

Informaatioteknologian tiedekunnan julkaisu
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Pekka Neittaanmäki, Elmira Galeieva, Anthony Ogbechie

Transportation Technologies



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ABOUT THE PROJECT

This report was conducted under the Platform Value Now project funded by Finland's Strategic Research Council. Platform Value Now will focus on understanding the fast emerging platform ecosystems, their value creation dynamics and requirements of the supportive institutional environment. We will analyze ecosystems with systems tools and develop new methods for platform-centric ecosystems management. Data collection is based on active scanning of global technology and platform ecosystems and fast solution oriented case experiments with Finnish corporations and policy planners. The aim of the project is to operationalize the collected understanding into a Platform Profile framework that will enable more efficient method and tool development for ecosystem management.

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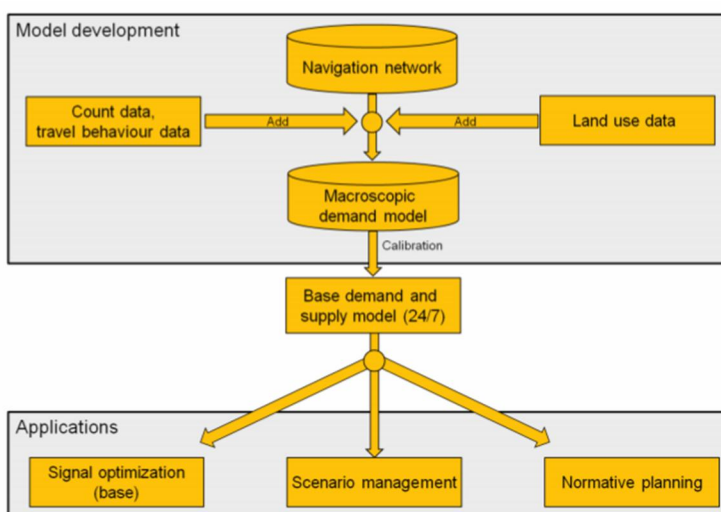
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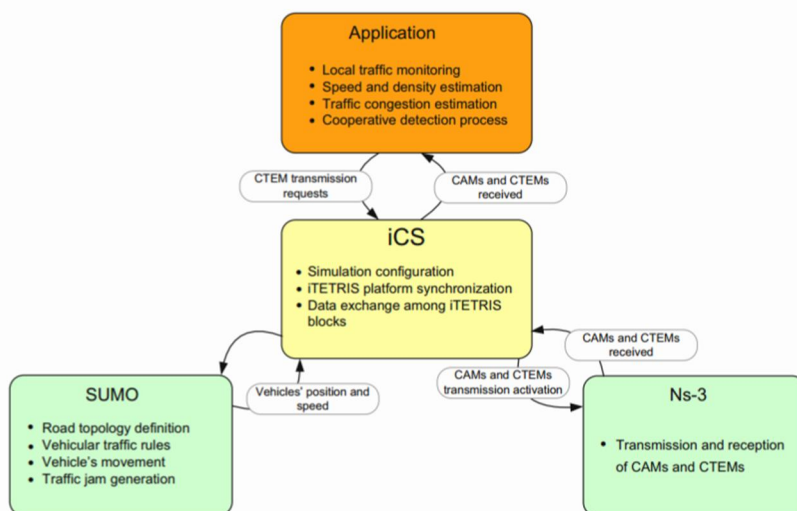
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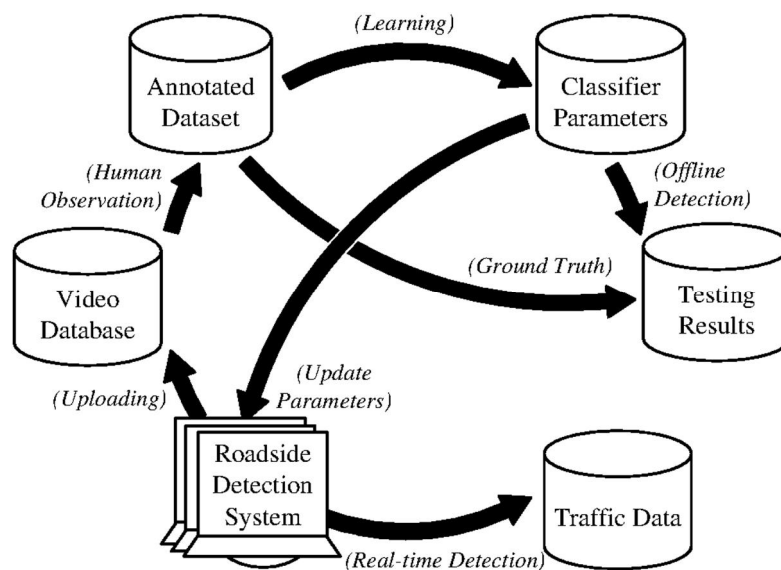
