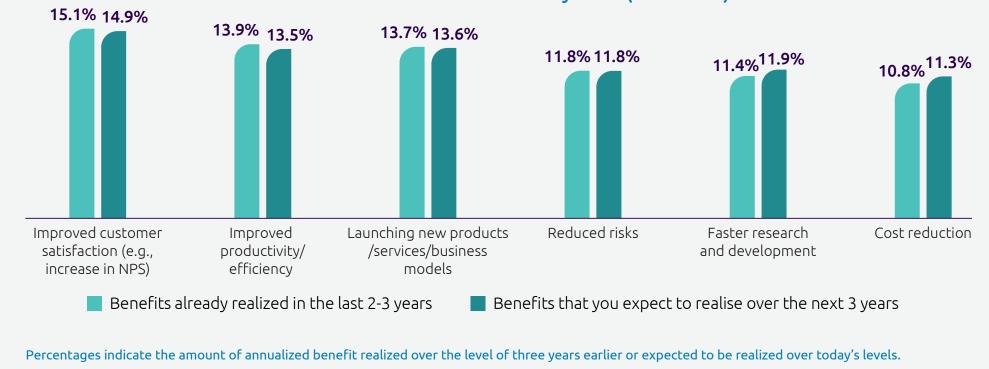


# DATA SHARING MASTERS

How smart organizations use data ecosystems to gain an unbeatable competitive edge

## Data ecosystems have led to significant gains in customer satisfaction, productivity, and innovation Amount of benefits from data ecosystems (annualized)

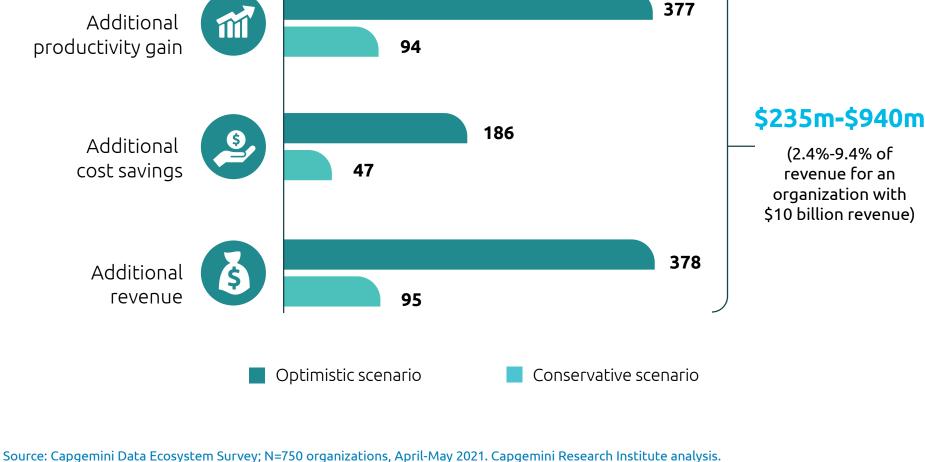


Organizations participating in data ecosystems

Source: Capgemini Data Ecosystem Survey; N=750 organizations, April-May 2021. NPS stands for net promotor score – a key customer satisfaction metric.

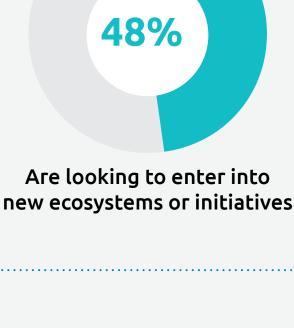
# have the potential to gain financial benefits up to \$940 million or over 9% of annual revenue over the next five years Additional benefit from data ecosystem per company, cumulative in five years (USD M)

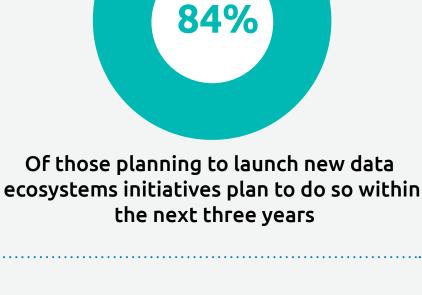
377



Organizations are planning to accelerate

their data ecosystem engagements







36%

### 25% 17% 10% Less than USD 10 Million USD 10 - 50 Million 15% USD 50-100 Million

more than \$50m in data ecosystem initiatives

in the next three years

(In the next 2-3 years)?





