

# MARKET4.0

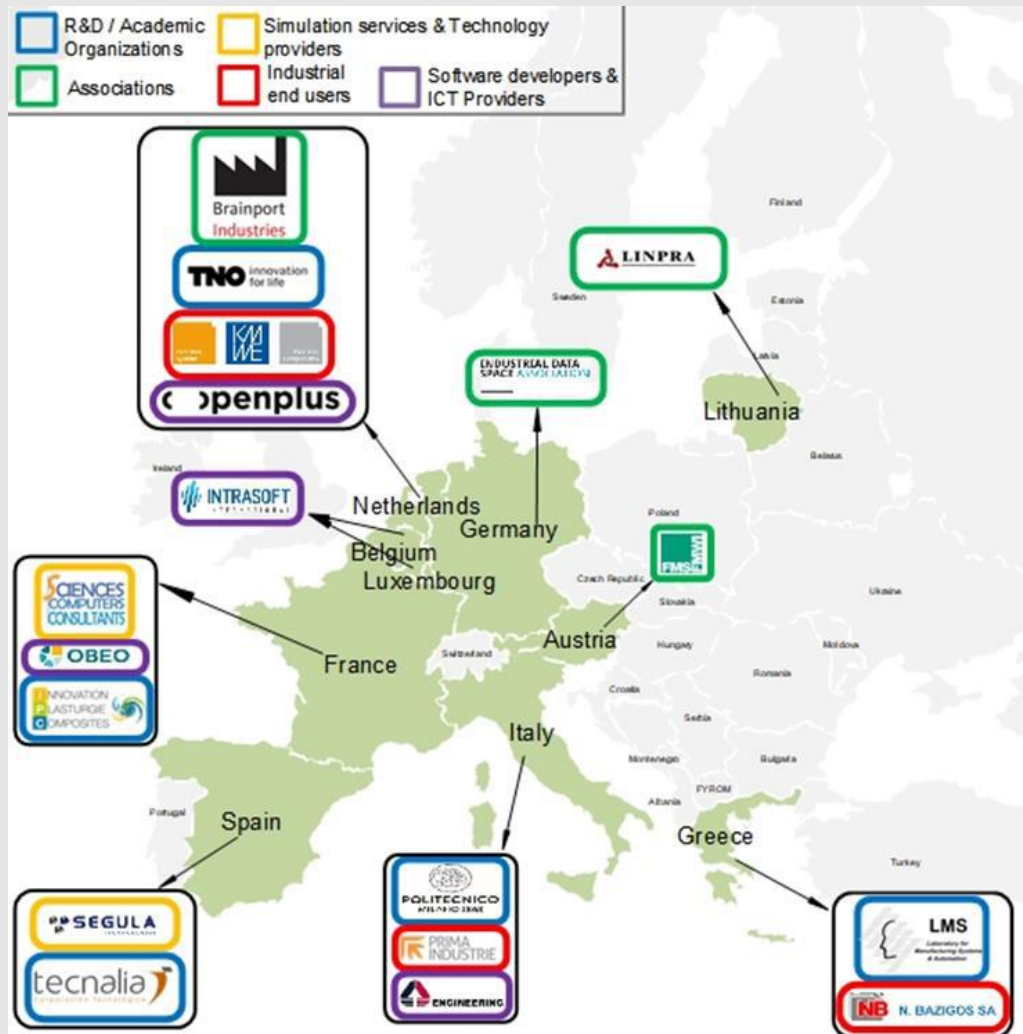
CONNECT & PRODUCE

**A Multi-Sided Business Platform for Plug and Produce Industrial Product Service Systems  
How do we build the manufacturing B2B marketplaces of the future**

Dr. Raimund Bröchler  
INTRASOFT Intl. S.A

Marketplaces: emerging business opportunities and impact on digital society  
EMMC International Workshop 2019  
26.02.2019, Vienna

# MARKET4.0 H2020 project



## Project facts

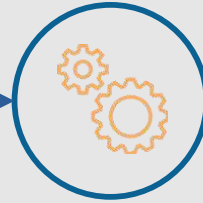
- ❖ Starting date: **01/11/2018**
- ❖ Duration in months: **42**
- ❖ Number of partners: **19**
- ❖ Number of countries: **10**
- ❖ Site: **[www.market40.eu](http://www.market40.eu)**
- ❖ H2020 call: **H2020-NMBP-PLUG-2018**

