



eu

BusinessGraph

Why company data

- Core asset in digitalization of business and society
- Serves as a foundation of many data value chains
- High societal significance (transparency, accountability)

- **Predict the behaviour of a company**

Will company X buy new products, open a new office?

- **Recommendation systems**

If you are interested in company X you may also be interested in Y

- **Network analysis**

Building corporate network, influence of people in companies

- **Statistical models**

Computing credit score

- **Fact extraction**

Company X has launched a new product or service

Company X established a partnership with Company Y

- **Data quality problems and data profiling**

Combining data can surface inconsistencies and contradictions

Enabling the European Business Graph

for Innovative Data Products and Services

10

European partners

SINTEF, EVRY, Brønnøysund Register Centre – **Norway**
Cerved, SpazioDati, University of Milano-Bicocca – **Italy**
OpenCorporates – **UK**
Deutsche Welle – **Germany**
Ontotext AD – **Bulgaria**
Institut Jozef Stefan – **Slovenia**

2.5 Years

(2017 - 2019)

6

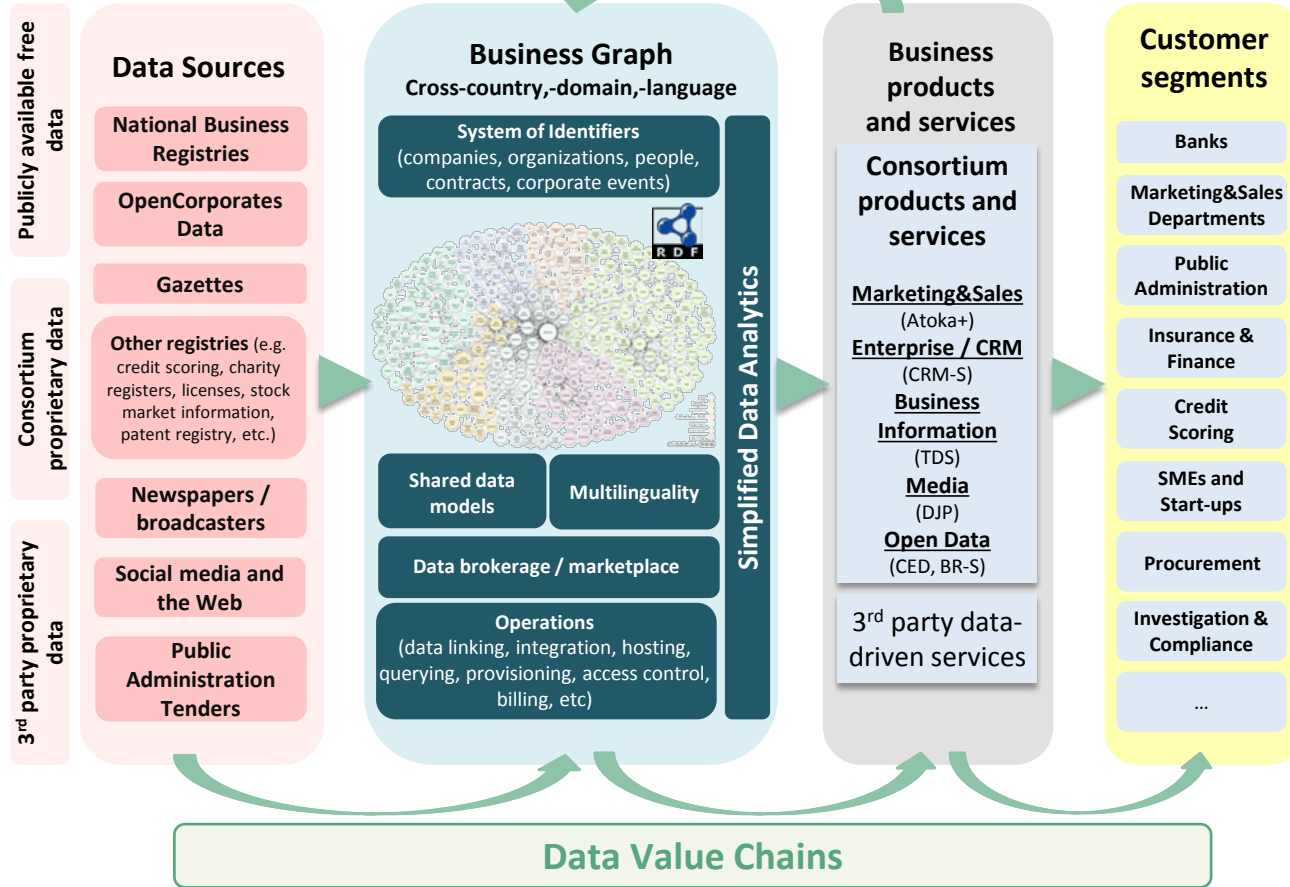
Business cases

30+

Datasets

€3.7M

Data Value Feedback Chain



Data integration

- Business
 - Data integration needs to be driven by a business incentive for data sharing
- Technical
 - Semantic integration: common conceptual model, data mapping/enrichment (based on DataGraft)

Thank you!

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