

# Tekoälyn peruspilarit: alustat, data ja älykkäät objektit

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## Reshaping Business with Data

Case: Ownership and control of Data?

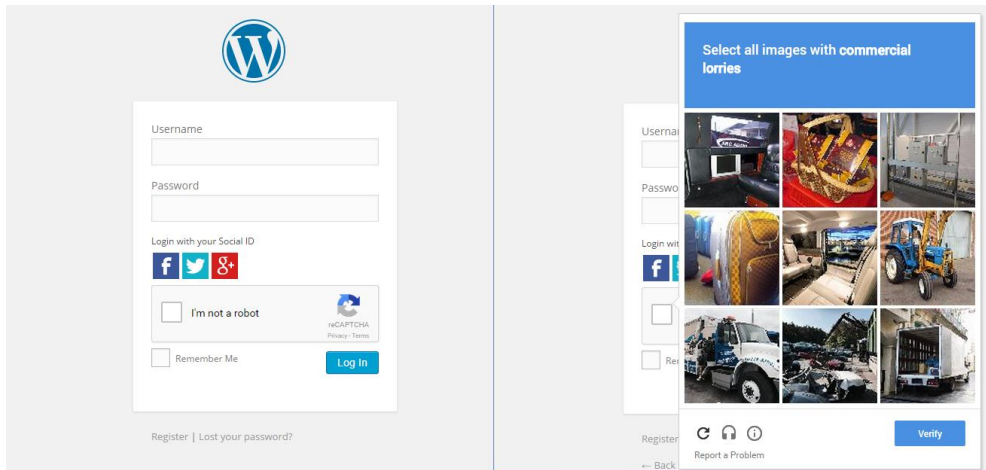


Source: Wired 21.4.2015

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# Reshaping Business with Data

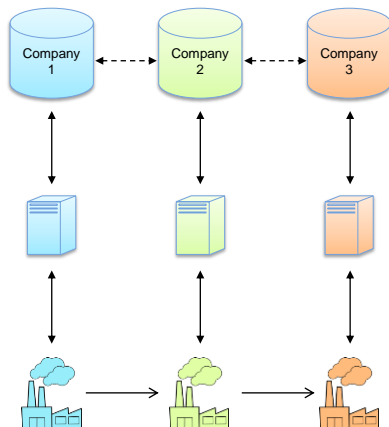
Case: Ownership and control of Data?



Source: <https://security.stackexchange.com/questions/78807/how-does-googles-no-captcha-recaptcha-work>

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## *Industrial platforms - no shared data*

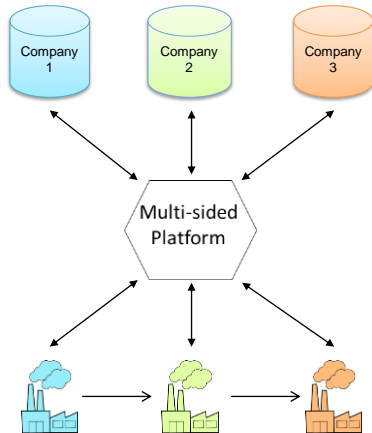


*Information asymmetries in data are likely to occur between the companies over time.*



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## ***Centralized platform control and limited distribution of data***



*Industries not in control of the platform (and their own data) will become the underdogs in value capture potential.*

**A!**

ETLA

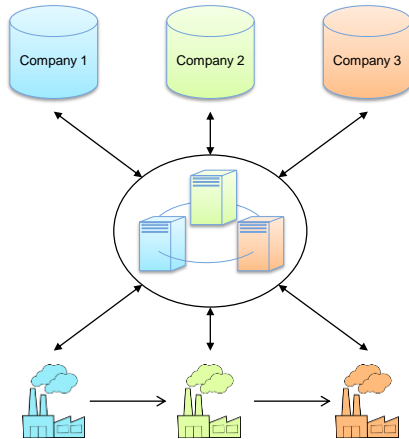
## ***Centralized platform control and limited distribution of data***

“Frameworks upon which actors, across industry boundaries, can undertake a range of innovation activities, often forming entire ecosystems (defacto standards) for value creation and capture”

**A!**

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## Decentralized platform control and shared data



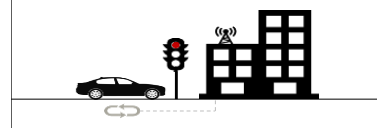
*The platform is produced by all parties together as equally privileged and equipotent participants.*

**A!**

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An electric vehicle arrives at a red light at traffic lights next to the housing society.



**A!**

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The vehicle detects that a charging station is present at its current location. The vehicle hails the boundary object of the charging station which then communicates the current offering price of electricity to the vehicle.



**A!**

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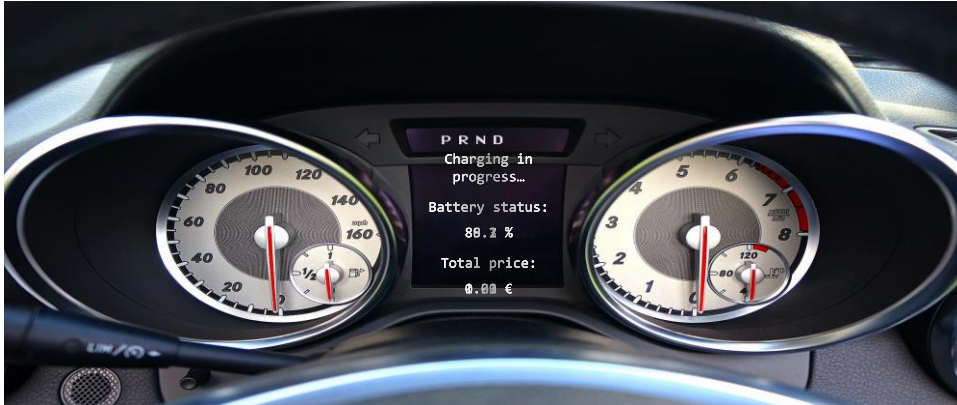


The driver makes a decision on whether to accept the offer or to decline it.



**A!**

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Once the driver accepts the offer, an induction loop located underneath the pavement starts charging the vehicle's batteries. A cryptocurrency payment channel is opened between the transacting devices. As cryptocurrency is flowing to the charging station, electricity is simultaneously flowing to the vehicle.



**A!**

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As the traffic lights change to green, the electric vehicle leaves the intersection and the charging transaction is terminated. The payment channel is closed and the final balance is settled in cryptocurrency.



**A!**

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## The Future of Digitalization

”It is all interconnected

–

digital platforms, big data, co-data,  
data analytics, algorithms and  
artificial intelligence”

