

Business Value of Linked Data

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Linked Data

- Expose raw data
 - Tagged in ways that tell systems what the data is
 - Visible in ways that people can use
- More than a mash-up
 - Allow for computation of data across websites
 - Let data lead you to other data

Examples from Yesterday

- Family tree
- Social networking
- Academic research

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WHAT ABOUT INDUSTRY?

Linked Data will change the face of business.

It will make it possible to collapse nearly every set of serial searches into one.

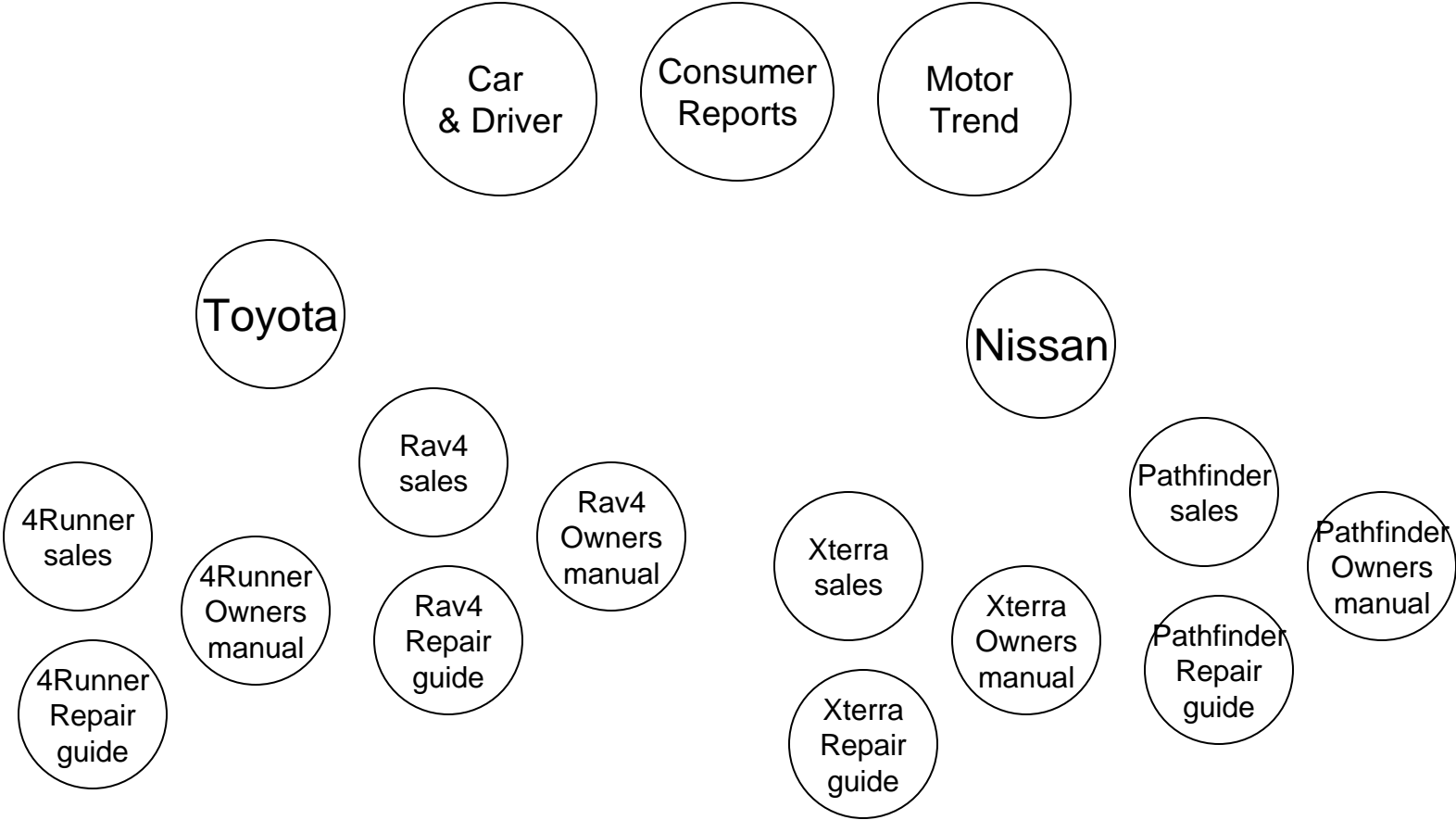
Example 1

My vehicle search

Replacing my pick-up truck with an SUV or station wagon:

