

MARKET4.0

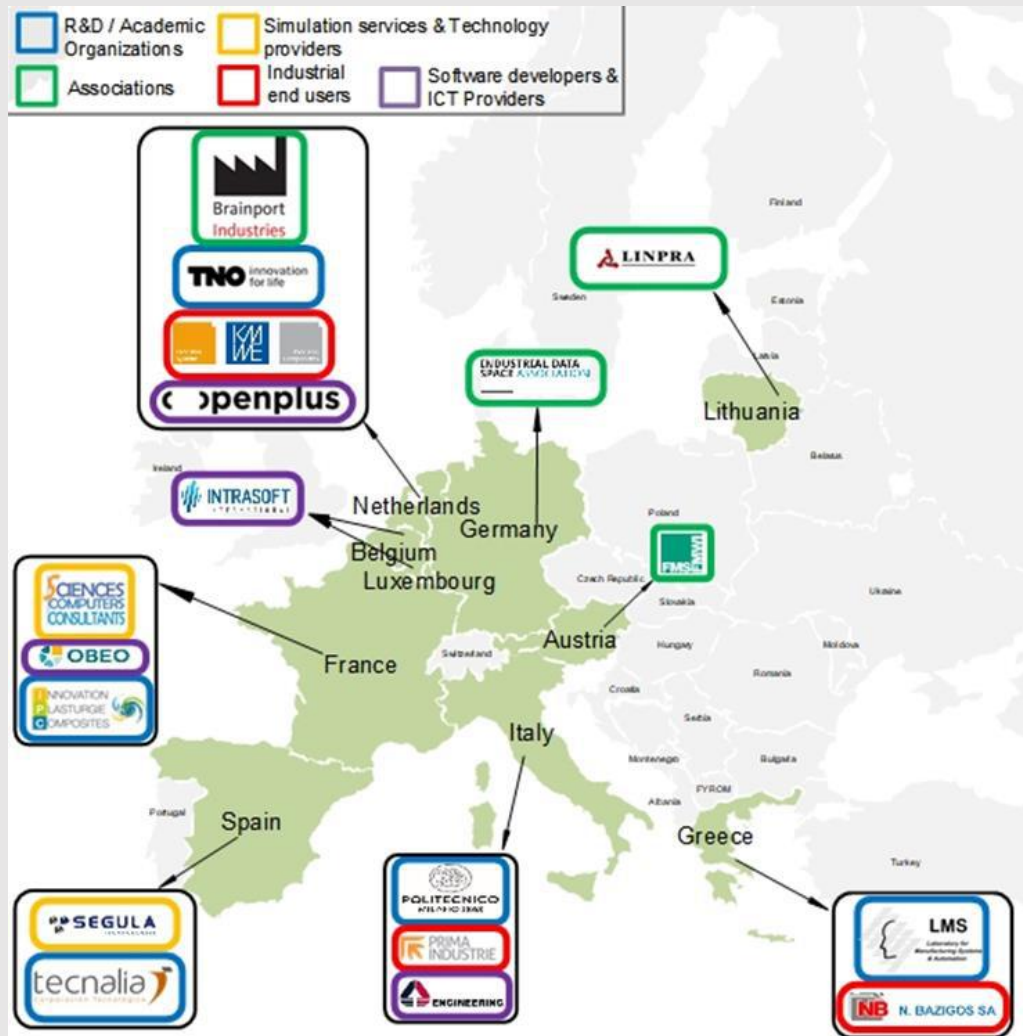
CONNECT & PRODUCE

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

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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

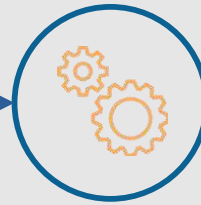
- ❖ Starting date: **01/11/2018**
- ❖ Duration in months: **42**
- ❖ Number of partners: **19**
- ❖ Number of countries: **10**
- ❖ Site: **www.market40.eu**
- ❖ H2020 call: **H2020-NMBP-PLUG-2018**

