

Insights for SMEs, large corporates & governments



Contents



The Basic Data Infrastructure



Who are we talking to about what?



Target for adoption

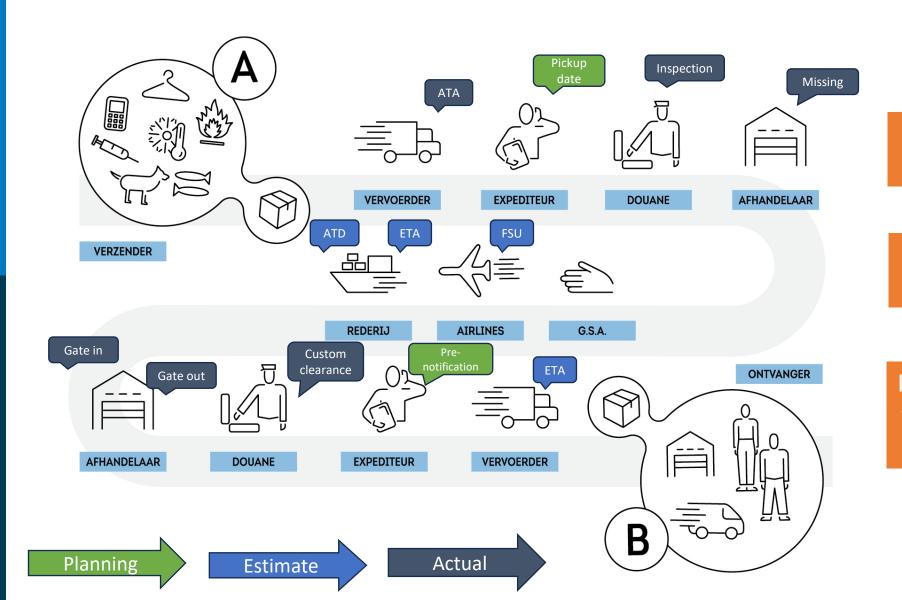


Adopting the BDI





Sharing Data in practice



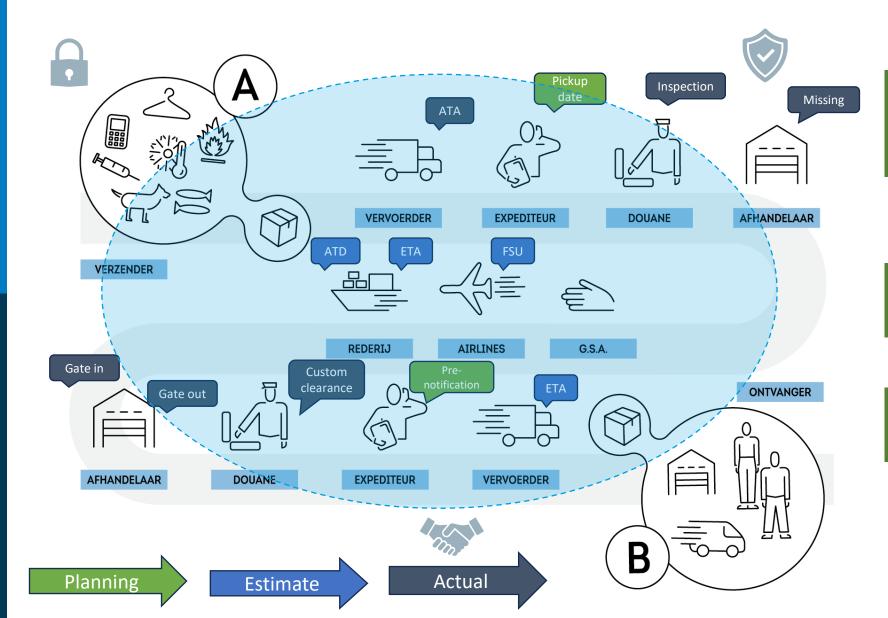
Parties inform the next chain partner

Information is not shared in the context of the chain

Insufficient agreements about what should I share and what can I do with it?



Controlled Data sharing with the BDI



Parties in the chain are informed at the same time about relevant events

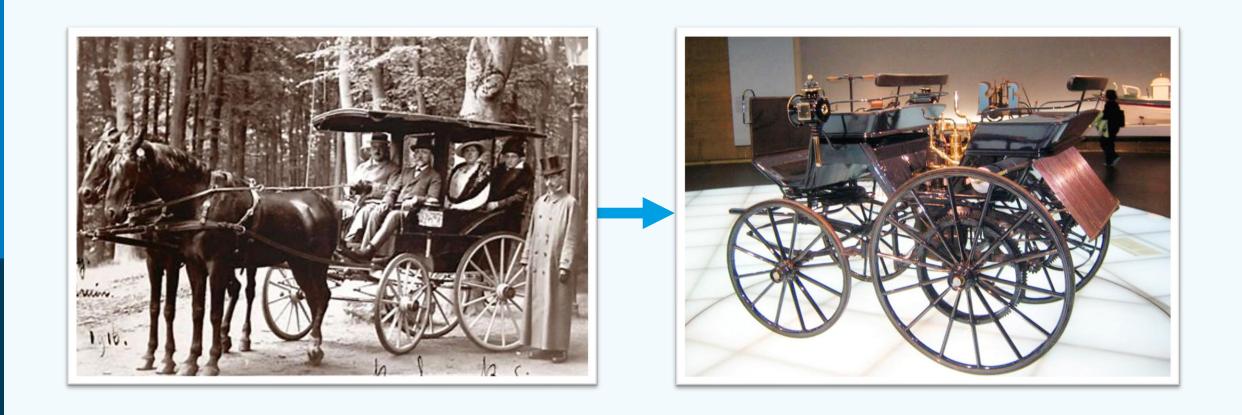
You will receive the data for which you are authorized

