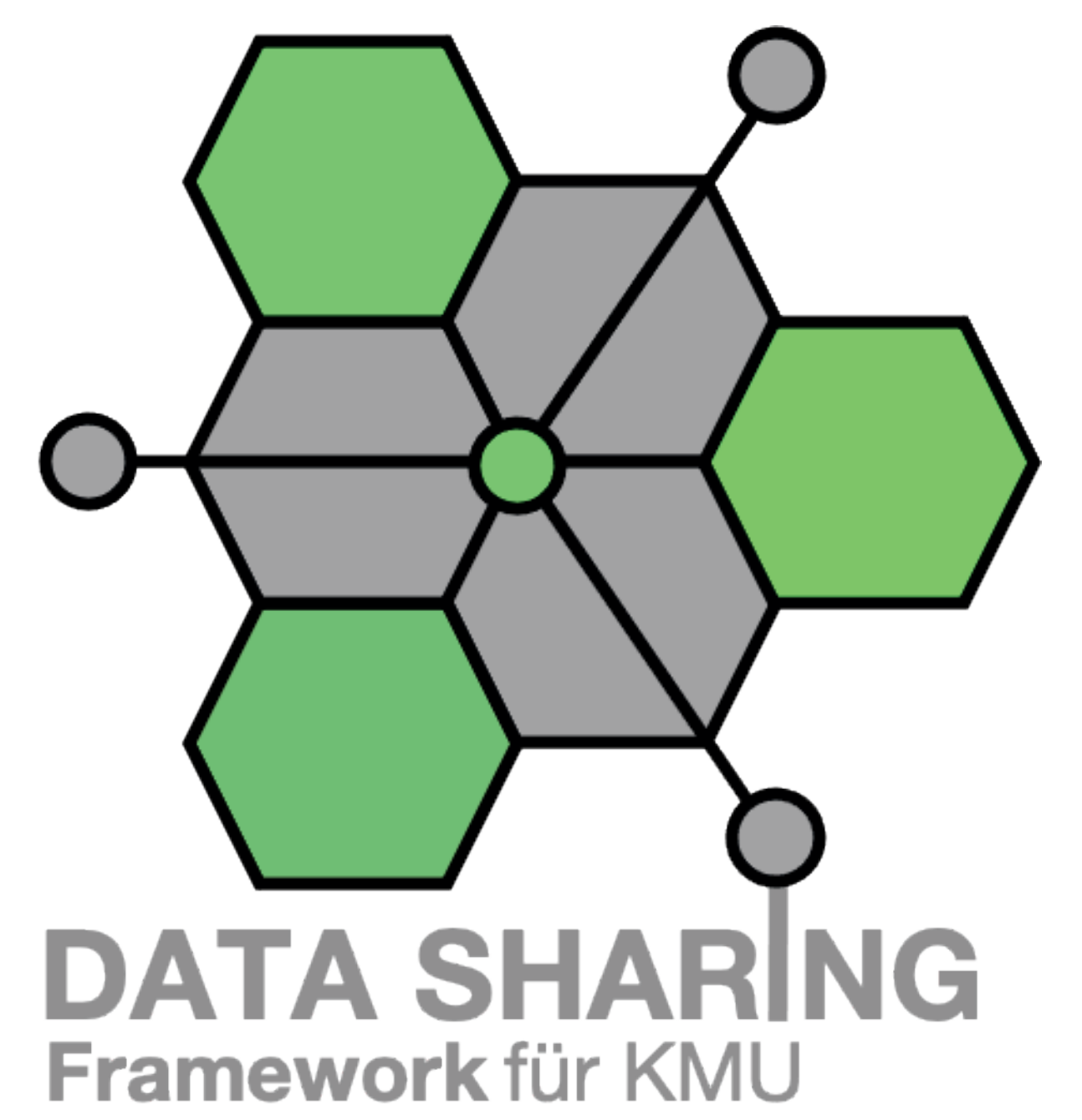


# ENABLING SMART SERVICES FOR MANUFACTURING SMEs BY DATA-DRIVEN VALUE CREATION

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## RESEARCH MOTIVATION

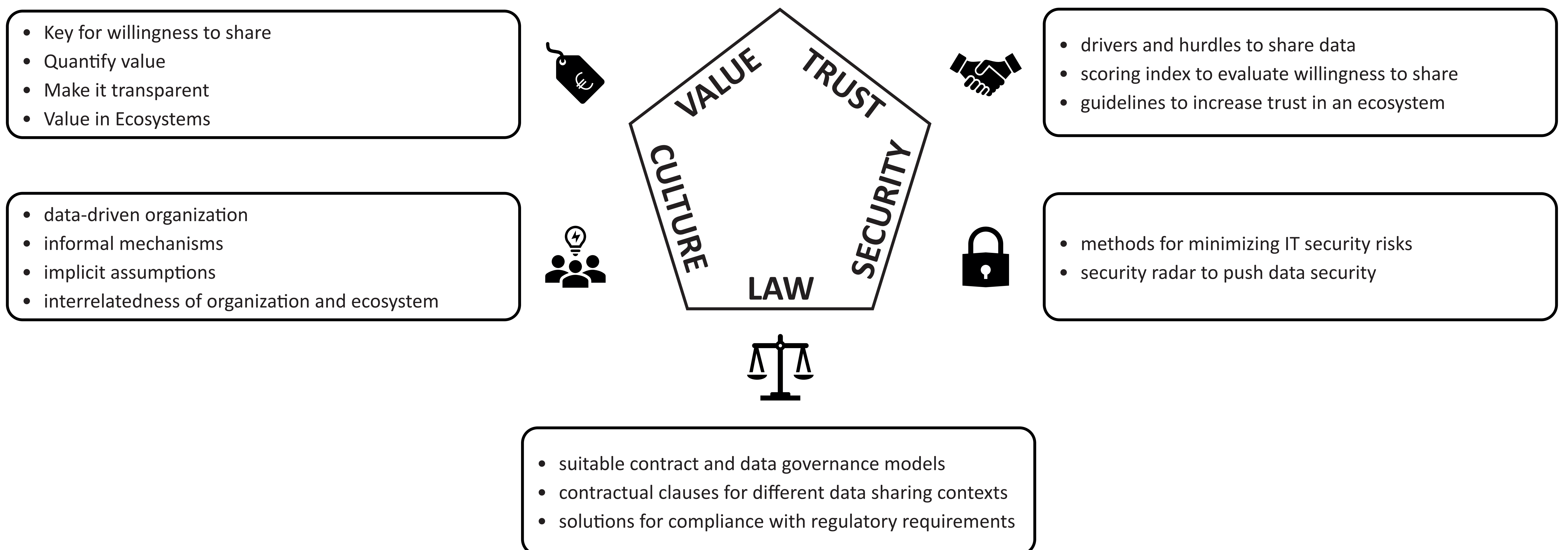
- The use and sharing of data within an ecosystem have the potential to generate innovative services or products
- However, firms within a network are increasingly reluctant to share their data with their partners
- Technology implementation is a necessary but not sufficient condition in this process

## METHOD

- Literature review
- Interviews with manufacturing and IoT consulting companies and a quantitative survey
- Integration and further development into a data sharing framework suitable for SMEs

## PRELIMINARY OR EXPECTED FINDINGS / CONTRIBUTION

This study's contribution will provide insights in the factors enabling data sharing among SMEs in the following dimensions: service value creation in ecosystems, willingness to share data/trust, organisational cultural and mindset, data security and legal aspects



## KEY DISCUSSION POINTS

- Data are the basis for developing innovative service and products (creation of value)
- This requires data sharing in ecosystems
- Hurdles include lack of information on the value of data, missing trust, and an appropriate data culture
- SMEs require specifically tailored tools to overcome these hurdles and leverage potential of data

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