



PISTIS

Promoting and Incentivising Federated,
Trusted, and Fair Sharing and Trading
of Interoperable Data Assets

Transforming Data Value into Tangible Economic Benefits The PISTIS approach

Dr Sotiris Koussouris 

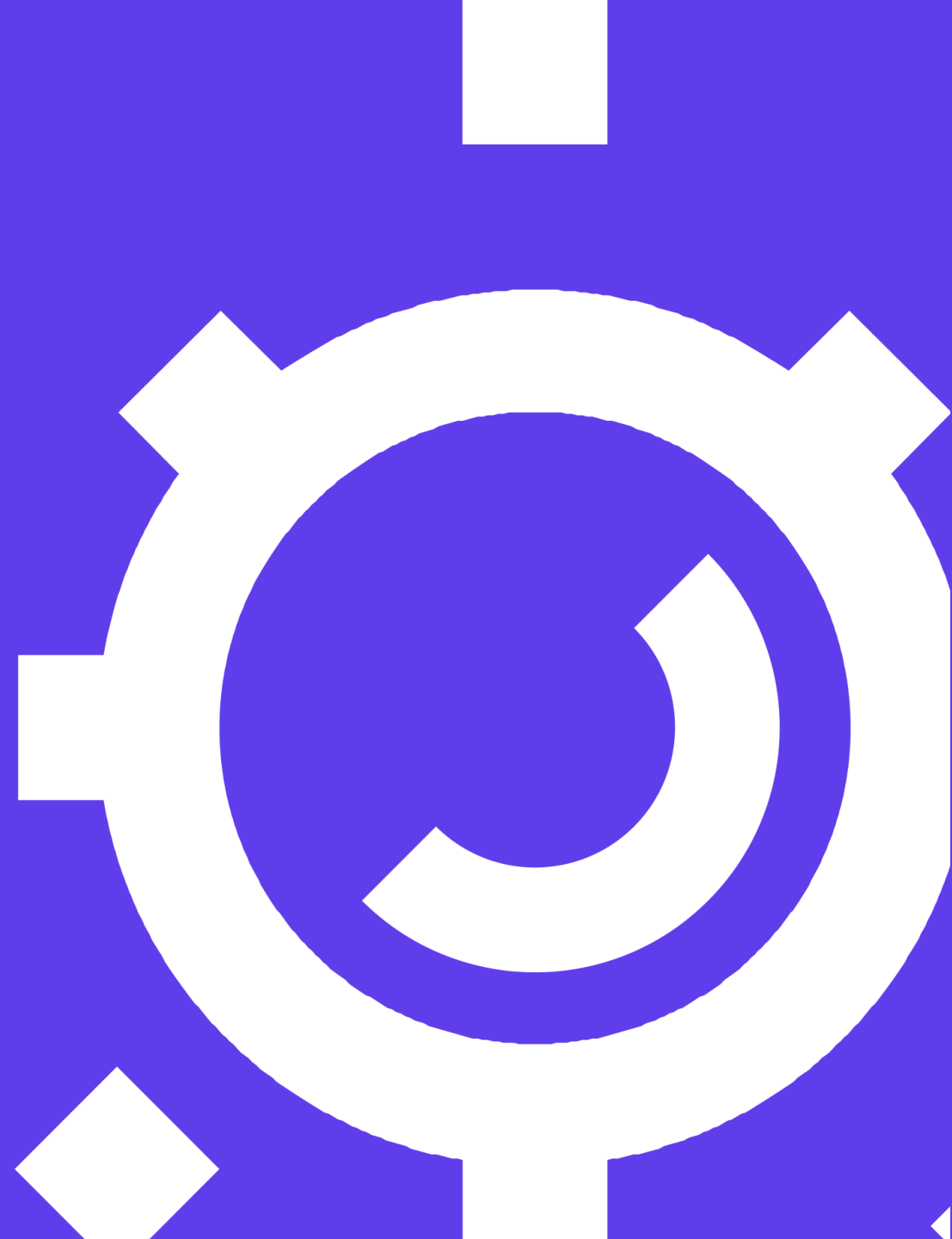
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InfoCom World 2024, Athens, Greece

