



Super Scaling Knowledge @ Nokia

“A Billion Dollar Opportunity”

Georg Geiger, NOKIA
Chris Brockmann, eccenca

The Opportunity



This is

NOKIA

NOKIA



Nokia at a glance

We are a B2B technology innovation leader pioneering the future where networks meet cloud, to realize the potential of digital in every industry

Unlocking new opportunity for:

- Service providers
- Enterprise and government
- Webscalers
- Technology licensees

€24.9bn

net sales in 2022

~130

countries of operation

4500+

patent families
declared essential to 5G

€140bn+

invested in R&D since 2000

155+

years in business

9

Nobel Prizes for
ground-breaking inventions



Digital SW Delivery PAIN POINTS

NOKIA

**From pain points
to success factors**

IN

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REAL TIME

SW metering

CONTINUOUS

CENTRALIZED

linked data orchestration

SEAMLESS

sharing of data across all business
segments

BUSINESS AI

automatically feeds integrated
Executive BI apps

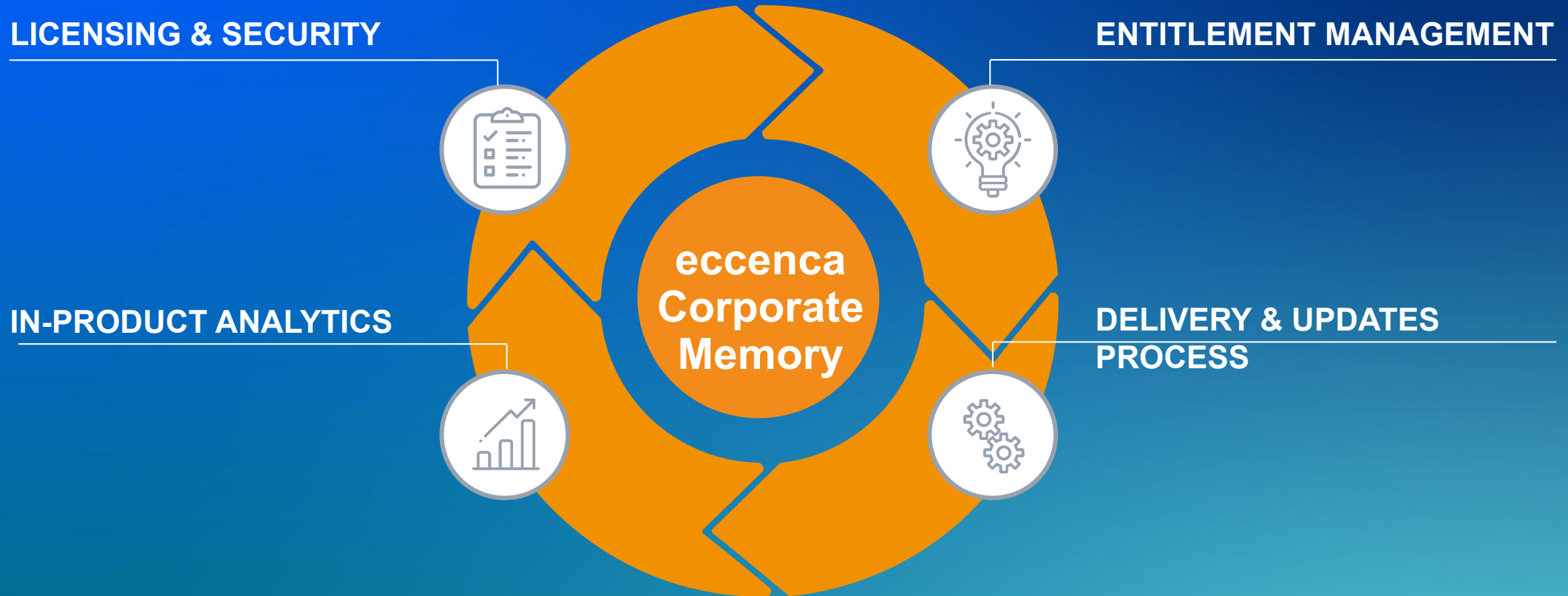
NOKIA



**Our
breakthrough
APPROACH**

NOKIA

Knowledge (in)-fusion powers new software supply-chain



The **Corporate Memory** builds the central fundament for all business segments, decisions and processes.

It unifies data models, ontologies and taxonomies in a commonly available data orchestration platform

Digitizing Knowledge with eccenca

COMPLIANCE DATA

- Export Control
- CyberSec
- Country specific compliance data

COMMERCIAL DATA

- Contract data
- Marketplace data
- Invoicing
- Revenue Recognition
- ERP backhaul

SW ARTIFACTS

- Artifact repositories
- Connected customer network elements



MASTERDATA

- Customer MD
- Product MD
- System and Solution MD

IN-PRODUCT ANALYTICS

- Usage data
- Performance data
- Network traffic data



**Our
breakthrough
SUCCESS**

NOKIA

**From pain
points
to success
factors**

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REAL TIME ✓

SW metering

CONTINUOUS ✓

CENTRALIZED ✓

linked data orchestration

SEAMLESS ✓

sharing of data across all business
segments

BUSINESS AI ✓

automatically feeds integrated
Executive BI apps

NOKIA

IMPACT: 300 m€ annually realized, > 9 bn€ p.a. further potential

-25%

Energy



SUBSTAINABILIT

Y

-25%

Speed up innovation
cycle-time

-97%

Throughput time
from 90 days to <1 day

**DOUBLE
DIGIT
GROWTH**

in SW business
volume

20%

Performance gains

NOKIA



Mercedes-Benz



ERICSSON



AstraZeneca



BOSCH

SIEMENS

Continental

NAVAL
GROUP



NOKIA

AIRBUS



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