Press release

**First "data sovereign" marketplace**

[www.advaneo-datamarketplace.de](http://www.advaneo-datamarketplace.de)

Düsseldorf, 23 April 2020

**On April 27, ADVANEO, an IT company in the field of consulting and implementation of digital transformation, officially presents a newly developed data marketplace. This follows an intensive test phase lasting almost three years for the offer of a data marketplace that clearly stands out from the rest: The focus is on absolute data sovereignty, which is guaranteed to all marketplace participants. The ADVANEO data marketplace offers the possibility to buy, sell or exchange data of any kind. In addition, it offers a unique pool of almost 2 million open data sets, which are continuously updated and expanded, for research and further use.**

The ADVANEO datamarketplace 1.0 now presented is thus a secure portal for trading with data, which is becoming increasingly important with increasing digitalisation, especially for new cooperation and the development of new business models. The rapidly developing cooperation that is currently emerging, for example in the search for COVID-19 vaccines, impressively demonstrates the need for such portals. Several companies can set up closed data rooms for shared use or exchange for the enrichment of their own data stocks, the derivation of new findings or innovations.

Contrary to other cloud and marketplace offerings, Marketplace 1.0 has no contact at any time with the raw data, which remains in the sovereignty of the providers. Only metadata, i.e. descriptive information, is shown, which can be found here worldwide by interested parties. The data offers are provided with rights and obligations of use. The transmission of the original data is encrypted by certified transmission software only after successful completion of the trade.

The marketplace uses metadata and is open for all common data formats. Numerous categories such as IoT, production or environmental data have already been entered for quick search and retrieval. At the same time, around 2 million open data sets from almost one thousand international sources such as www.europeandataportal.eu or www.data.gov are currently freely available. The data can be analyzed and visualized directly in the web application with the help of the Data Science Workbench.

The ADVANEO datamarketplace 1.0 stands out as a resource-saving and sustainable solution due to its decentralised approach, i.e. the raw data remains with the provider, thus avoiding the need to use large server farms. The cooperation with a data center, which runs all applications with green electricity, also supports the expansion of renewable energies.

And last but not least, an adaptable infrastructure, various interfaces and tools allow datathons, as well as virtually executed hackathons to initiate the development of new data-driven applications.

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***Advaneo***

*Die Advaneo GmbH wurden 2002 unter dem Namen ebcot GmbH gegründet. Mit der Umbenennung 2016 liegt der Schwerpunkt in der Beratung und Umsetzung der digitalen Transformation vor allem in den Bereichen Monetarisierung, Austausch und Schaffung von Mehrwert durch Daten. Höchster Stellenwert liegt insbesondere bei der Gewährleistung von Datensicherheit, Governance und Datensouveränität.*

You can also find the following pictures [in the downloadable ZIP archive](http://www.advaneo.de/en/press-release-first-data-sovereign-marketplace/):