MOTIVATION

On-line Procurement of Production Equipment and Services



**Production Equipment
Provider (SME)**



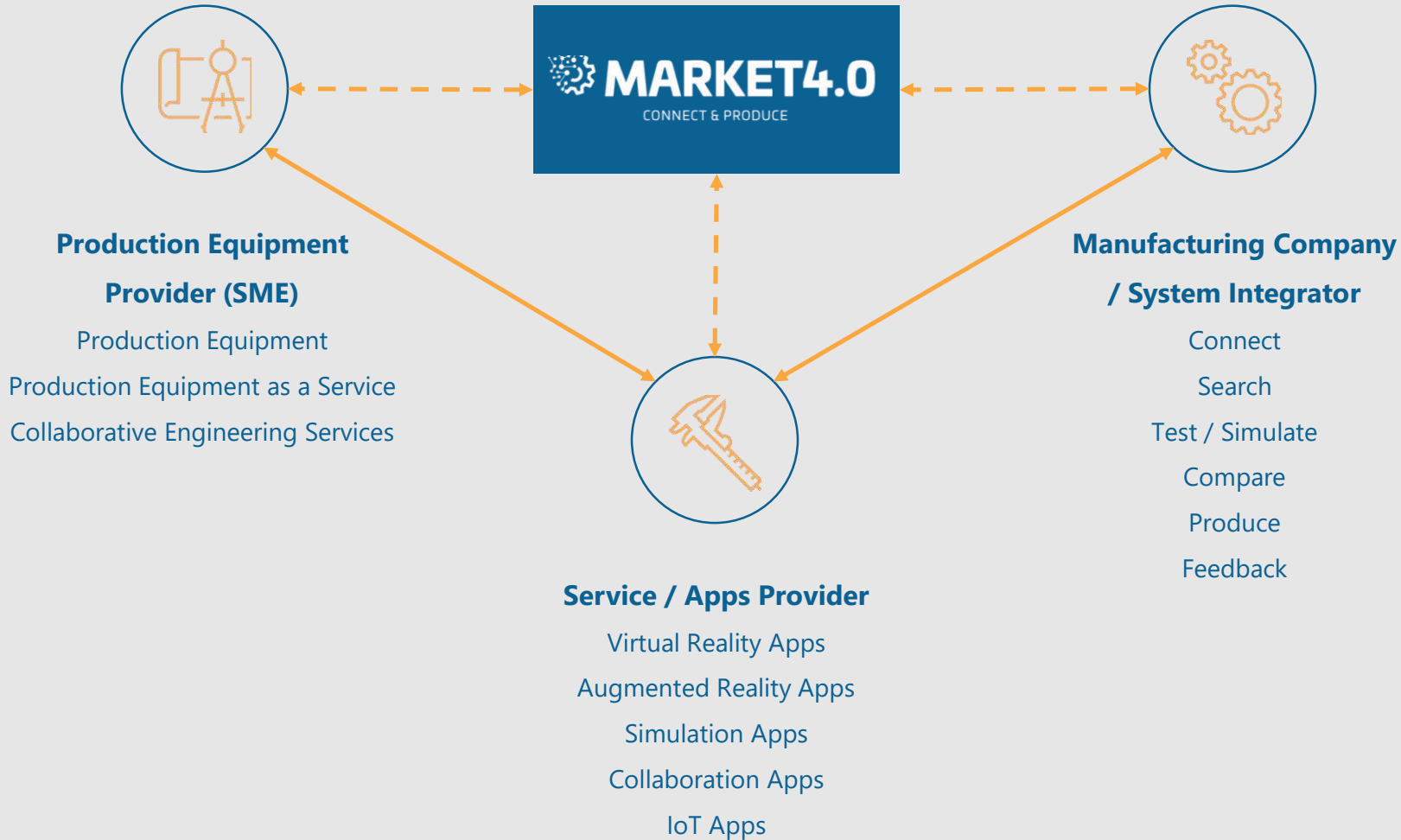
**Manufacturing Company
(OEM) / System Integrator**

