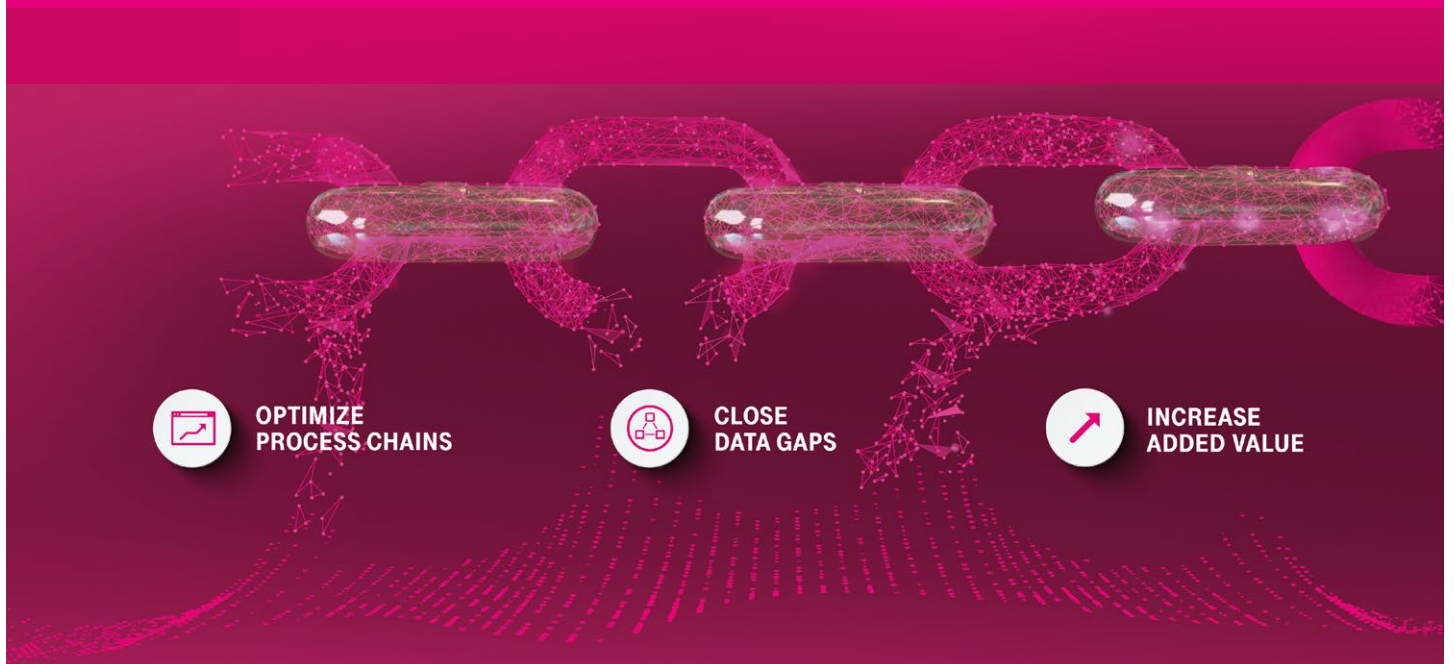


# DATA INTELLIGENCE HUB

## SECURE DATA FUSION FOR SUCCESSFUL BUSINESS MODELS



Data is the new gold – and companies can mine this opportunity with the Data Intelligence Hub. They can use this innovative advanced analytics platform to securely and efficiently exchange, process, and analyze data while retaining full sovereignty over it.

