



# Super Scaling Knowledge @ Nokia

# “A Billion Dollar Opportunity”

Georg Geiger, NOKIA  
Chris Brockmann, eccenca

# The Opportunity

ENERGY  
CONSUMPTION  
MOBILE  
NETWORKS

242

Twh

25%  
 $\text{CO}_2$  SAVINGS

\$9 bn  
potential energy-cost  
saving

280 k  
acres of  
US forest  
annually

PRESERVED

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 ~130

net sales in 2022

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**

The background features a vibrant, abstract liquid-like pattern in shades of orange, yellow, red, blue, and purple, swirling across the bottom half of the slide. Overlaid on this pattern is a white network graph consisting of numerous small, light-gray circular nodes connected by thin white lines, forming a complex web structure that extends from the center towards the top right corner.

NOKIA

# From pain points to success factors



**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

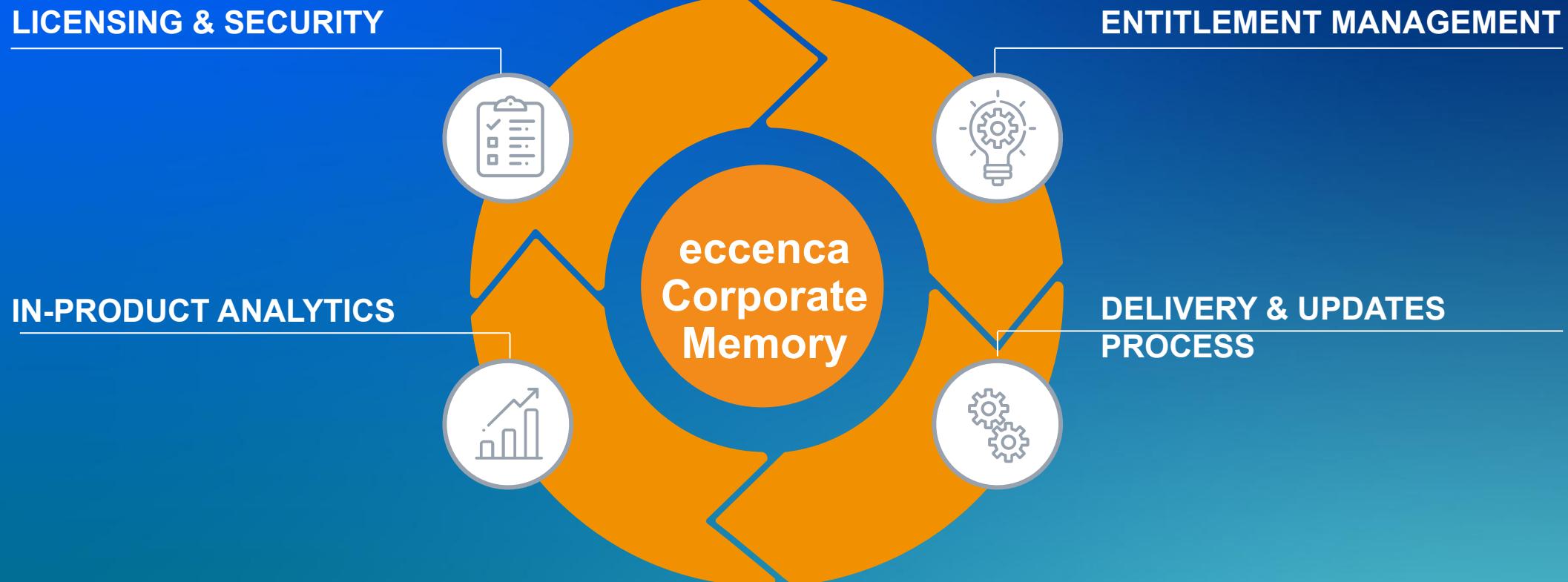
NOKIA

# Our breakthrough **APPROACH**

The background features a large, abstract, colorful wave pattern at the bottom, transitioning from yellow and orange on the left to blue and purple on the right. Above the wave, a complex network graph is displayed against a dark blue gradient background. The graph consists of numerous small, light-colored dots connected by thin white lines, forming a dense web-like structure that tapers towards the top right corner.

