Business Aspects and Use Cases

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Agenda

- TRUSTS project

- High level Use Cases Description

- Progress so far

- Quality and validation framework

- Prototype validation goals

- Key evaluation trial scenarios

- Proposed Business Model Architecture

- Q&A

TRUSTS project

- The Horizon 2020 project TRUSTS 'Trusted Secure Data Sharing Space' aims to develop a data sharing platform for secure, trustworthy, and GDPR-compliant data exchanges.

  - Three business oriented Use Cases

    - ○ Smart big-data sharing and analytics for Anti-Money Laundering (AML)

    - ○ Agile marketing by correlation of anonymised banking and operators' data

    - ○ Improved Customer Support Services by Data Acquisition

  - The three UCs aim to demonstrate and recognise the added value of the TRUSTS platform
  - The added value is generated through innovative applications built on multiple data sources.
  - The UCs showcase the sharing, trading and use of data, services and applications
  - They target corporate business data in the financial and telecommunications operator industries.

High level Use Cases Description

UC1

1. Smart big-data sharing and analytics for **Anti-Money Laundering** (AML)

   - to demonstrate the capabilities of the TRUSTS Platform as a 'Trusted Secure Data Sharing Space' for AML purposes

   - Financial institutions, corporate audit departments, tax advisors and many more need to do AML checks.

   - This use case aims at improving the detection of financial crime and money laundering

   - by combining data provided on the TRUSTS platform, to securely traded via the platform, with big data analytics, and existing AML solutions

   - to support the compliance officers of the interested users/institutions

   - three applications (eBOS) were developed/enhanced and deployed in the platform to support this UC

High level Use Cases Description

UC2

2. A**gile marketing** by correlation of anonymised banking and operators' data

- to demonstrate the capabilities of the TRUSTS Platform for advanced marketing activities through correlating anonymized banking and telecommunications data.
- aim at validating how data for targeting profitable customers at a local level can be provided
- through correlating data by applying big data analytics techniques
- UC2 brings together a telecom/content provider (NOVA) and a bank (PB) to test services that lead to better products targeting real client needs as well as to increase their digital transformation and respective entrepreneurship activities as pioneers in the Greek Telecom and Banking sectors.
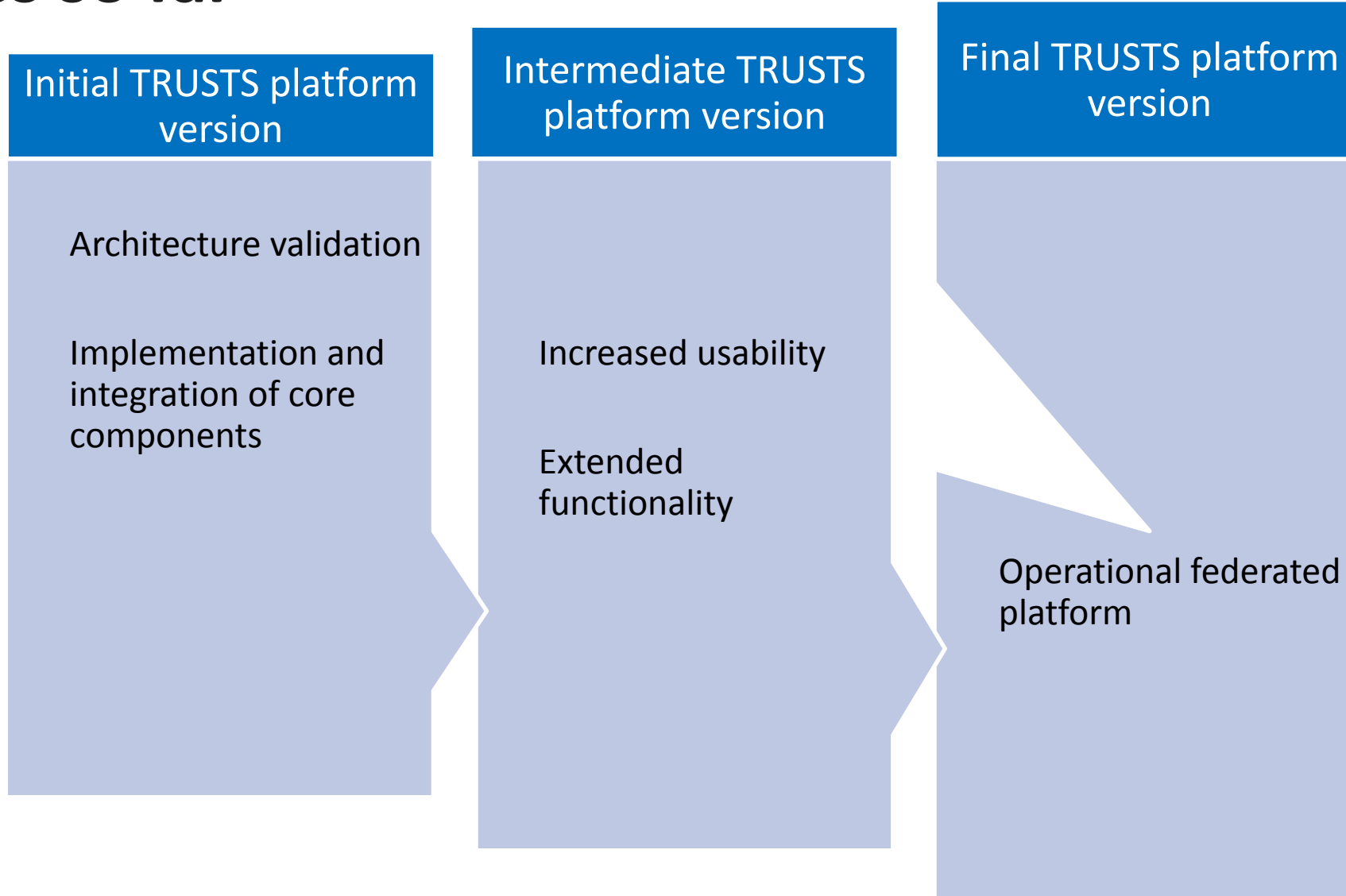
High level Use Cases Description