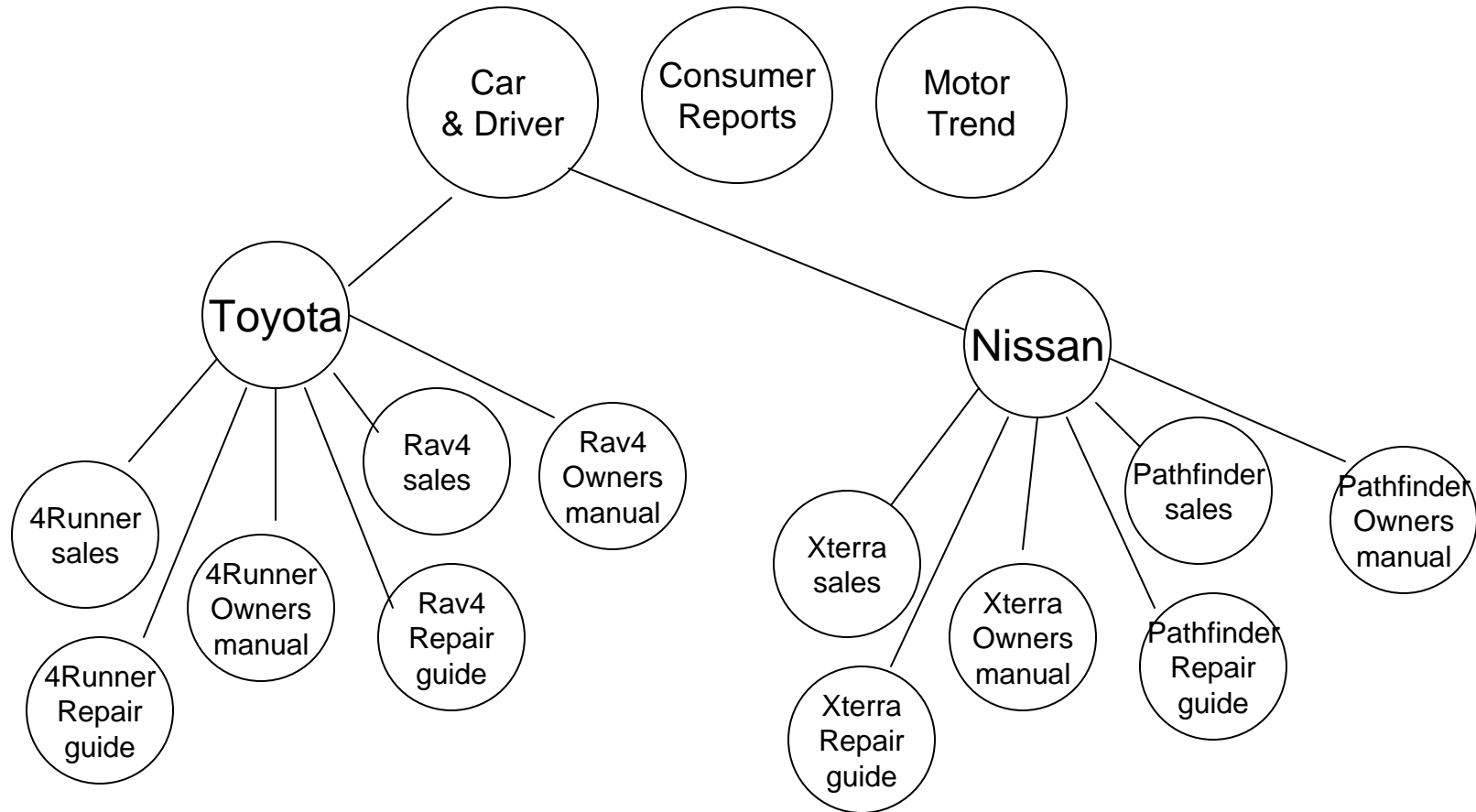
- Didn't want the one with the most cubic feet.
- Wanted to buy the one with the longest interior cargo space (with the back seat folded down) that still had good height.

