



Deliverable D7.1 - Stakeholder Identification, Customer Segmentation

Executive Summary

Deliverable D7.1 reports on activities undertaken with regards to stakeholder identification and customer segmentation in the DOME 4.0 project. DOME 4.0 has set ambitious targets in furthering the objectives of Industry Commons, in particular:

- Being open and accessible to all providers and users of data: connecting data sources to data users with many stakeholders involved
- Account for the fact that the same data can support the development of **numerous** new products, services, or manufacturing processes.
- Ensure that any business or public entity can engage **with the same data** in **different data-sharing areas**
- Maximise the spill over of knowledge across all economic sectors collaborations to accelerate data-driven innovation and the data can thus spill over into new

Nine business-to-business (B2B) showcases in the project exemplify the industry commons activities of DOME 4.0 and have been analysed regarding their data sharing aspects and stakeholders involved. The current deliverable D7.1 identifies the various persona of stakeholders and customers for the DOME 4.0 ecosystem and the nine B2B showcases. The report also describes the procedures followed and lays out the responsibilities and roles in the context of W7: "Exploitation, Business Model and Sustainability". Finally, a discussion on stakeholders and target customers of the DOME 4.0 ecosystem is provided.

The stakeholders identified included data providers (and owners), data consumers, services providers and tools (software) owners with the customer segments benefiting from both primary and secondary data sharing. Inputs on potential stakeholders and customers of nine showcases were sought from and discussed with the showcase owners. This input as a function of each B2B showcase has been included in the Appendix for further references. Based on the inputs, a set of technical requirements could also be derived, which will be communicated in collaboration with other tasks in this WP and the core technical WPs 1-4 in the course of the project.



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Via these contributions, D7.1 helps lay out the business layer of the project and will be a cornerstone for the business architecture and business operation model in the project. Based on the analysis performed, the value offering from DOME 4.0 entails the enabling and managing of the data exchange/sharing, providing brokerage services to data prosumers, increased diffusion and creation of new market opportunities, learnings as well as best practices for B2B data sharing, and facilitating all these as a trusted, neutral 3rd party provider.

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Project partners:

#	Type	Partner	Partner full name
1	SME	CMCL	Computational Modelling Cambridge Limited
2	Research	FHG	Fraunhofer Gesellschaft zur Förderung der Angewandten Forschung E.V.
3	Research	INTRA	Intrasoft International SA
4	University	UNIBO	Alma Mater Studiorum – Università di Bologna
5	University	EPFL	Ecole Polytechnique Federale de Lausanne
6	Research	UKRI	United Kingdom Research and Innovation
7	Large Industry	SISW	Siemens Industry Software NV
8	Large Industry	BOSCH	Robert Bosch GmbH
9	SME	UNR	Uniresearch B.V.
10	Research	SINTEF	SINTEF AS
11	SME	CNT	Cambridge Nanomaterials Technology LTD
12	University	UCL	University College London



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