VISION

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

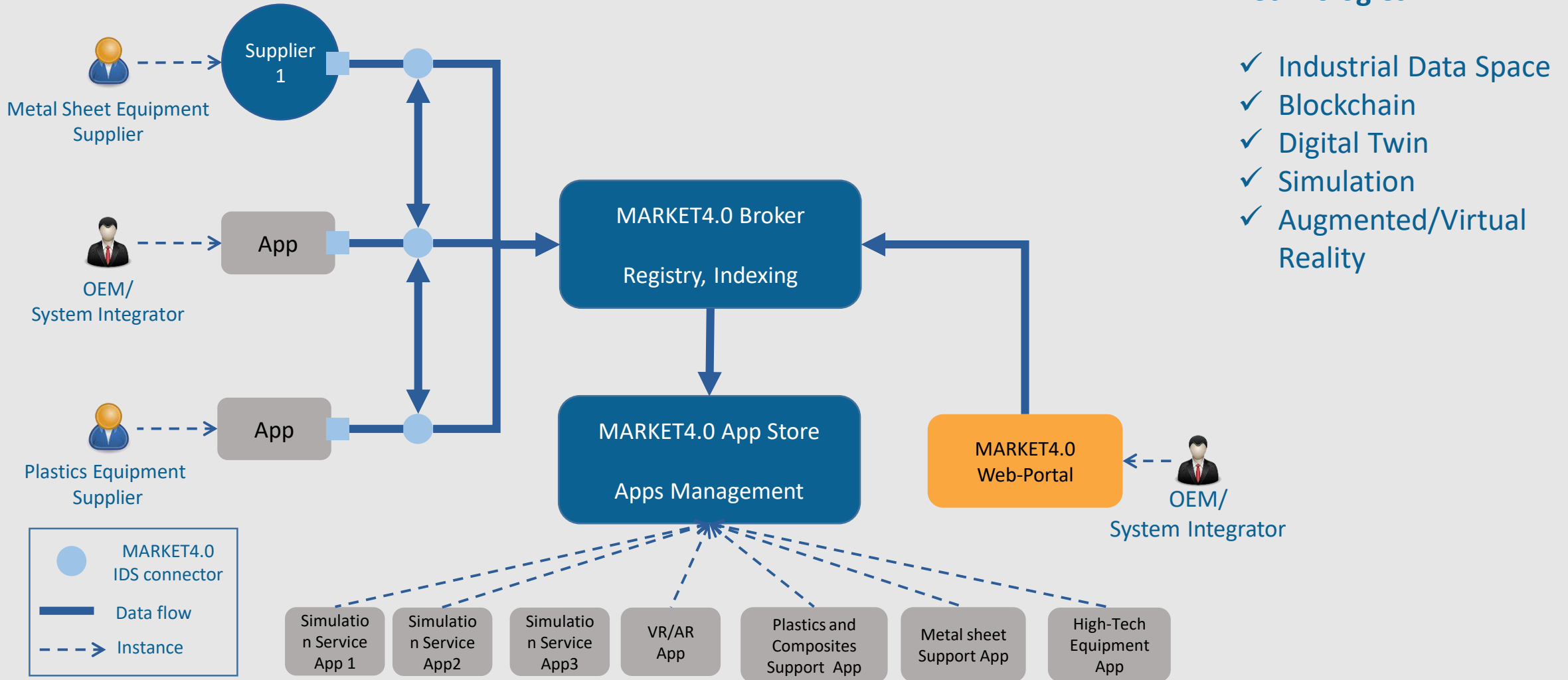


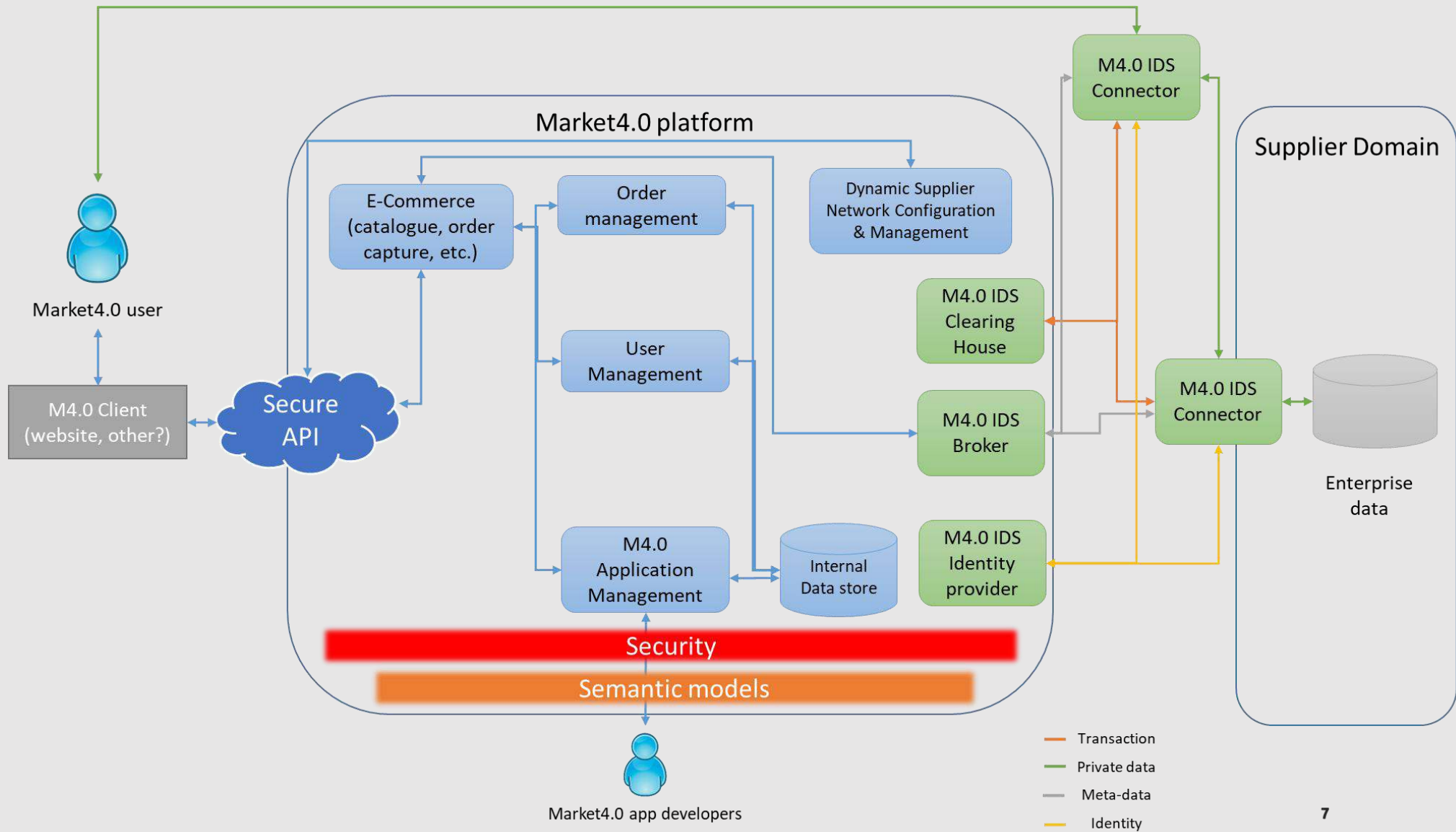
MARKET4.0 provides a **peer-to-peer marketplace for 'plug & produce'**, a reference implementation and domain-specific implementation for three key equipment manufacturing markets. It improve the sales power of production equipment SMEs by allowing them to **"plug" into the marketplace and "produce"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