# MOTIVATION

## On-line Procurement of Production Equipment and Services



**Production Equipment  
Provider (SME)**



**Manufacturing Company  
(OEM) / System Integrator**

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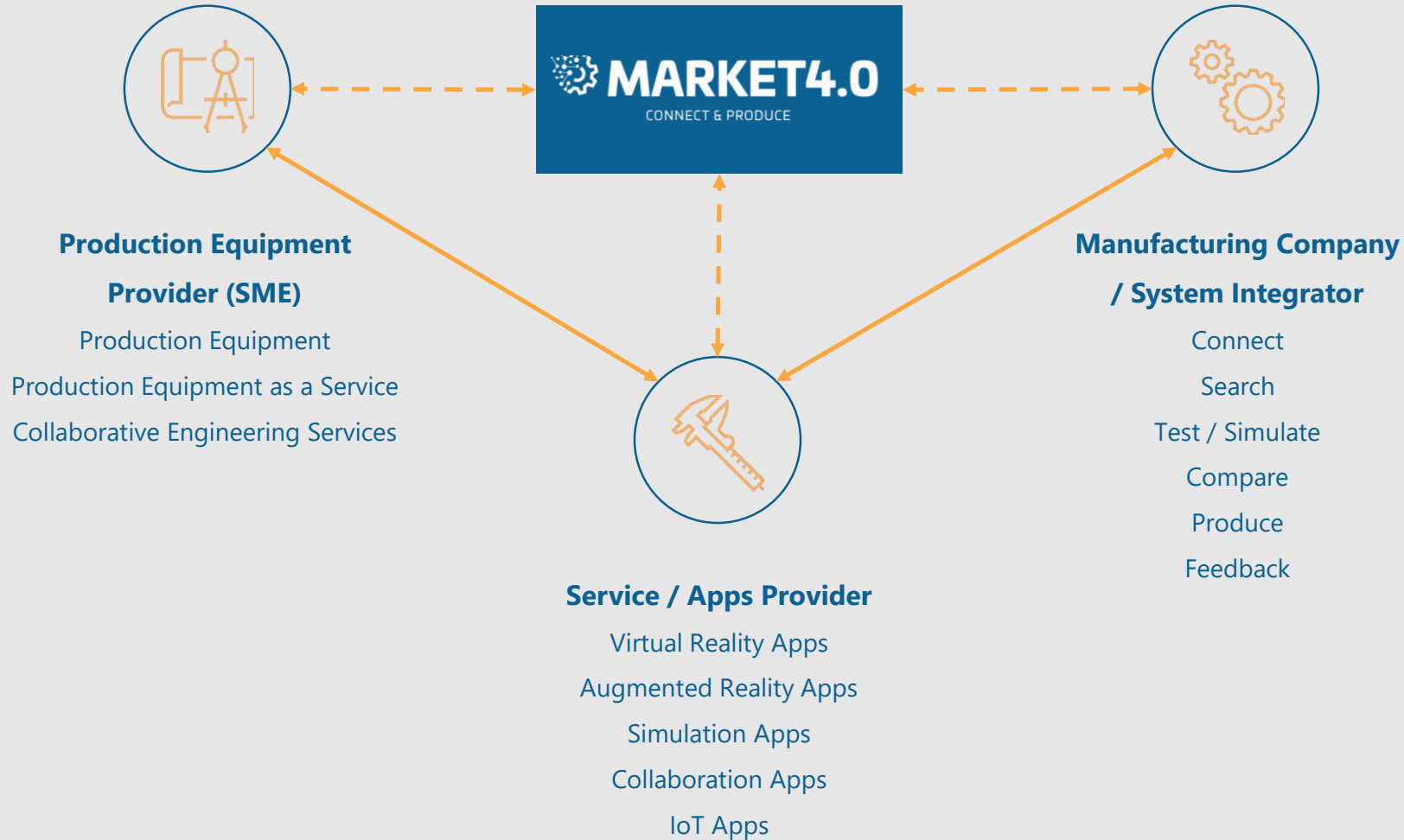
# VISION

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MARKET4.0 develops an **open multi-sided digital platform** for enabling **production equipment** and **service providers** to connect and work together with **manufacturing companies**.

