

Contributor names: Sonja Zillner (Siemens AG), Edward Curry (Insight)

Short CV:

Sonja Zillner studied mathematics and psychology and accomplished her PHD in computer science specializing on the topic of Semantics. She is Senior Key Experts in the field of Business Analytics and Monitoring at Corporate Technology, Siemens AG and Lead of the BDV SRIA Editing Team. Moreover, she is Professor for Innovation Management at Steinbeis University Berlin and author of many publication and patents. Her research focus lies in the area of semantic technologies, big data, knowledge and innovation management.

Edward is a Research Scientist at the Insight Centre for Data Analytics at University College Dublin. His research projects include studies of sustainable IT, energy intelligence, semantic information management, Event based systems, and collaborative data management. Edward has worked extensively with industry and government advising on the adoption patterns, practicalities, and benefits of new technologies. Edward has published over 100 scientific articles in journal, books, and international conferences. He has given invited talks at Berkeley, Stanford, and MIT. In 2010 he was a guest speaker at the MIT Sloan CIO Symposium to an audience of 600+ CIOs and senior IT executives. He is a Board Member of the Big Data Value Association. He has a PhD from the National University of Ireland, Galway (www.nuigalway.ie).

Type of the presentation proposed: Impact contribution

Title of the presentation: cPPP BIG Data Value – Strategic Research and Innovation Agenda

Summary of the presentation (<100 words): Big Data is one of the key economic assets of the future. Mastering the generation of Value from Big Data will create a significant competitive advantage for European industry, creating economic growth and jobs. The European Commission and Europe's data industry have committed to invest €2.5 billion in a public-private partnership (PPP) BIG Data Value (BDV) that aims to strengthen the data sector and put Europe at the forefront of the global data race. Within this presentation, the BDV Strategic Research and Innovation Agenda (SRIA) defining the overall goals, main technical and non-technical priorities, and innovation roadmap for the cPPP BDV will be introduced.

Extended abstract of the presentation: The BDV Strategic Research and Innovation Agenda (SRIA) defines the overall goals, main technical and non-technical priorities, and a research and innovation roadmap for the European contractual Public Private Partnership (cPPP) on Big Data Value. The SRIA explains the strategic importance of Big Data, describes the Data Value Chain and the central role of Ecosystems, details a vision for Big Data Value in Europe in 2020, analyses the associated strengths, weaknesses, opportunities and threats, and sets out the

objectives and goals to be accomplished by the cPPP within the European research and innovation landscape of Horizon 2020 and at national and regional levels.

A wide range of stakeholders have contributed to the initial version of the SRIA. It is built upon inputs and analysis from SMEs and Large Enterprises, public organisations, and research and academic institutions. They include suppliers and service providers, data owners, and early adopters of Big Data in many sectors. Multiple workshops and consultations took place to ensure the widest representation of views and positions including the full range of public and private sector entities. These have been carried out in order to identify the main priorities with approximately 200 organisations and other relevant stakeholders physically participating and contributing. Extensive analysis reports were then produced which helped both formulate and construct this SRIA.

The Big Data Value Association (BDVA) is responsible for providing regular (yearly) updates of the SRIA defining and monitoring the priorities as well as metrics of the cPPP. The purpose of the update is to understand whether the SRIA – e.g. the technical and non-technical priorities -- needs to be changed.

In the context, we engaged with the wider BDVA community by means of an open consultancy. The objective of our survey was to ensure a comprehensive perspective concerning the technical and business impact of the SRIA technical and non-technical priorities as well as to identify emerging priorities with high impact for the European big data economy.

Within this presentation, we will give an overview of the BDV Strategic Research and Innovation Agenda (SRIA) overall goals, main technical and non-technical priorities, and innovation roadmap for the cPPP BDV. In addition, we will share our insights and learning from the open consultancy process with our wide community.