Today's Search



100+ searches to look at all manufacturers & models

Future Linked Data Search

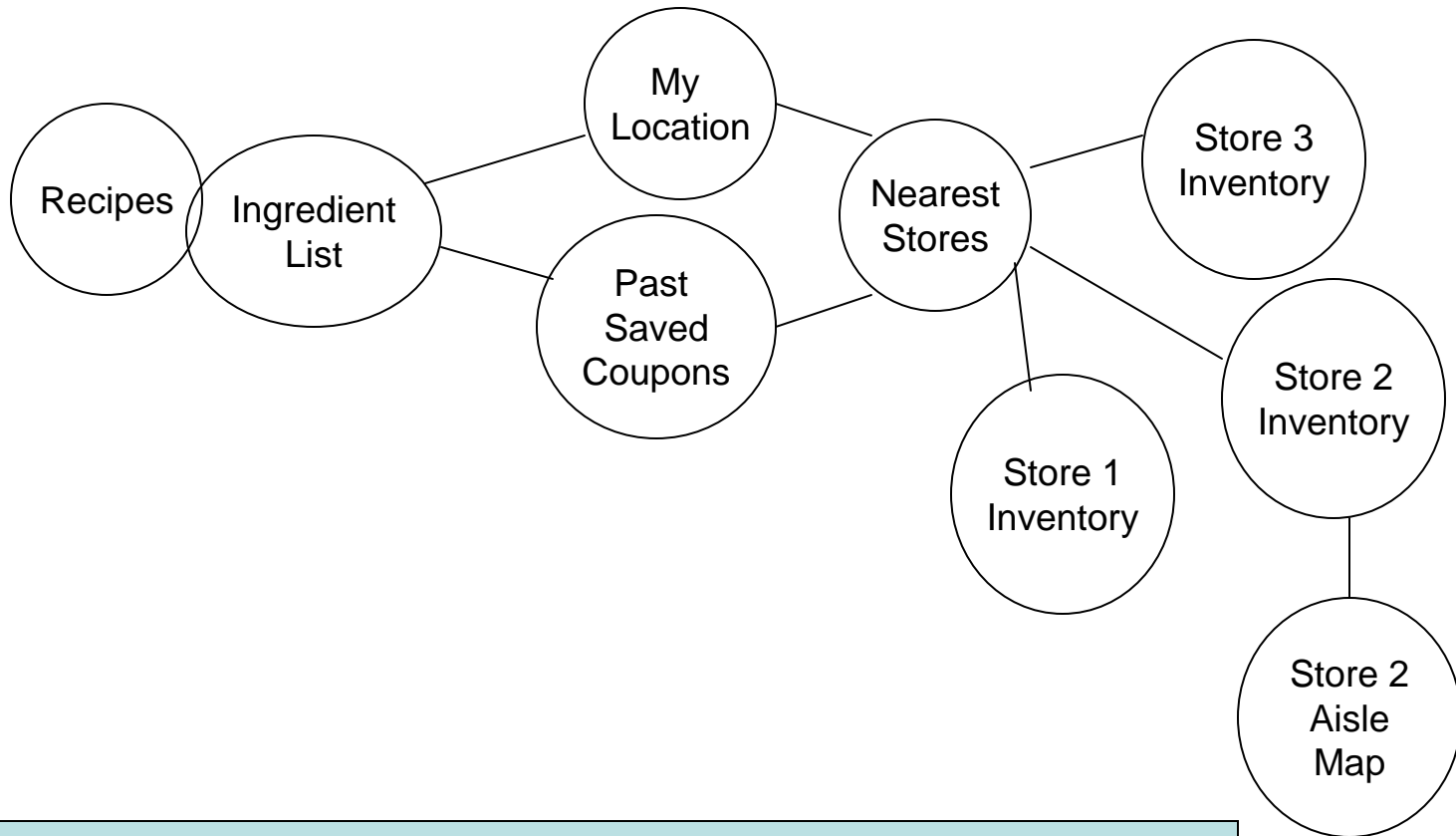


1 search

Think about the
first-mover advantage!