Creates **technical** and **financial trust** to prove payment, delivery and anonymized feedback in manufacturing B2B collaboration.

# CONCEPT



## Peer-to-peer marketplace services

- ✓ Frictionless entry to the ecosystem
- ✓ Product capabilities publication
- ✓ Dynamic Supplier Network Configuration and Management
- ✓ Anonymized feedback
- ✓ Simulation before purchase

# OBJECTIVES

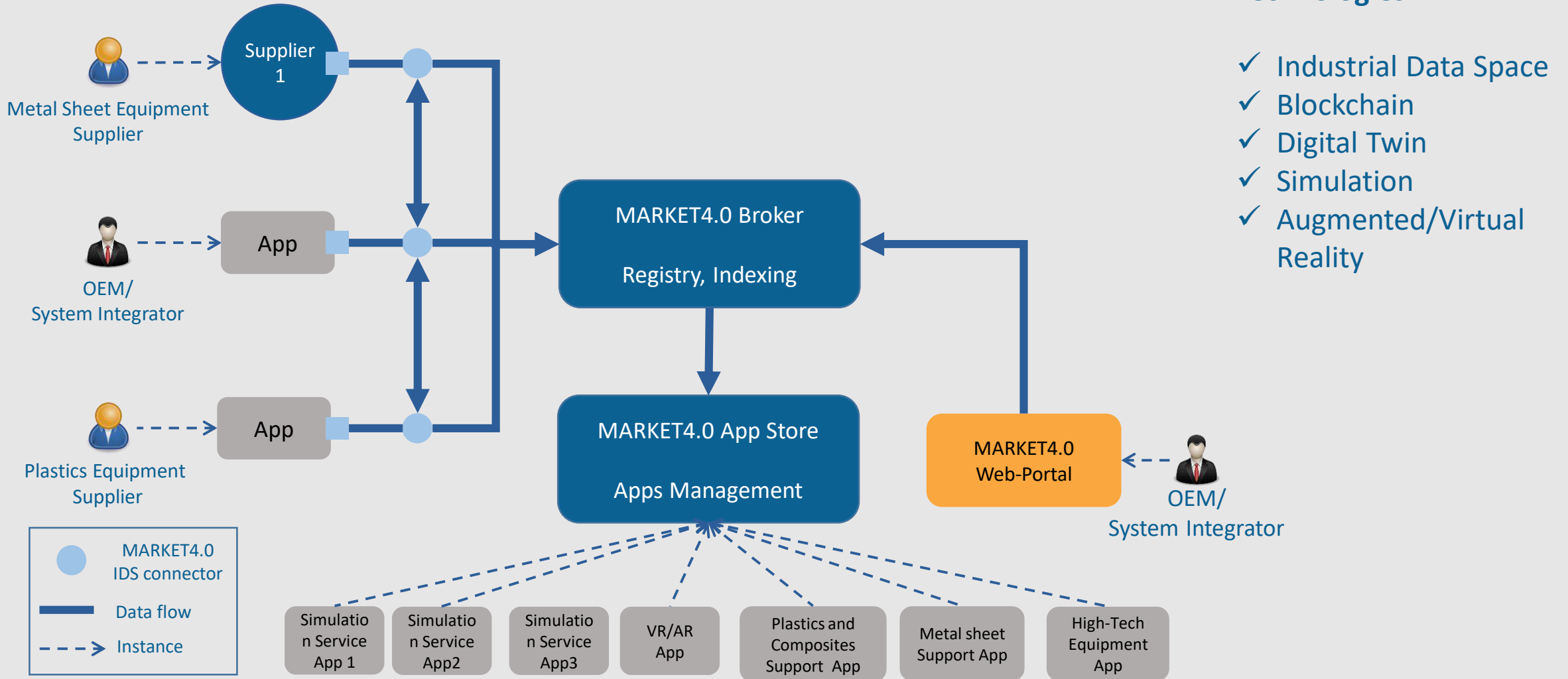


MARKET4.0 provides a **peer-to-peer marketplace for 'plug & produce'**, a reference implementation and domain-specific implementation for three key equipment manufacturing markets. It improve the sales power of production equipment SMEs by allowing them to **"plug" into the marketplace and "produce" solutions** for their customers.

