

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

What are **B2B** platforms?



Digital platforms are virtual environments facilitating the exchange and connection of data between different organisations through a shared reference architecture and common governance rules.

Value of digital platforms

Digital platforms could unlock



of value for business and wider society over the next 10 years

€55 trillion
in annual revenue

could be redistributed across the economy by digital platforms in 5-6 years' time

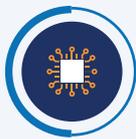


NB: These facts are based on data gathered before the COVID-19 pandemic started.

Need to act now



In spite of the economic potential, data sharing between companies has not taken off at sufficient scale. Creating awareness could lead companies to adopt more open data policies in order to freely share data and foster the development of new products and services, and policymakers can stimulate this process.



The B2B industrial digital platform space is very crowded and consists of companies with a **heterogeneous mix** of core competences: industrial, telecom and cloud hyperscalers.



Companies **dominant in the Information Technology (IT) market** over the past decade are better placed to dominate the B2B industrial digital platform space than companies with more recently established value propositions based on industrial solutions.



United States (US)-based companies provide most of the key platforms; the US market is more receptive to such technology solutions as well.

B2B data platforms have already reached a significant market value

The market value is estimated at almost



€2.5 billion in **2019**

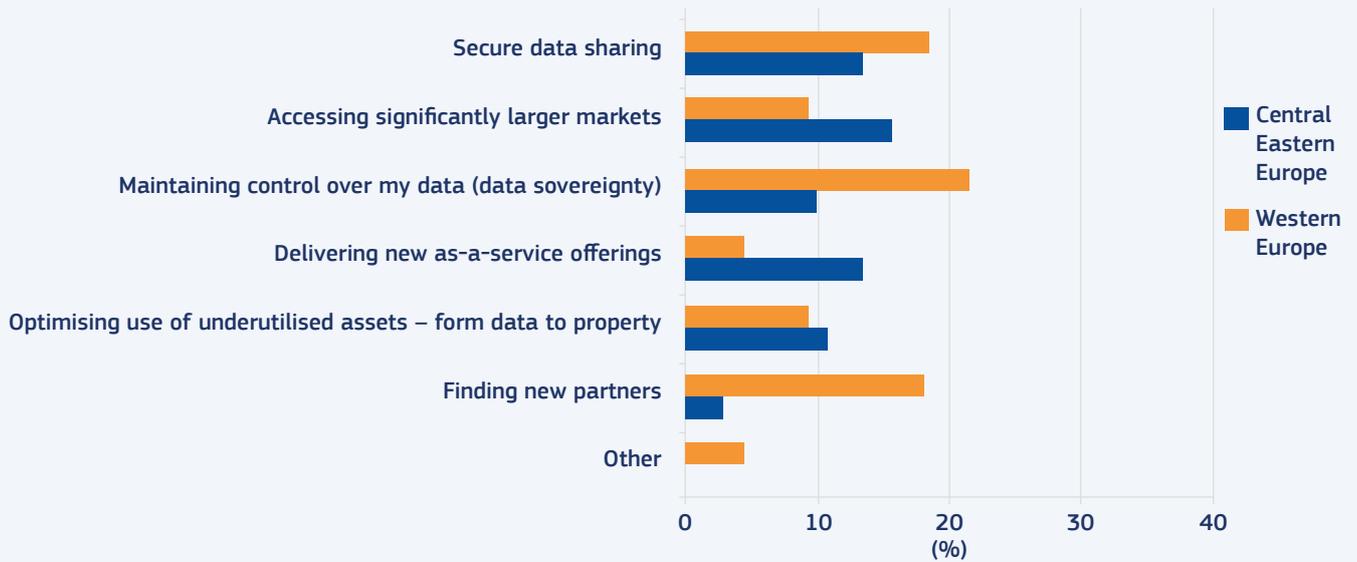
and is poised to grow at a compound annual growth rate (CAGR) of around **18% through to 2023**

Manufacturing is and will be the biggest consumer of this technology



It is closely followed by **Construction, Transportation** and **Utilities**

There are benefits to participating in a B2B industrial digital platform across Europe



Source: IDC EMEA, Digital Enterprise Monitor, EC, August 2019 - INTERIM DATA AT 50%; Subsample: B2B Industrial Digital Platforms Use/Plan; N=111

Challenges that hinder the creation and evolution of B2B platforms



Cloud platform barriers



Cultural barriers



Data monetisation challenges



Insufficient level-playing field for data



Ability of the business to be flexible

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 **technological trends** and reliable, **up-to-date data** on advanced technologies. The ATI Project focuses 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.

For more information, read the full report on Monitoring B2B Industrial Digital Platforms in Europe here:
<https://ati.ec.europa.eu/reports/eu-reports/monitoring-b2b-industrial-digital-platforms-europe>