UC3

3. Improved Customer Support Services by **Data Acquisition**

- vision of an out-of-the-box analytics solution for the anonymisation and visualisation of Big Financial Data.

- The focus is on ways of human-computer interaction still in the development stage, e.g. chatbots that can act as automated assistants.

- to increase their digital transformation and respective entrepreneurship activities

- UC3 concept is to assert that both ChatBot service and Next-Best-Action (NBA) service can successfully run and be sold on the TRUSTS platform.

TRUSTS three business Use Cases aim to demonstrate and identify the added value of the TRUSTS platform

Progress so far

Initial TRUSTS platform version	Intermediate TRUSTS platform version	Final TRUSTS platform version
Architecture validation Implementation and integration of core components	Increased usability Extended functionality	Operational federated platform

Quality and validation framework

Enterprise marketplaces provide tangible benefits to both B2C and B2B companies. TRUSTS Quality Policy is based on four fundamental principles:

- The definition of quality is conforming to requirements, having specified very carefully the needs and expectations of Subscribers, Asset providers and own processes.

- The quality management system concentrates on prevention, looking at TRUSTS service provision processes, identifying the opportunities for error and taking the necessary action to eliminate them.

- The service quality standard is to ensure everyone understands service levels, job roles and responsibilities, and implications of actions.

- The measurement of quality is the cost of non-conformity and the eventual benefit of getting it right.

Prototype validation goals

- Test the fundamental business hypothesis

- Meet the needs of early adopters (TRUSTS UCs)

- Allow the product/UC services/apps to be deployed

- Allow to test the platform functionalities

- Bring added value to the UCs concepts

- Collect the maximum amount of validated learning about the Ucs

- Allow early adopters, the three TRUSTS UCs, feedback

Key evaluation trial scenarios

- Scalability

- Security and compliance assessment

- Platforms administrator's/operator's view

- Federation

- Extended access capabilities

- Service quality evaluation

Proposed Business Model Architecture

TRUSTS value added services	Indicative Addon TRUSTS business models			
• Consulting services • Setup of local infrastructure e.g. corporate node • Transaction insurance • Storage, computing power • Data services e.g. cleansing, visualization, de-anonymization risk analysis, quality check & valuation, etc. • Bundled subscriptions to GAIA-X, IDSA, DIO, Dairo, etc. • AI models training services • Taxonomy and ontology modelling • Training courses	**Vertical data marketplace hosting and operation** e.g. automotive, media, fintech, biotechnology, nanotechnology, health, energy, environment, etc.	**Large enterprise private data marketplace hosting and operation** e.g. automotive, semiconductor, health industries, etc. creating a private data ecosystem	**Closed group marketplace establishment and operation** Ad hoc or permanent closed group marketplaces/dataspaces e.g. for manufacturing process advancement through data correlation, research, etc.	**On demand GAIA-X Dataspace establishment for vertical sectors including federation with TRUSTS**

Base TRUSTS Business Model

Base TRUSTS Services
- Subscriptions targeting large corporate, public sector and organizations, SMEs, academia, other (e.g. spontaneous users)
- Asset catalogue and personalized search and recommendations
- Asset, transactions and users rating
- Smart contracting
- Federation with external marketplaces with the ability to show assets in a single catalogue
- Transaction encryption
- IPR management
- Transactions' log, compliance and evidence provision in case of dispute
- Graphical user interface
- Training material
- Basic applications: PSI, etc.

Thank you for your attention!

Any questions?

Please feel free to ask.

Please contact us to schedule your hands-on TRUSTS experience

https://www.trusts-data.eu/contact/

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