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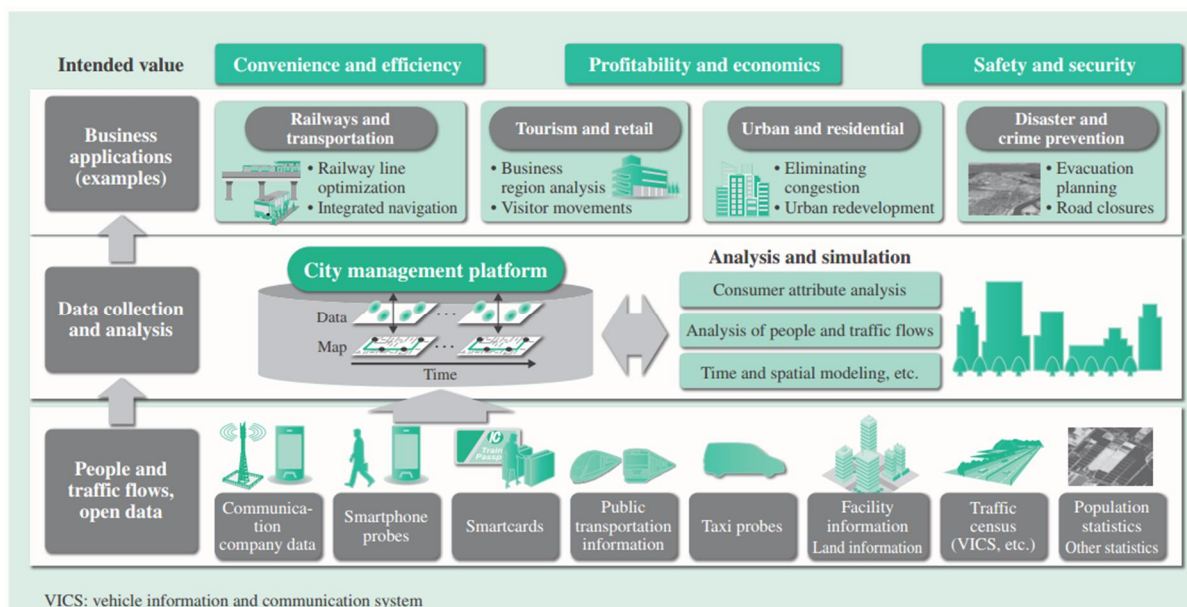
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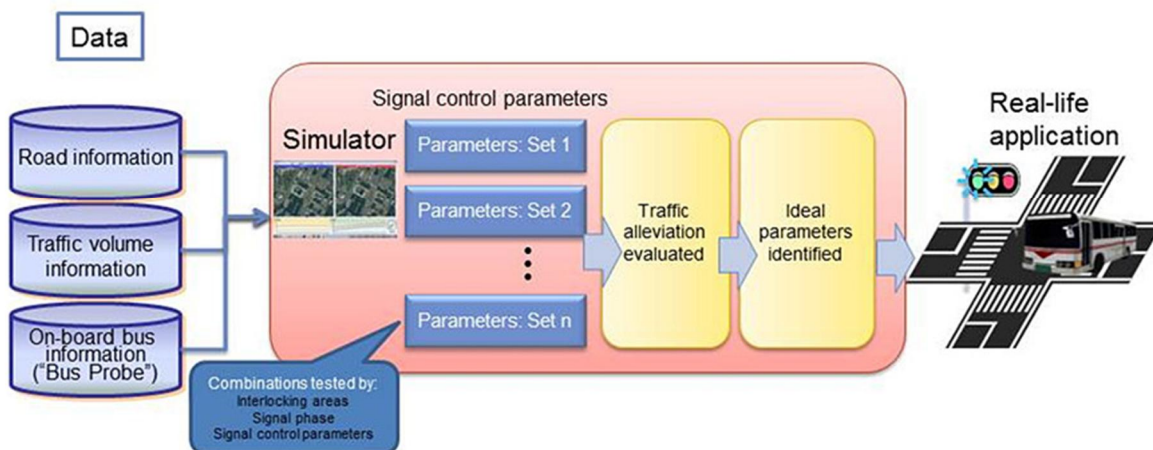


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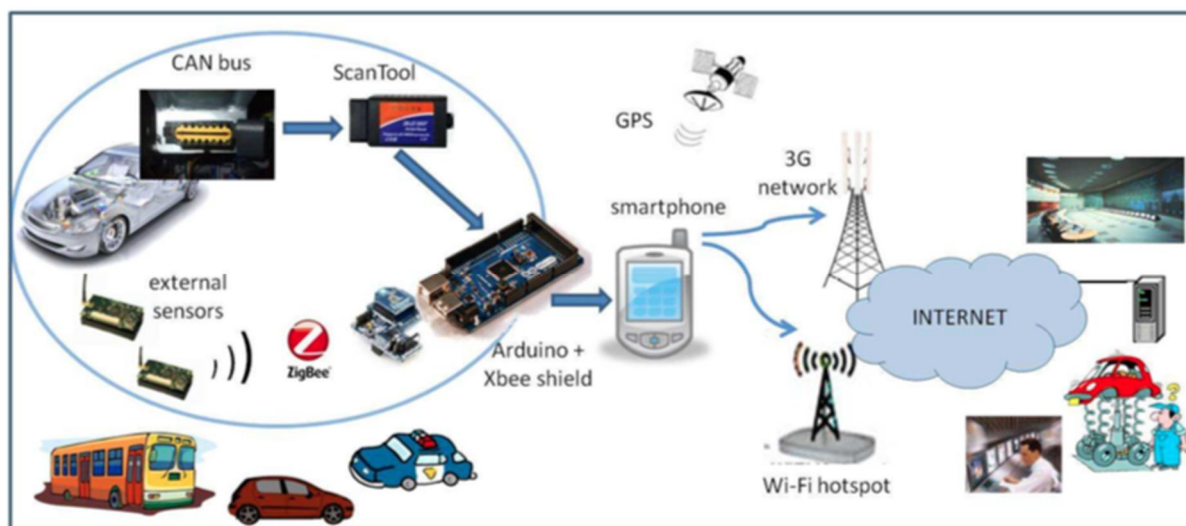
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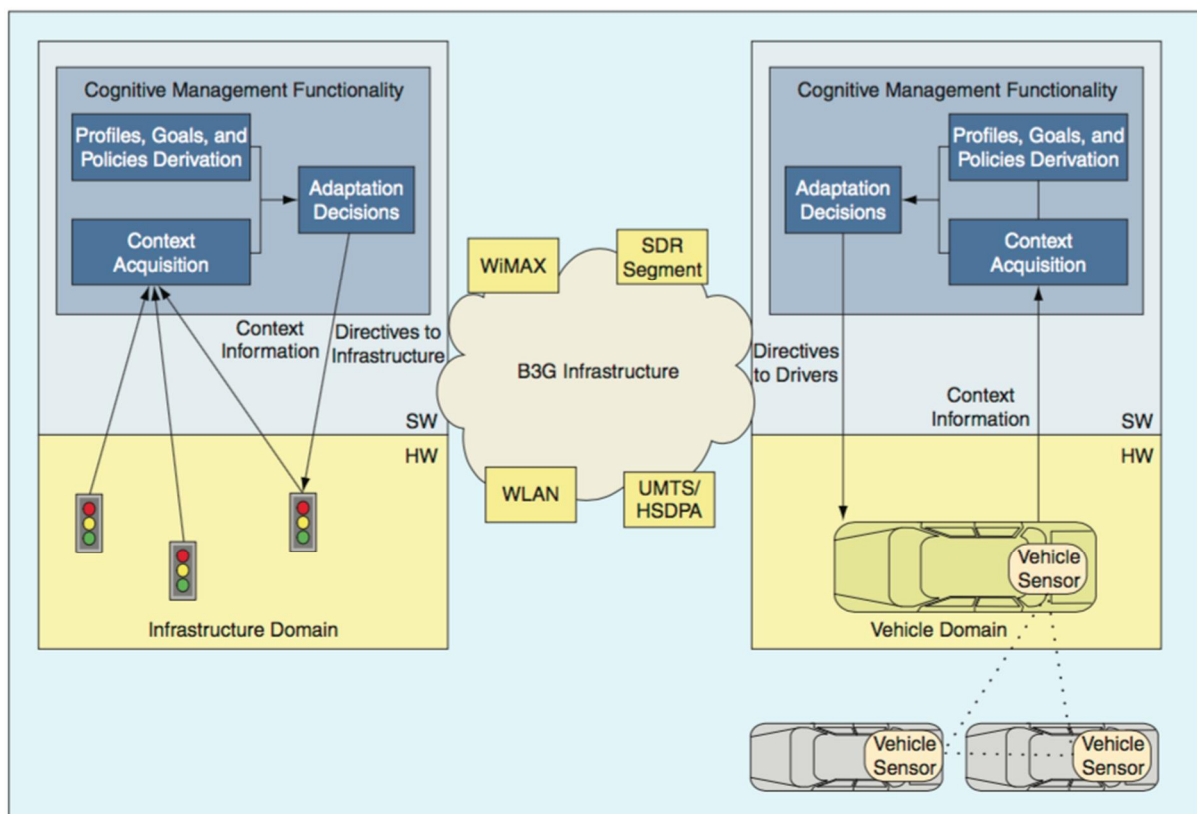
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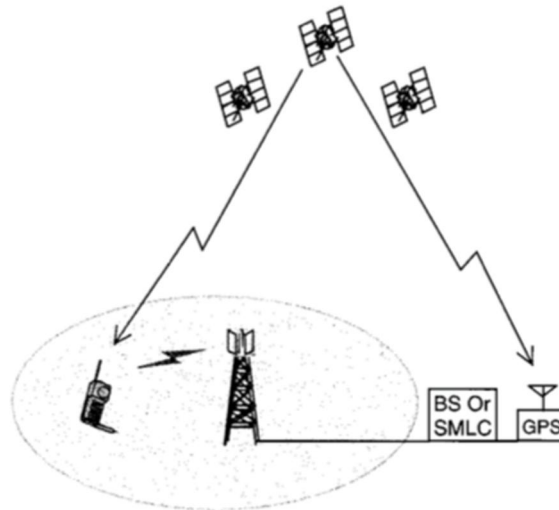
