

Germany's Data Strategy – caught between data protection, big platforms and analog processes

Data is the new oil.



Data is not like oil. But data has become the most important strategic input as our industry is transformed by the information age

- **Non material** – the value of data is determined by the information that can be derived from its collection / analysis
- **Non exhaustive** – but data can lose its value
- **Reproducible** – but there is reluctance to share data

Hardware vs. Software (driven by data)

- physical (machines)
- turn raw materials into products
- High fixed costs
- Precision
- Long innovation cycles
- Gradual Growth
- immaterial (algorithms / data)
- turn data into information
- Low fixed costs
- Flexibility / Agility
- Short innovation cycles
- Easily Scalable

Strong Tradition of Data Protection

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Gesetz- und Verordnungsblatt für das Land Hessen · Teil I

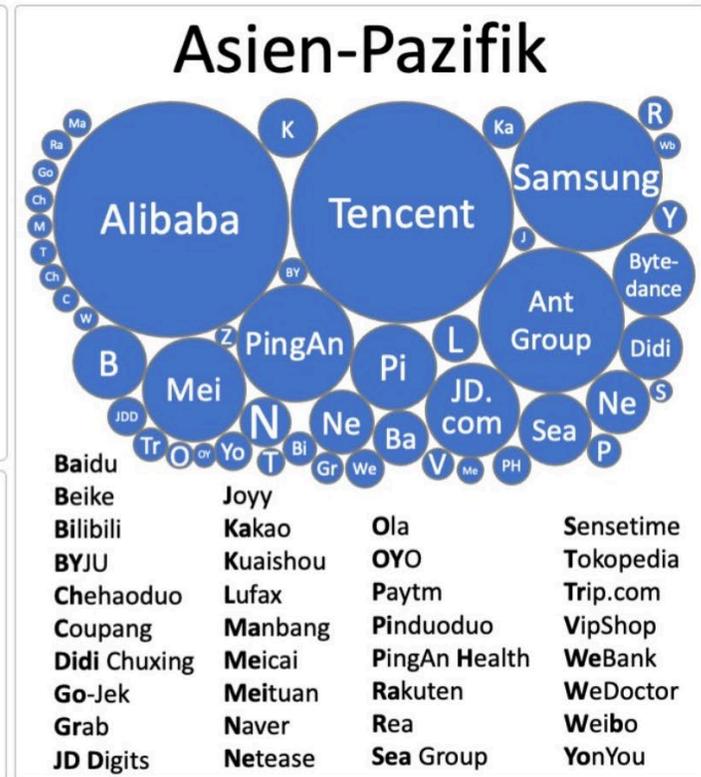
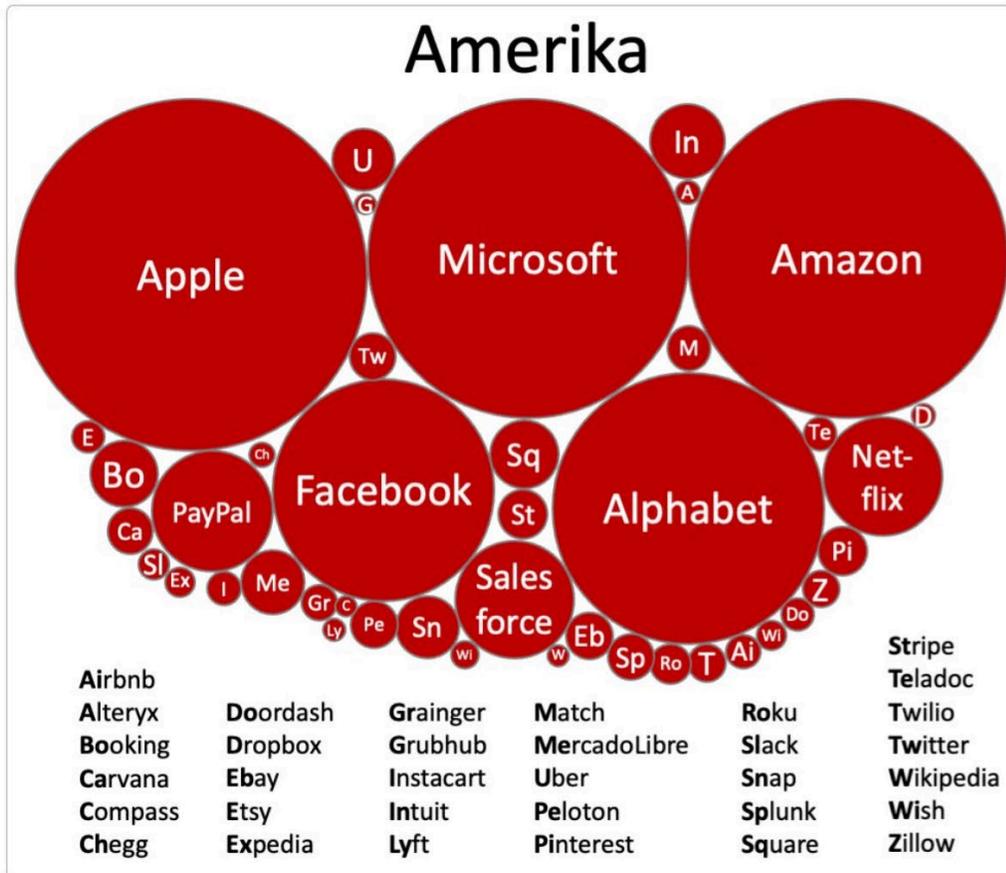
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Dependency on Big Tech Platforms

Top 100 Plattformen der Welt (Oktober 2020)

Börsenwert / Bewertung jüngste bekannte Finanzierung | Gesamtwert 12,6 Bio. Dollar



Strategic challenges for Germany

Data is driving innovation and new business models, but

- Limited competency in software development and data exploitation to generate valuable information and new business models
- German SMEs lack the critical mass to build their own digital infrastructure. Even big companies rely on big tech (Deutsche Bank on Google or VW on Microsoft)
- There are high barriers for cooperation as everyone now perceives data as one of their most strategic asset
- Public sector's ability to induce and promote data-driven innovations