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

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# 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

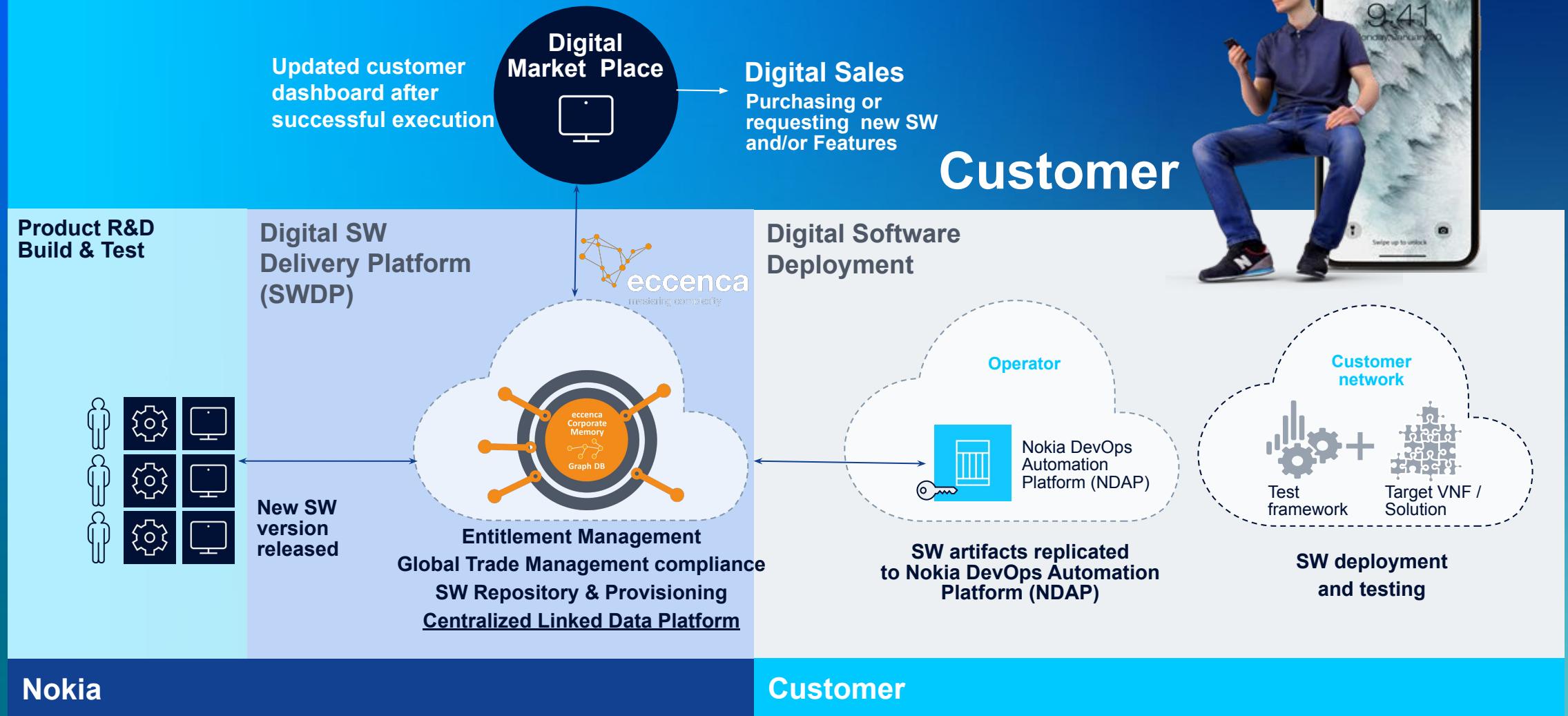
- Customer MD
- Product MD
- System and Solution MD

## IN-PRODUCT ANALYTICS

- Usage data
- Performance data
- Network traffic data

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# Realize unthought-of use cases in a telecom business context



# Our breakthrough **SUCCESS**

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NOKIA

# From pain points to success factors



S

**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



**SUSTAINABILITY**

**-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

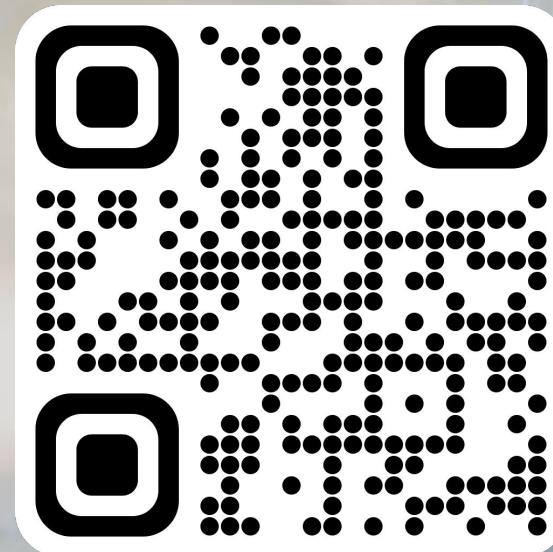


**BOSCH**

**NAVAL**  
GROUP



**SIEMENS**



ht  
ps:/

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**NOKIA**

**AIRBUS**