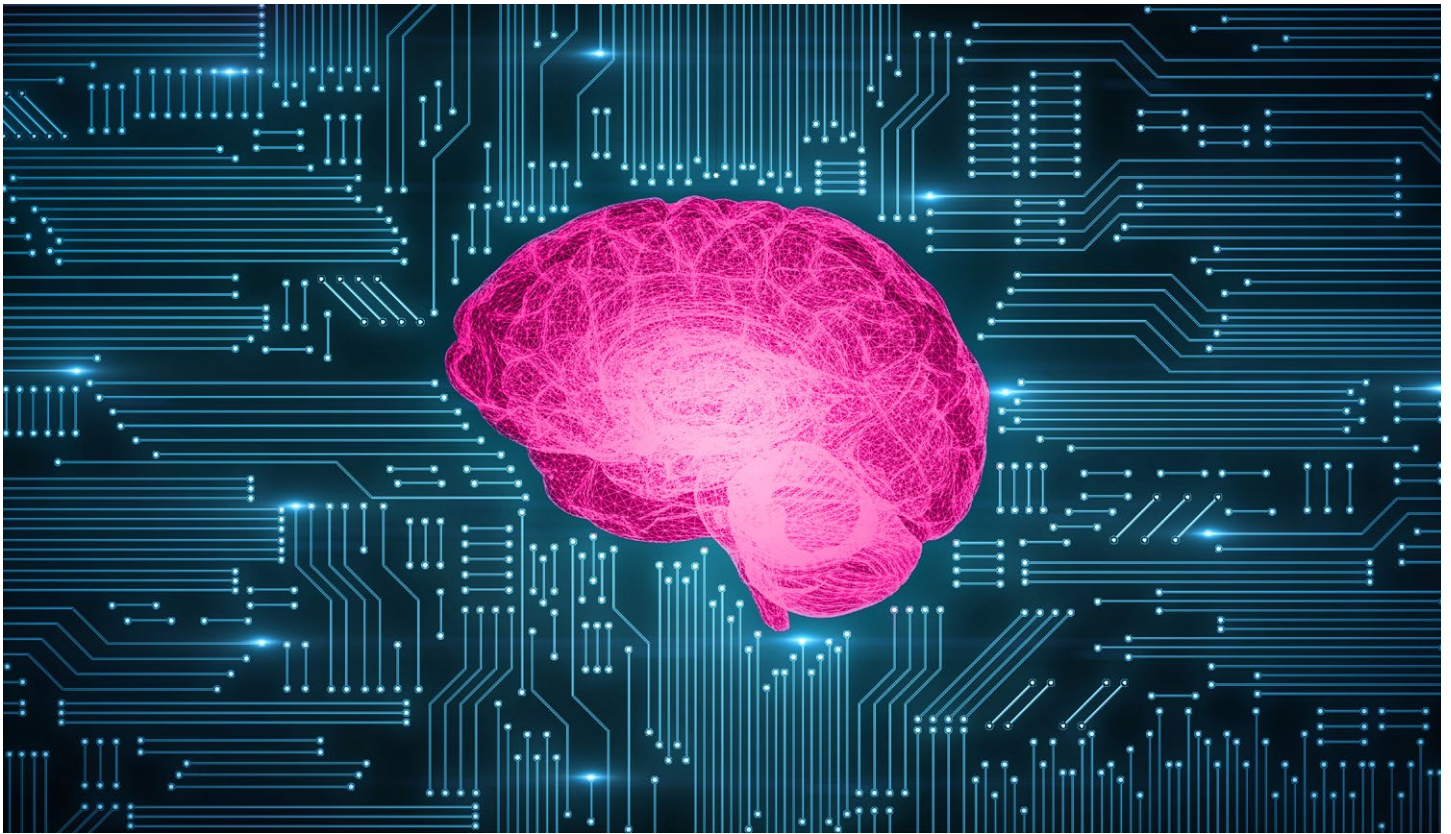
As a result, companies can realize significant competitive advantages, reduce costs, optimize processes, and develop new, innovative business areas. Deutsche Telekom's vision is to foster the development of new data-driven services and applications for machine learning and artificial intelligence (AI).

### KEY FACTS:

- Create value from data
- Seize opportunities
- Gain insights
- Increase business performance
- Retain data sovereignty



**LIFE IS FOR SHARING.**



The Data Intelligence Hub is a secure marketplace for data, data analysis tools, and algorithms across multiple companies and industries. It serves as an interface through which providers and users of data and solutions enter into contact and interact effectively.

▪ **Develop new business areas**

The Data Intelligence Hub provides a holistic market overview of data, some of which are freely available and some of which are offered for purchase. Companies are able to turn innovative business ideas into reality. Additionally, they gain access to industry and AI experts as well as their proven intelligent applications and algorithms. Together, they can jointly develop data-driven, end-to-end solutions for their business.

▪ **Optimize processes**

The Data Intelligence Hub enables companies to use the information they already have more efficiently. Analysis experts and tools make it possible to transform existing, unstructured data into business-relevant insights.

▪ **Increase business performance**

The Data Intelligence Hub connects the relevant stakeholders.

Companies can offer data for sale or for project-specific use easily, transparently, and securely, thus enabling them to generate additional sources of revenue. Thanks to data sovereignty, they are also able to decide to whom they sell their data.

**BENEFITS**

The Data Intelligence Hub offers a secure infrastructure for exchanging data along the entire data value chain, taking into account the high data protection standards of the General Data Protection Regulation (GDPR). Analysis tools and experienced analysis specialists evaluate and merge data. Existing, unstructured data are thus converted into business-relevant findings. Protection of data provided by Deutsche Telekom. Legal certainty is guaranteed by clearly defined rules governing data custodian architecture, federal data storage, subscriber certification, and additionally required data as well as an overview of the data available on the market to optimize process chains in companies and open up other levels of the value chain. Monetization of data stocks enable customers to tap into an additional source of income. The “shared economy” concept makes it possible for industrial sectors to create new, future-oriented, and competitive business models.

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