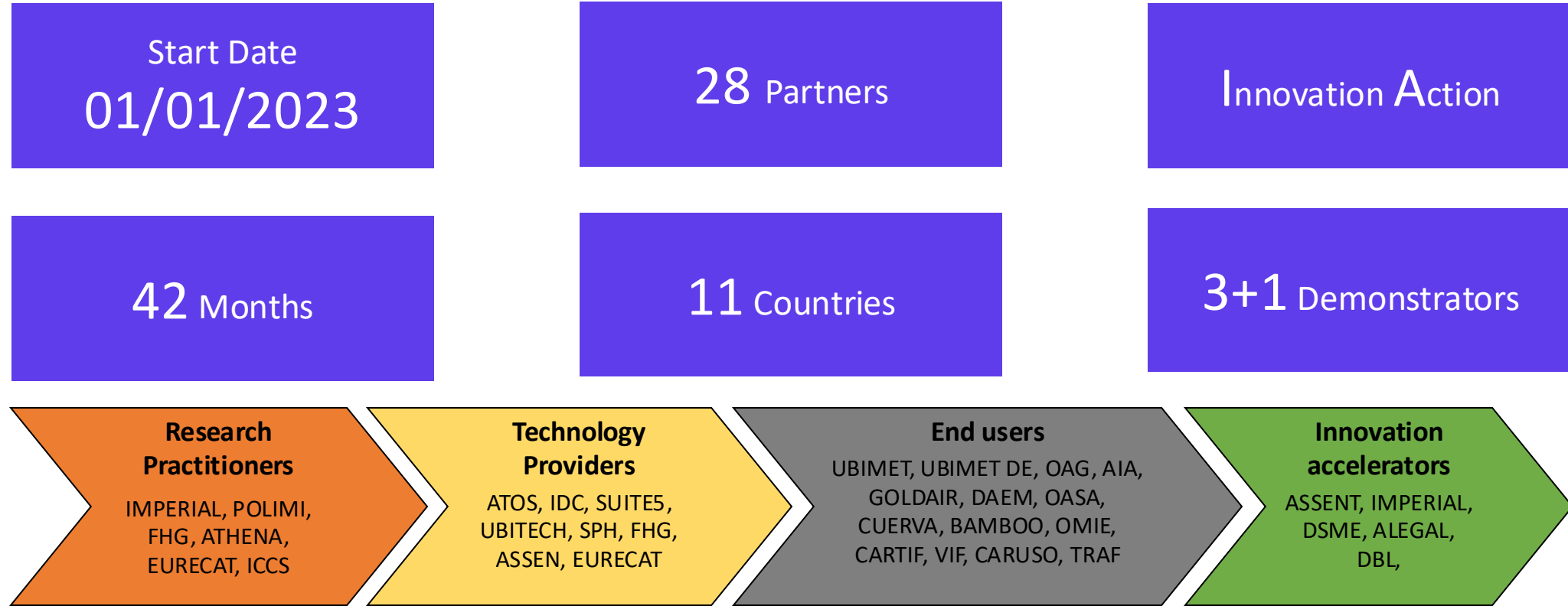


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Basic Facts

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Topic: **HORIZON-CL4-2022-DATA-01**

Data supplier and data user companies

Data Supplier Companies

Forecasts: 2025, Three 2030 Scenarios, and Growth (%)

| | 2025 | 2030 Challenge Scenario | 2030 Baseline Scenario | 2030 High Growth Scenario | CAGR: 2020–2025 | CAGR: '25–30, Challenge | CAGR: '25–30, Baseline | CAGR: '25–30, High Growth |
|----------------------|---------|-------------------------|------------------------|---------------------------|-----------------|-------------------------|------------------------|---------------------------|
| EU27 | 263,187 | 298,241 | 312,961 | 330,968 | 8.4% | 2.5% | 3.5% | 4.7% |
| EEA (NO, LI, IS) +CH | 7,683 | 8,712 | 9,344 | 10,246 | 8.7% | 2.5% | 4.0% | 5.9% |
| Total, all countries | 518,786 | 588,841 | 611,087 | 642,448 | 8.4% | 2.6% | 3.3% | 4.4% |

Data User Companies

Forecasts: 2025, Three 2030 Scenarios, and Growth (%)

| | 2025 | 2030 Challenge Scenario | 2030 Baseline Scenario | 2030 High Growth Scenario | CAGR: 2020–2025 | CAGR: 2020–2030, Challenge | CAGR: 2020–2030, Baseline | CAGR: 2020–2030, High Growth |
|----------------------|---------|-------------------------|------------------------|---------------------------|-----------------|----------------------------|---------------------------|------------------------------|
| EU27 | 648,354 | 761,094 | 905,716 | 1,094,049 | 3.6% | 3.3% | 6.9% | 11.0% |
| EEA (NO, LI, IS) +CH | 8,304 | 9,969 | 12,093 | 14,842 | 3.2% | 3.7% | 7.8% | 12.3% |
| Total, all countries | 876,408 | 1,025,183 | 1,216,783 | 1,466,935 | 3.6% | 3.2% | 6.8% | 10.9% |

PISTIS Aims

PISTIS vision is to:

- ❑ enable Organisations to **generate more value** from the data.