Don't know

More than USD 100 million

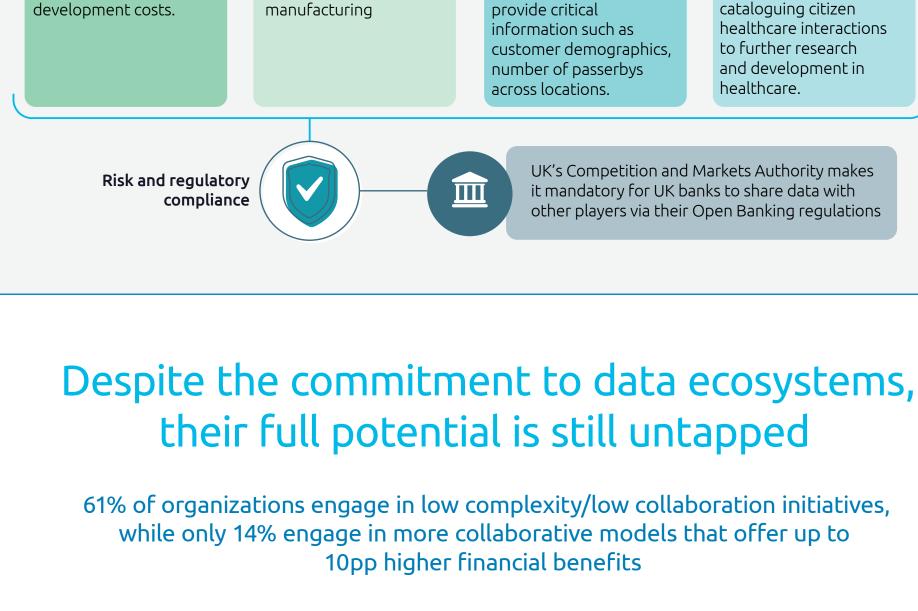
### Research and Manufacturing Sales and Consumptions development and supply chain marketing and usage 6\_6 France's Health Data **Airbus** partnered with **LUCA**, a Telefonica Unit, **BMW** Group and helped Natura, the global **Hub** is a health data a number of aerospace, Microsoft launched

personal care group

determine ideal locations

for a retail store presence with the help of millions

of mobile data points to



Data brokerage

Low collaboration

Source: Capgemini Data Ecosystem Survey; N=698 organizations, April-May 2021.

Open Manufacturing

other manufacturers

and address common

challenges in industrial

Platform to partner with

technology, and

academic organizations

up the design of aircraft

to improve and speed

wings while reducing

healthcare interactions to further research and development in healthcare. UK's Competition and Markets Authority makes it mandatory for UK banks to share data with other players via their Open Banking regulations

platform to bring

data hub helps in

14%

Federated

analytics

Collaborative data

supply chain

**High collaboration** 

cataloguing citizen

together data from

various health databases

in the country. Health

### 61% of organizations engage in low complexity/low collaboration initiatives, while only 14% engage in more collaborative models that offer up to 10pp higher financial benefits High 🔺 Three types

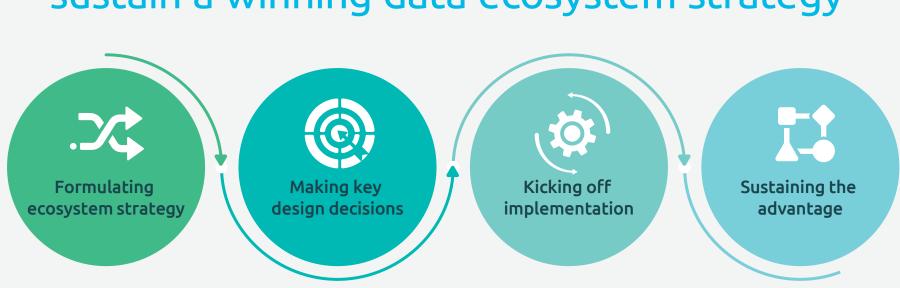
Two types Complexity of data sharing 61%

> Reciprocal data sharing

Level of collaboration

### How organizations can design, implement and sustain a winning data ecosystem strategy

Percentages within boxes represent the share of organizations that adopt the given collaboration model and data sharing complexity.



Proactively addressing privacy, ethics, trust, and regulatory requirements

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data privacy and security? Source: Capgemini Research Institute analysis

How to ensure

Low

How to build trust with internal and external stakeholders?

How to build shared ethical values and practices?

for current and upcoming regulation?

How to prepare

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