Data Sharing Within Connected Business Ecosystems
A study of an automotive business ecosystem

Since the early 1990’s, the visions and potentials of integrating the Internet of Things (IoT) within industries have evolved. The IoT is the interconnection of uniquely identifiable embedded computing devices within the Internet. The IoT within an industry, connecting products and services throughout the value chain and with each other, has several contemporary definitions, like the “Networked Society” or the “Industrial Internet”.

“There will be 50 billion connected devices in the world by the year 2020”

However, there are few successful implementations to be found. How can data be shared and utilized? How are businesses supposed to benefit from their connected products and services? What obstacles do businesses and societies face trying to get there? How should governments and institutions support this development? The viewpoints from different actors and industries must be compared and combined, in order for the connected society to reach its full potential.

In order to understand the potential business opportunities for actors within connected business ecosystems, this master thesis purpose is to identify important factors to consider when developing business models for data sharing within connected business ecosystem.

A qualitative research with an inductive approach was used in this study. Semi-structured interviews were conducted with nine actors within an automotive business ecosystem. Inputs from the interviews were analyzed together with theories and secondary data on the subject connectivity and data sharing. The Business Model Canvas was used as a tool for the analysis.

Conclusions
In the connected automotive business ecosystem, two categories of products, the connected product, which is the core product with connected features and the data product, which is the data generated by the connected product, have been identified. Thus, two different business models have been considered.

The important factors to consider when developing a business model for a connected product is; to digitize the original product and company, establish a data security system, choose a technology for the product's data transmission, regard the position in the value chain and to manage the data transfer costs.

Looking at a business model for a data product, the important factors are to; understand the customers’ true needs, acquire IT and ICT expertise, strive towards the establishment of a data sharing platform and a mutual technology standard and establish a data security system.