- ❑ provide the **tools to allow organisations break their silos**, in a trusted, mutual benefiting manner, opening up new business opportunities

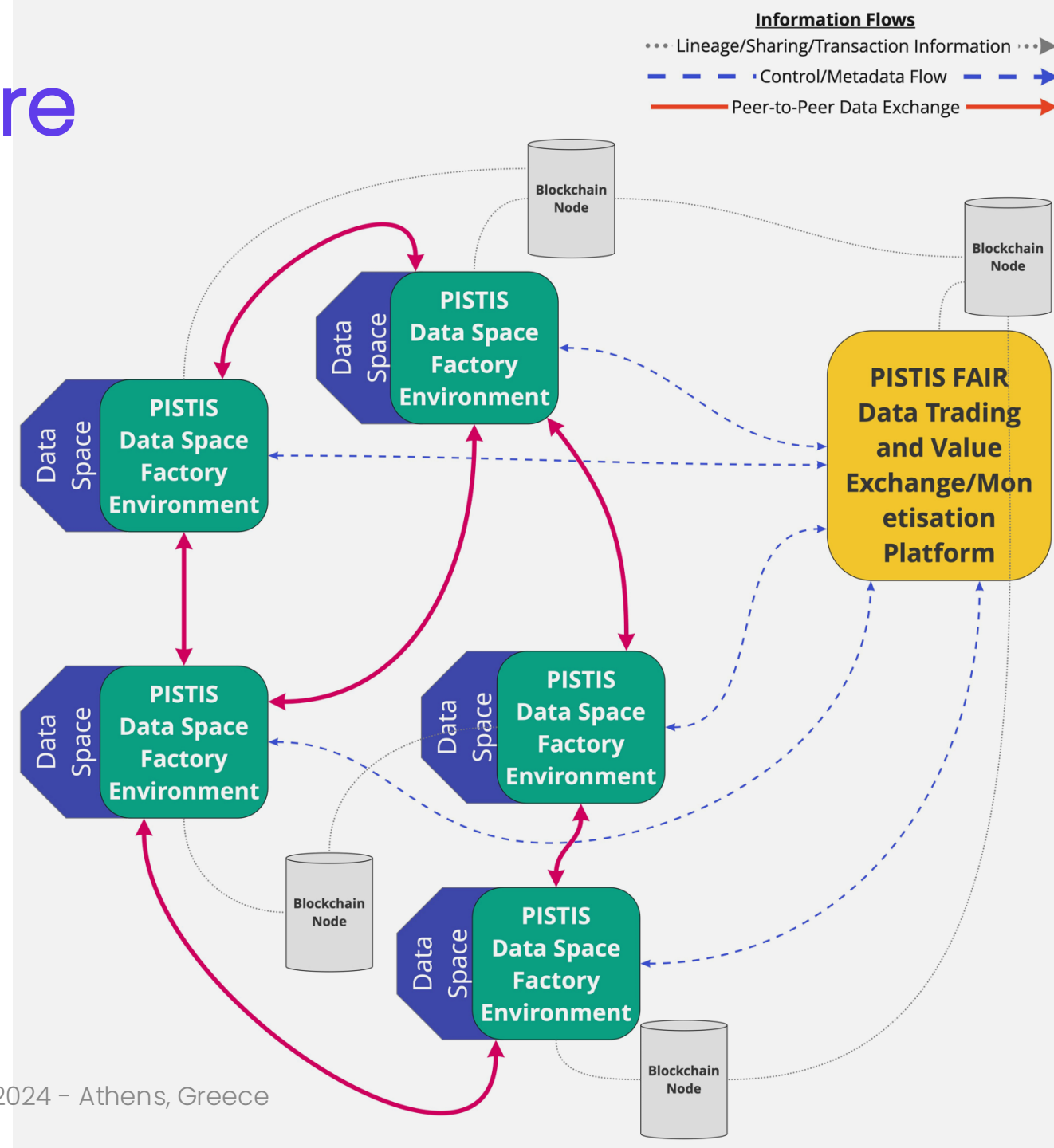


PISTIS brings forward a reference federated data sharing/trading and monetisation platform for secure, trusted and controlled exchange and usage of proprietary data assets and data-driven intelligence (derivative data assets)

Reference Architecture Macroscopic View

2 Core Parts

- PISTIS “Data Factory”
 - Deployed “locally” over each organisation
 - Holds all the Data
- PISTIS FAIR Data Trading & Value Exchange Monetisation Platform
 - Coordinates the Interaction between the Data Factories
 - Oversees all data trading transactions and contracts



Why Data Valuation?

