

# B 3 Innovations in the Platform Economy

Digital platforms orchestrate the interaction of different stakeholder groups and enable the development of innovative business models as well as new products and services. Data are a key value-creation factor in this context. B2B platforms in particular open up great potential, through the use of which efficiency gains in production can be realized and innovation and value creation processes can be redesigned and further developed.

Start-ups and young companies can use the data shared via the platform to train new algorithms or develop new business models.

Platform operators are primarily responsible for orchestrating the platform ecosystem in terms of establishing governance structures.

Developers of complementary services provide users with additional applications via the platform, e.g. for monitoring energy consumption or maintenance status of machines.

Machine and plant data such as error codes and temperature are recorded by sensors in machines and plants and shared with other companies via the platform. This is used, for example, to monitor status and predict necessary maintenance work.

Research centre providers and cloud services provide the technical infrastructure for data exchange on the platform.