A virtual data network with adhoc links





Where we are working towards?





Where we are working towards?





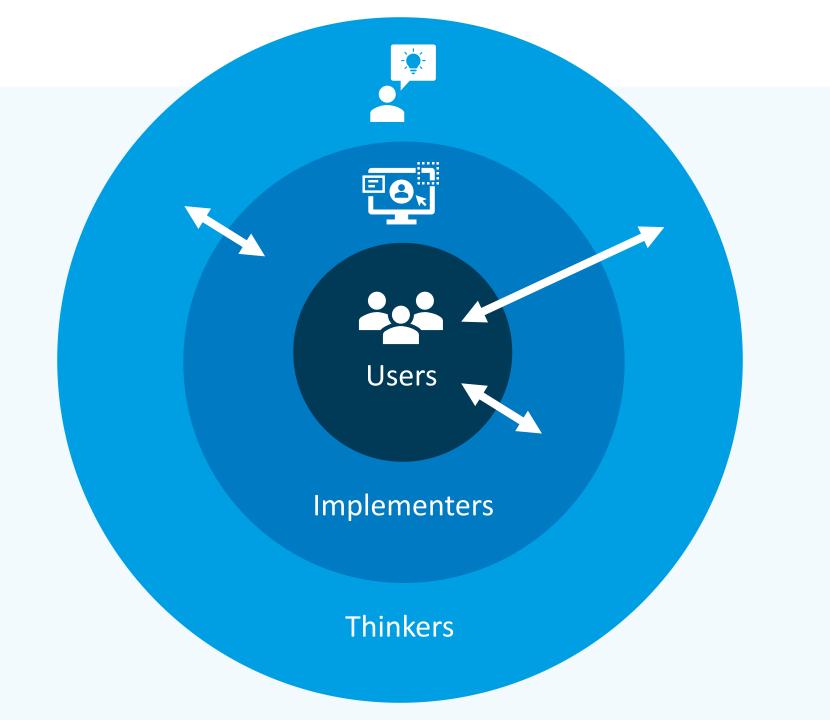




Taxonomy matrix: time is of the essence



bdj





Target for adoption





Adoption strategy

Institutional Stakeholders

- Governments
- Large Platforms
- Large organisations

Pros

Big Influence Money



Cons

Other priorities Burocracy





Challengers

- Scale up
- Innovators

Pros

High Commitment Creative



Cons

Small market size







Developing the framework

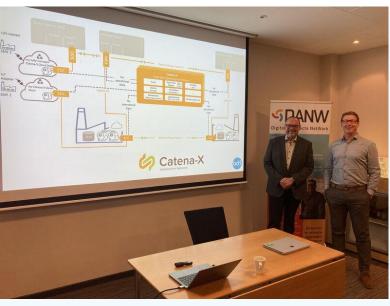






Tailored BDI adoption











BDI adoption, tailored to specific groups











BDI ready in a day



Minister



Digital Shipment information Living Lab

Logistics operators























Technology & eCMR providers





















Recently joined



















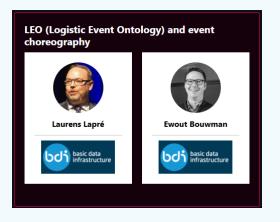


Workshops during Data Sharing Festival 2025















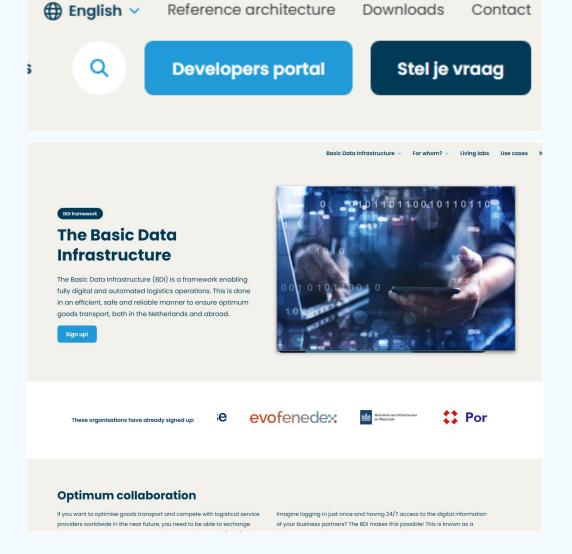




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