- ❑ Core element for any “data marketplace” platform
- ❑ The need for understanding the value of data is key for both
 - ❑ Data Owners
 - ❑ Data Consumers
- ❑ Knowing a good value estimation is one of the main incentives to have economic success (or to work for success!)

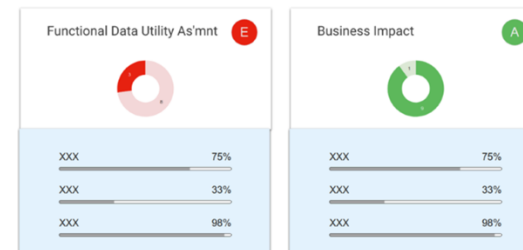
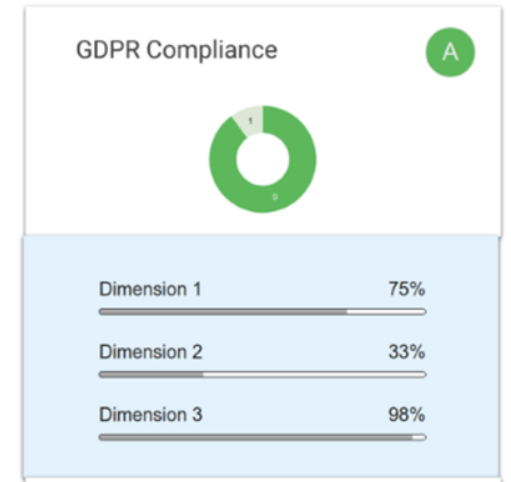
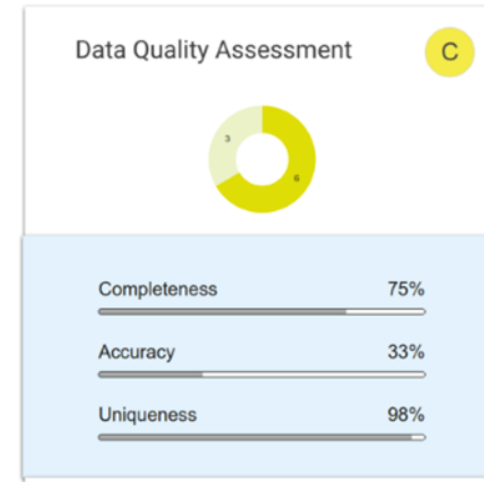


Data Valuation in PISTIS

- We indicate the Value of Data by inspecting different dimensions

- Other PISTIS platform services contributing to valuation, such as:
 - Data Quality Assessment
 - Lineage and Data Operations/Analysis Logs
 - “Market” Insights and analytics (like a market stock exchange tableau)

- Periodically data samples get re-scanned to update Valuation scores



Monetisation methods in most data marketplace platforms



Monetisation in PISTIS

- ❑ Negotiation is not always preferred!
- ❑ Data Owners should be provided with various monetisation methods
 - ❑ They have different needs when it comes to selling/licensing data
 - ❑ The same goes for Data Consumers as well

A “one-fits-all” approach simply does not work

One-Off Sale or Subscription

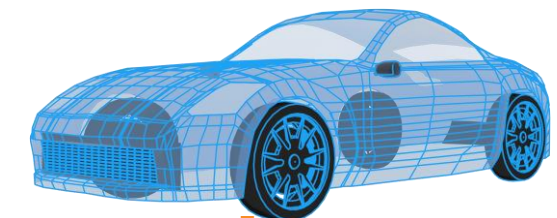
Data NFTs

Data Investments

PISTIS Demonstrators

Building Data Economy Hubs

- **Demonstrator Hub #1: Mobility and Urban Planning Demonstrator Hub (AIA, OAG, GOLDAIR, DAEM, OASA, UBIMET) - Greece**
- **Demonstrator Hub #2: Energy Sector Demonstrator Hub (CUERVA, BAMBOO, OMIE, CARTIF, UBIMET) - Spain**
- **Demonstrator Hub #3: Automotive Sector Demonstrator Hub (VIF, CARUSO, TRAF, UBIMET) – Austria & Germany**



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**THANKS
FOR YOUR
ATTENTION.**

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