Data Value Chain in Europe

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Data is today everywhere. The quantity and growth of generated data is enormous, its proper management challenges us individual users but also business and public organisations. We are facing data/information overflow and we are often handicapped by storing, managing, analysing and preserving all of our data.

At the same time, this growing large amount of data offers us due to its intelligent linkage, analysis and processing

- business opportunities like establishment of new, innovative digital services towards end users and organisations;
- better decision making support in business and public sector; and
- increased intelligence and better knowledge extraction.

This is the reason why many of us see data as the oil of the 21th century. We are challenged to unlock the potential and the added value of complex and big data. It has become a competitive advantage to offer the right data to the right people at the right time.

In my talk I will introduce the value chain thinking on data, than analyse its main technology and business challenges and inform about the ongoing and envisaged policy, infrastructure, research and innovation activities at European level.