

# DataLab WestSax:

## Future and Value Creation Lab West Saxony: A Regional Catalyst for Data-Based Value Creation

### Background:

The collaborative project »DataLab WestSax«, under the lead of Fraunhofer IMW, aims to leverage the untapped potential of data for value creation purposes. Value creation is increasingly dominated by business models that are based on the principles of harnessing data. The advantages lie in the spectrum of »sales up & cost down«. New forms of value creation based, for example, on inter-company data exchange, the sale of data-based expertise or data-based collaboration on digital platforms can be new business pillars for companies. However, internal barriers are slowing down the path to data-based value creation, especially for SMEs. Companies often lack concrete data usage and implementation ideas. A lack of resources and a lack of trust are further barriers. As a result, there is often untapped potential for value creation in companies - despite data already existing or accumulating.

### Project description:

DataLab WestSax uses the »living laboratory« research format for simple and inexpensive testing of digital and data-based solutions. Together with the R&D partner West Saxon University of Applied Sciences Zwickau, the research team will discuss experiences in real world experiments with companies in the West Saxon region and summarize them in an overarching »think tank«. The think tank bundles existing knowledge and systematically identifies trends and events that may be relevant for data-based value creation in the region in a structured process. It also networks science, business and municipal institutions through suitable interaction formats.

## Our services:

An insight into our first real-life experiments and offered services:

- General potential identification (Data Quick Check) and development of software prototypes
- Data-based decision support systems in design and manufacturing
- Focus on platform economy and value creation networks, conception of pooling solutions
- Support in the development of a data value creation strategy
- Evaluation of the potential of subscription-based approaches (e.g. pay per use) for business model extension

## Client:

Saxon State Ministry for Regional Development (SMR) within the simul+ program

## Project partners:

### Partners in the real-life experiments:

As of March 2024:

30 SMEs and municipal partners from the region.

For a complete list with insights into the individual real-life experiments, see the project website.

## Project website:



<https://s.fhg.de/datalab>

## Project page:

<https://www.imw.fraunhofer.de/de/forschung/data-mining/forschungsprojekte/datalab-westsax.html>

## Project duration:

1.1.2022 – 31.12.2024

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