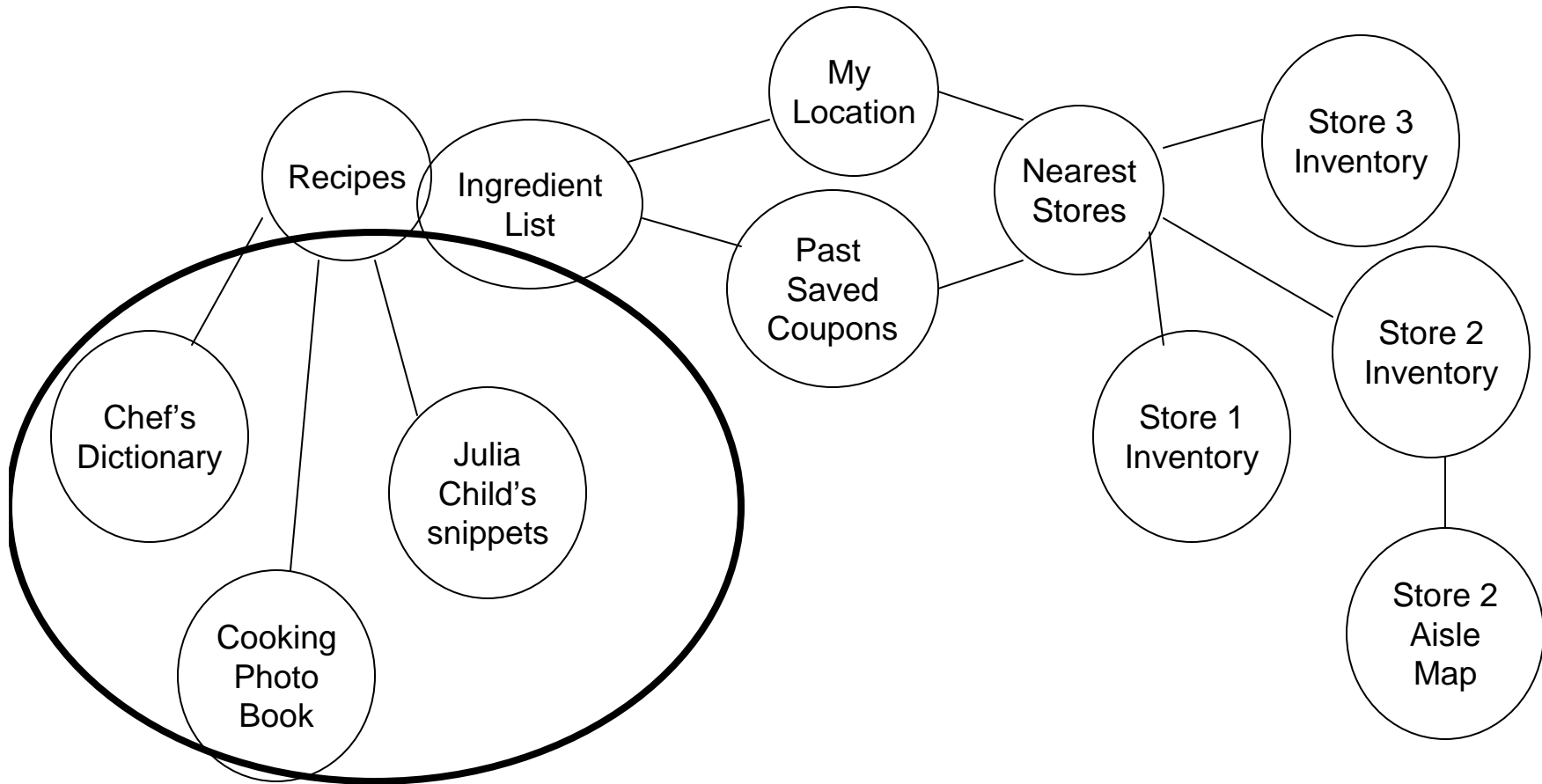
Example 2

Cooking Holiday Dinner



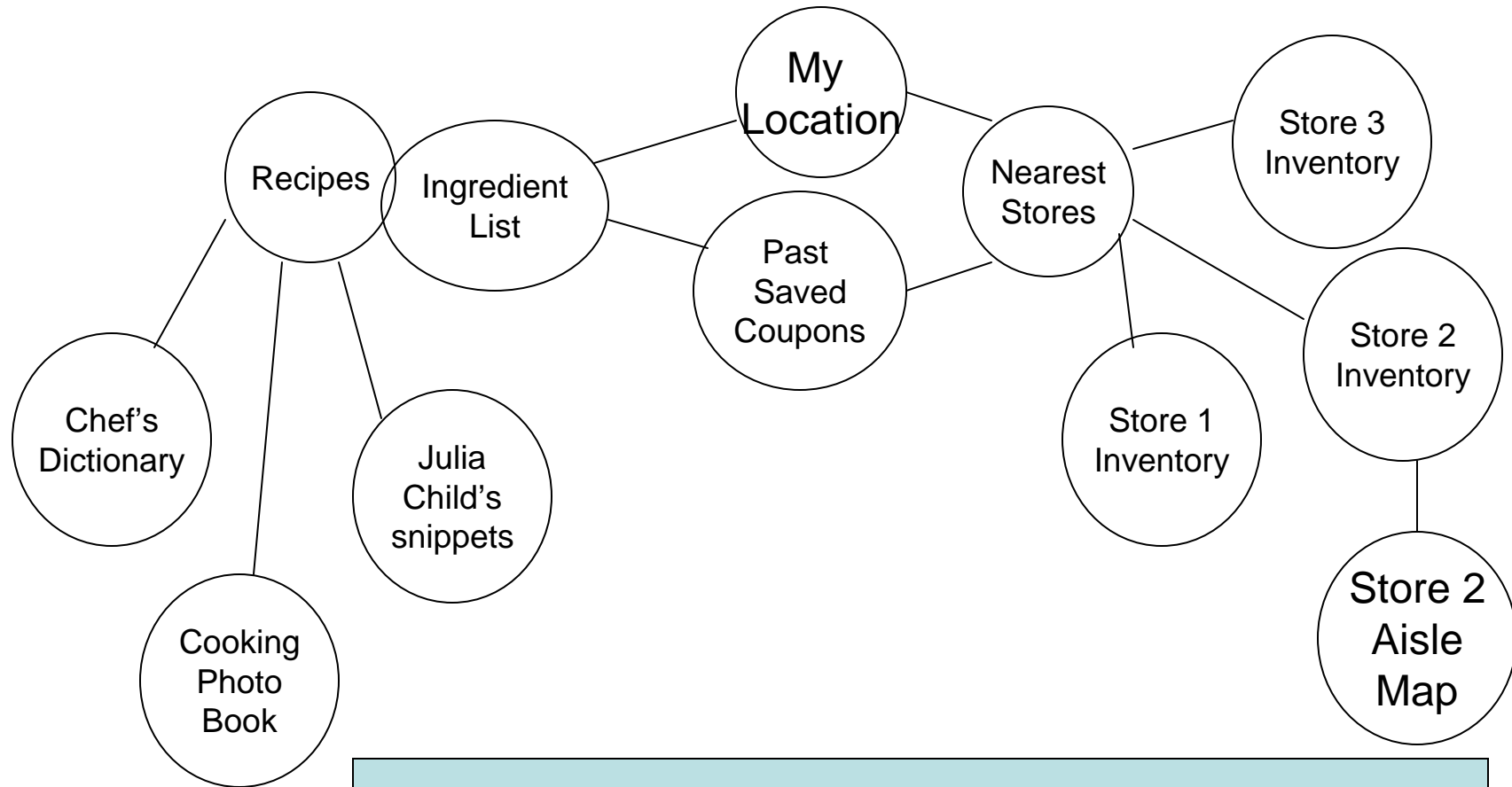
Imagine if this was the result of choosing your recipes!

Cooking Holiday Dinner



...and a few more links for when you start cooking.

Cooking Holiday Dinner



Opportunities for:
social media, publishers, marketers, food industry, grocers

An opportunity for the entire
supply chain!

Example 3

TV & Video

- Imagine everything on the screen is linked!
 - Product placement
 - Reference information

“Carried to its logical conclusion, this promises a world where nothing and everything is an advertisement. Imagine you're watching a tv show or movie (or whatever the next generation version of these are) on your pc (or phone or some other futuristic device). You like the handbag Cameron Diaz is wearing in the scene, so you pause the show, click on the bag and find out who makes it, how much it costs, and are given the instant opportunity to purchase. She meets Brad Pitt at his car and you can click on the car, his shirt, his sunglasses and get similar information Or, you could click on his pearly whites and find out which brand of toothpaste he uses; click on his haircut, find out who the hair stylist to the stars was who cut his and who in your area offers to reproduce it.”

That's disruptive innovation!

One more thing...

RULES

Rules

- Not all data can be totally open to the web
 - Statutory limitations
 - Trade Secrets
 - Contractual agreements
 - Private information
- Can have Rules for access/use can control
 - who accesses the data
 - when/
 - why

Imagine...

- Walmart
 - wants more of Procter & Gamble's supply chain information
- P&G
 - doesn't want to expose that publicly
 - has to provide it contractually
 - wants to limit when and how it's used even by Walmart

*What new business opportunities
are possible, if systems
can account for data usage?*