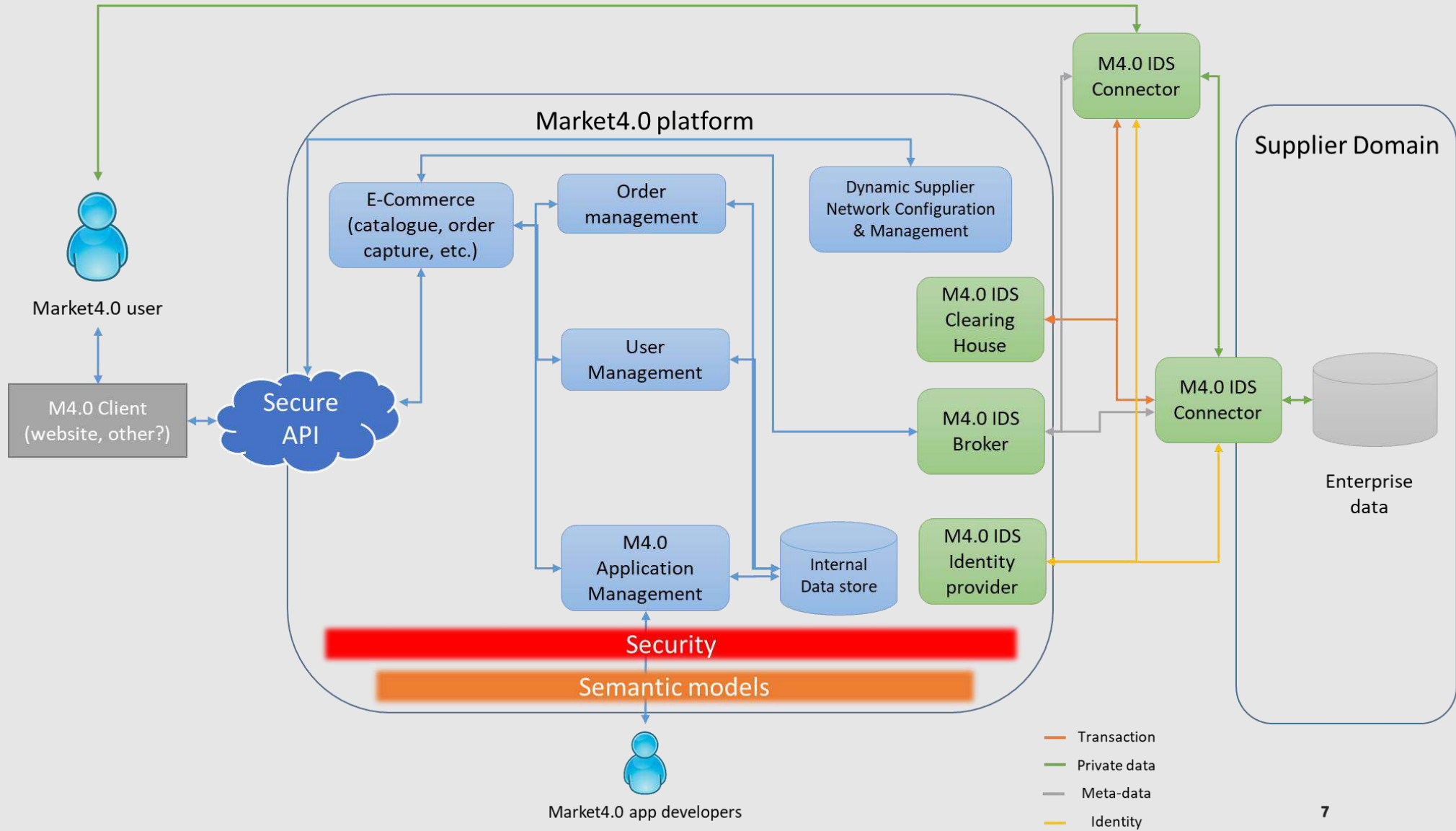


# APPROACH

## Technologies

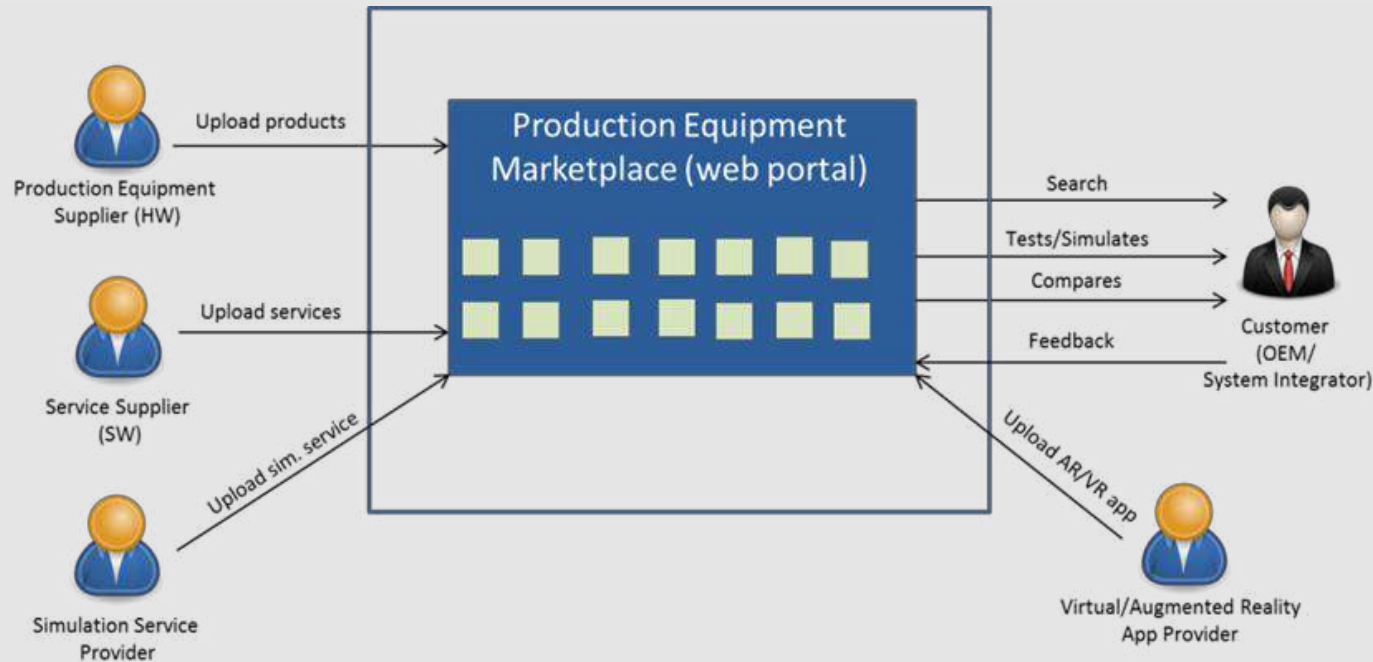


- ✓ Industrial Data Space
- ✓ Blockchain
- ✓ Digital Twin
- ✓ Simulation
- ✓ Augmented/Virtual Reality