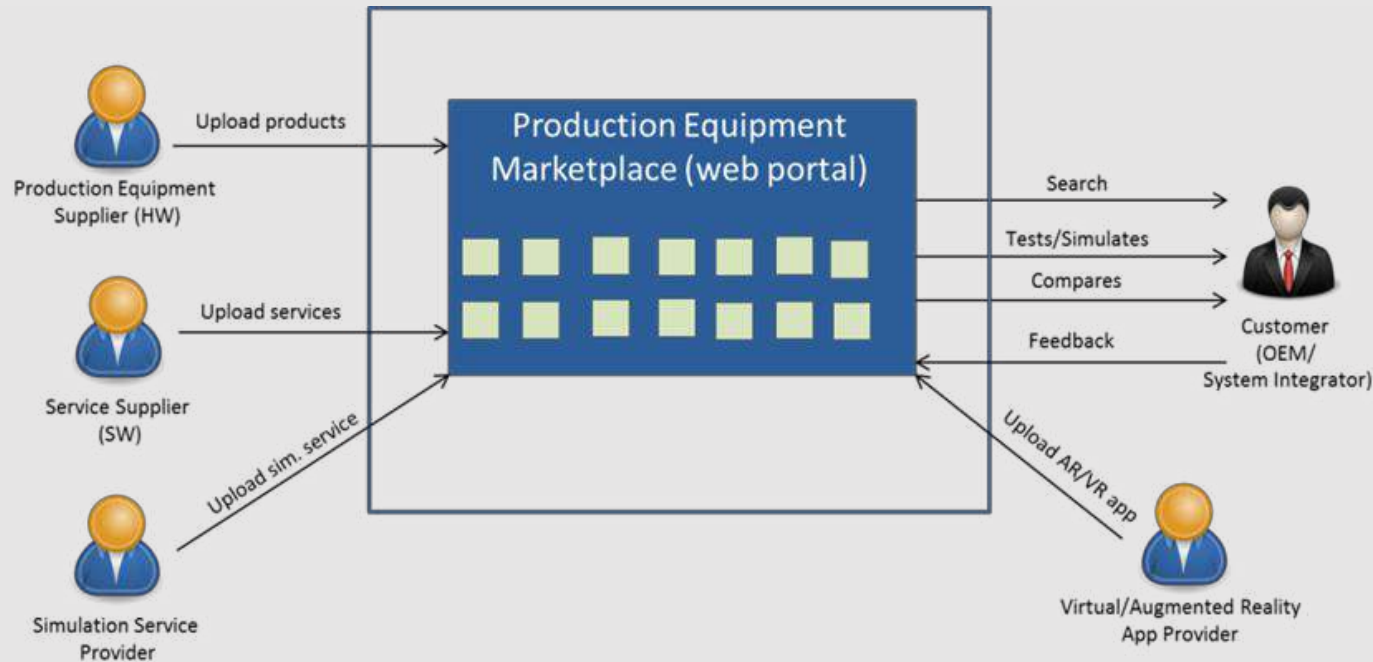
APPROACH

Technologies





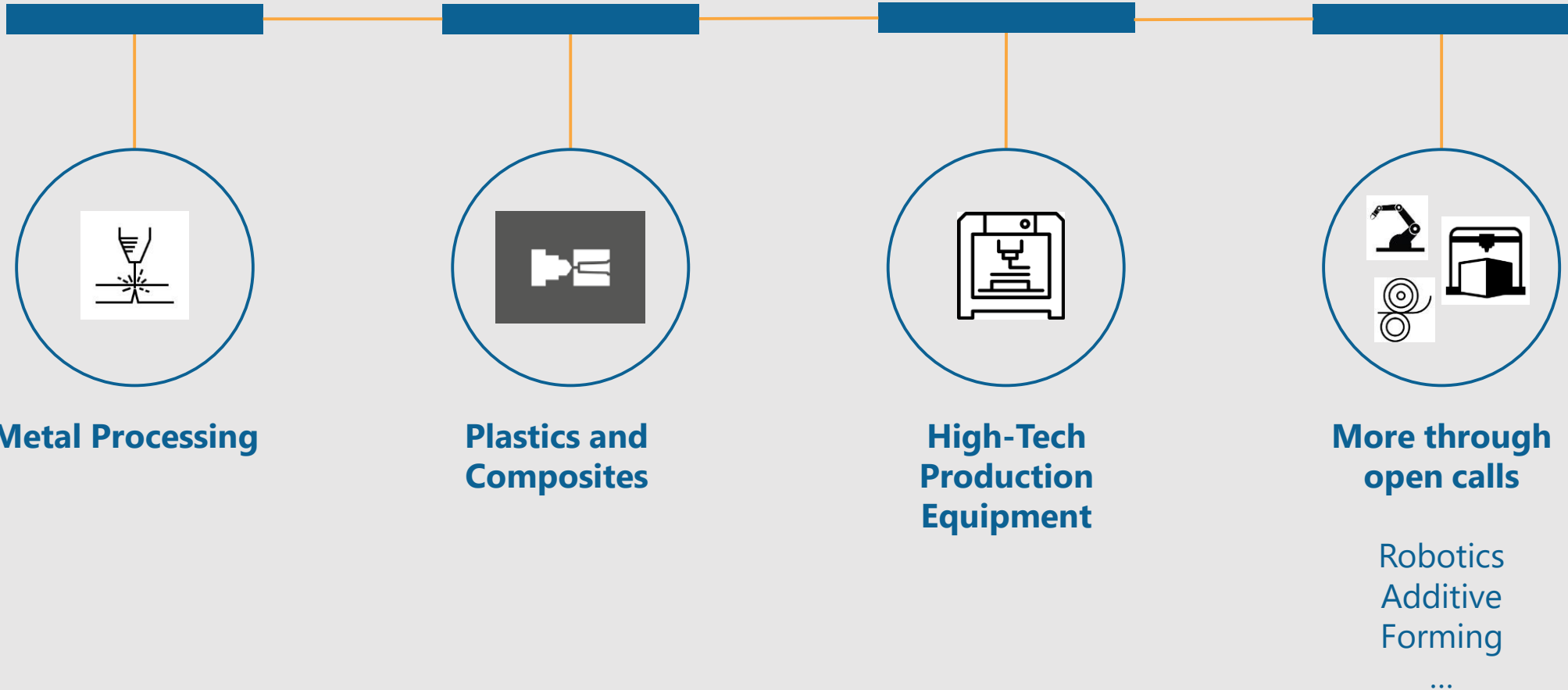
MARKET4.0 B2B WEB-PORTAL



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

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Services

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

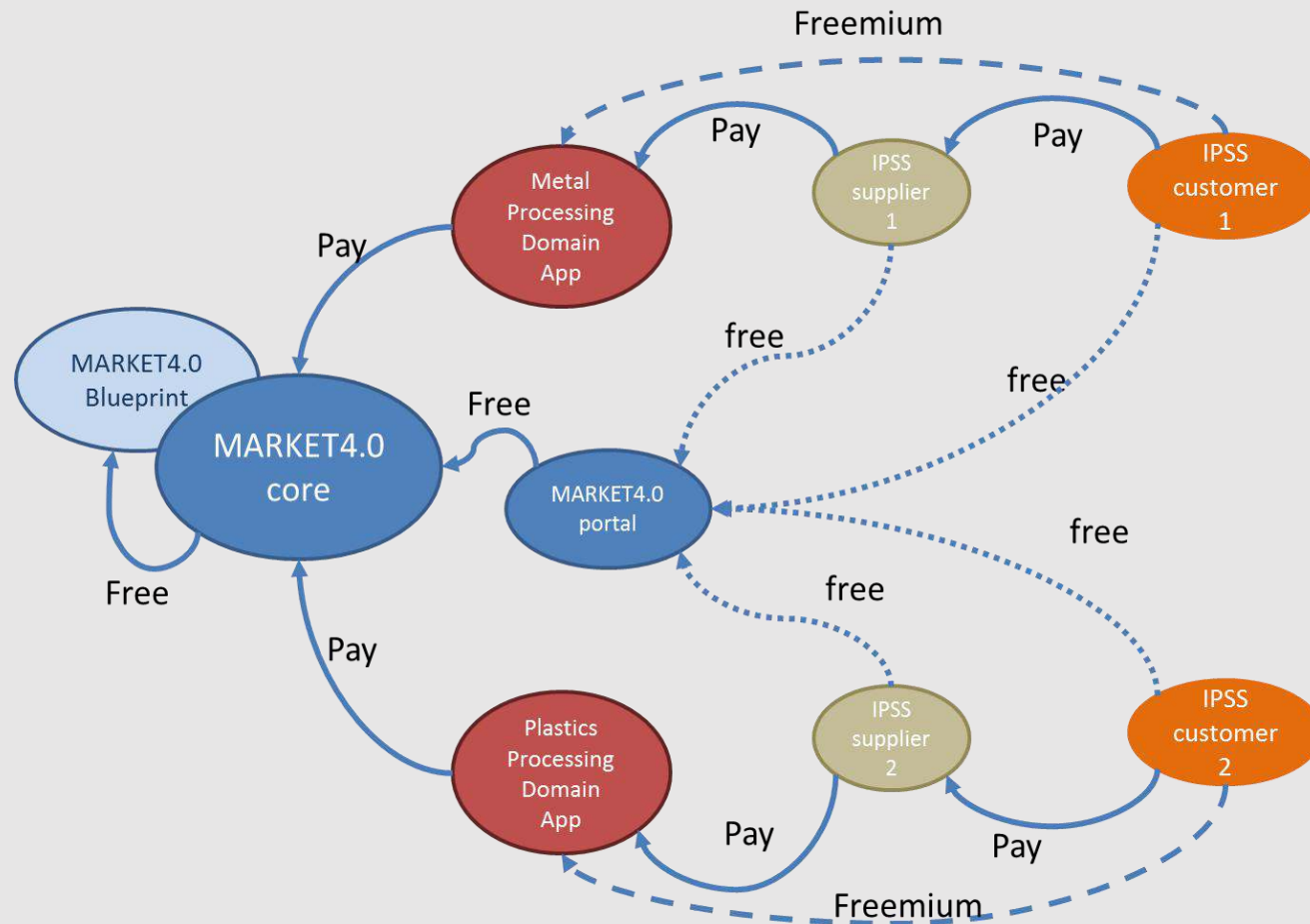
Open

- 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

Base business model – fees/revenues model



Freemium model

- ✓ Free access to public information (such as data sheets, videos etc.) and services (such as basic simulation services, VR/AR) offered by the web portal
- ✓ Payment for premium information and advanced simulation services (e.g. heat-transfer to produced parts)

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



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