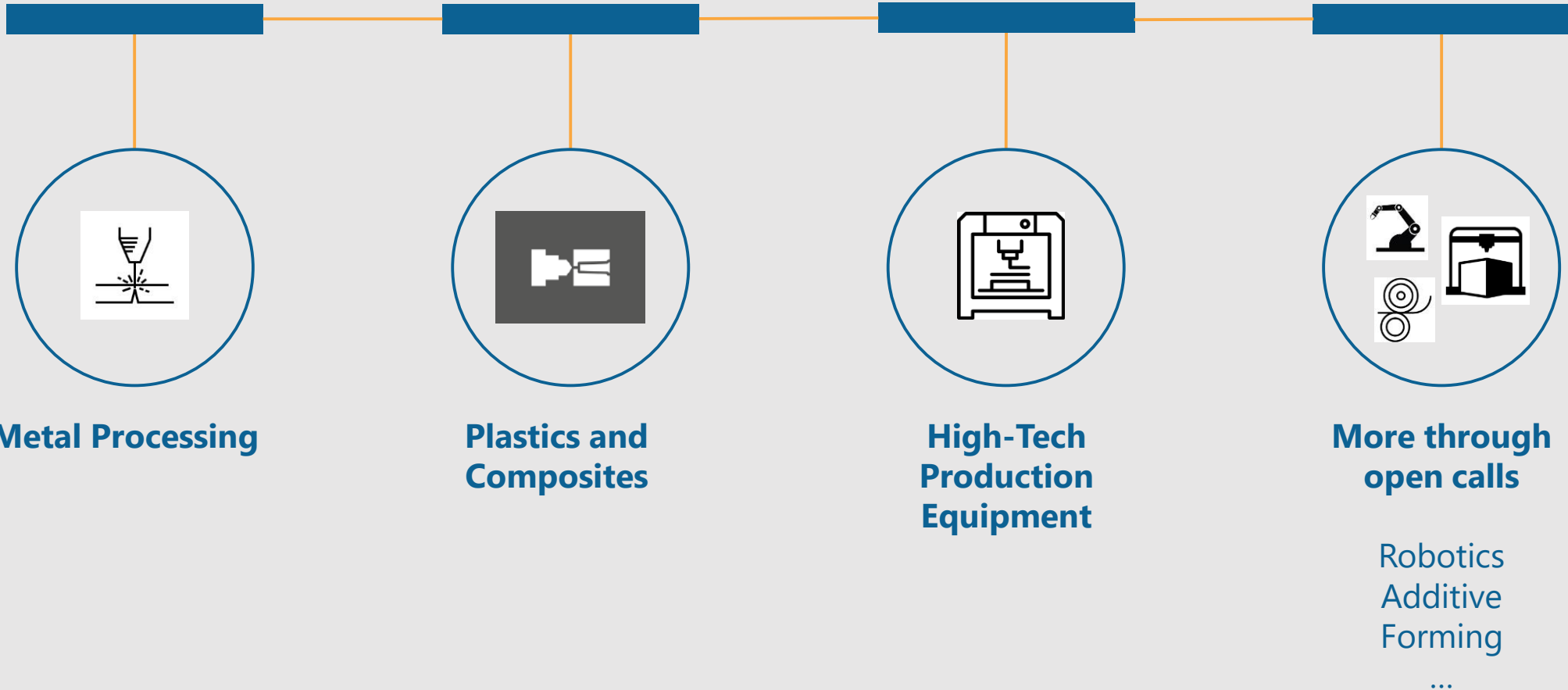
# MARKET4.0 B2B WEB-PORTAL



## Portal services

- ✓ Provides visibility.
- ✓ Provides access to free/public data.
- ✓ Typical search, taxonomies etc.
- ✓ Advanced user experience (e.g. 3D visualization of public models).

# PRODUCTION EQUIPMENT DOMAINS



# MARKET4.0 multi-sided ecosystem

## Production equipment supplier

- Offer new types of services (Product as Service)
- Improvements of service level for example via preventive maintenance.
- Utilization of Digital Twin data for 'Plug&Produce' services.

## Software (apps) and simulation vendor

- Cross selling to different customer groups
- Re-use of SW components
- Develop Specific Domain Apps on top of the platform

## MARKET4.0

### Services

- Matching
- Broker, transaction management, publication
- 3D visualization
- App Store
- Web-portal

### Open

- API and SDK
- IDSA, federated architecture
- Interoperability with existing systems
- User driven proof of concept
- Technical implementation that supports the business model.

## OEM / System Integrator

- Usage of latest services
- Responsiveness to changes
- Visibility to production activities
- Pay-as-you-go/freemium model



# TIMELINE HIGHLIGHTS

01 Nov. 2018

- Project Start

01 Nov. 2020

- Open Call Round 2

01 Mar. 2020

- Open Call Round 1

30 April 2022

- Project End

# THANK YOU



Project Coordinator: **INTRASOFT International SA**



[www.market40.eu](http://www.market40.eu)



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