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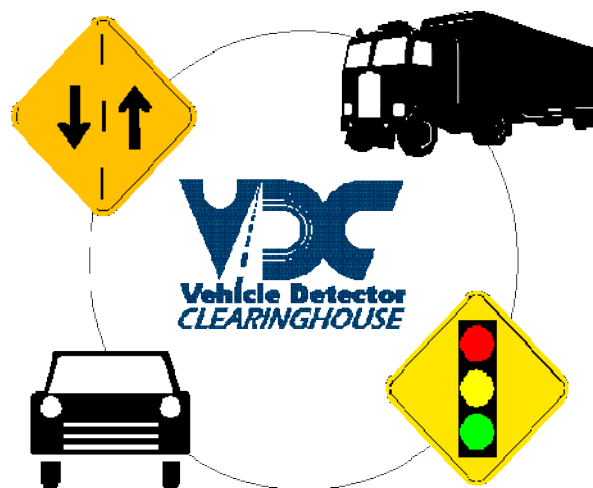
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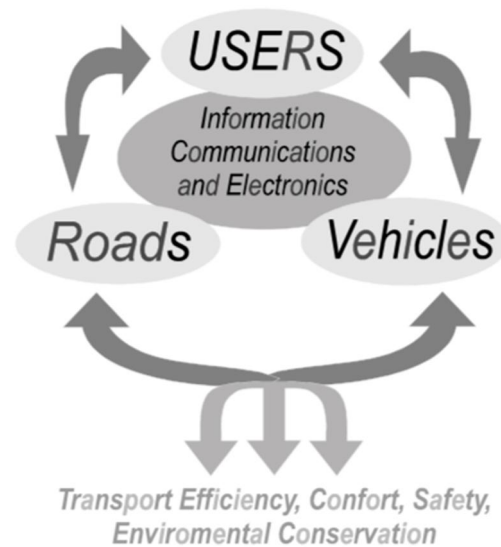
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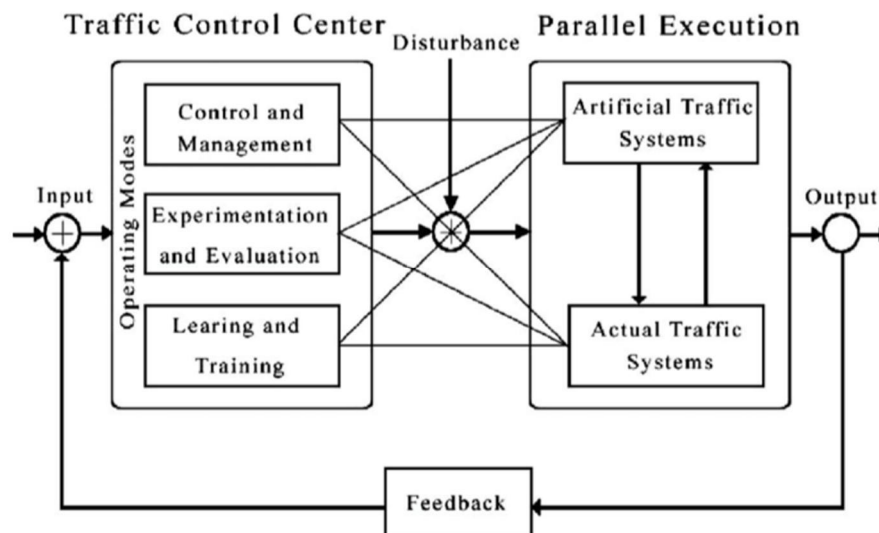
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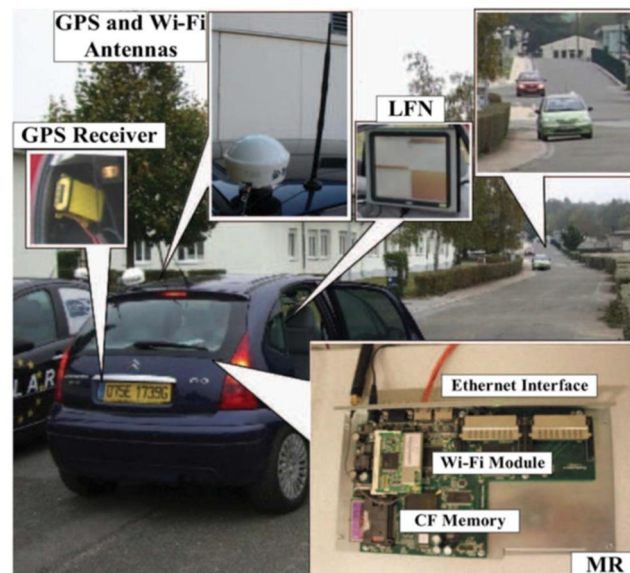
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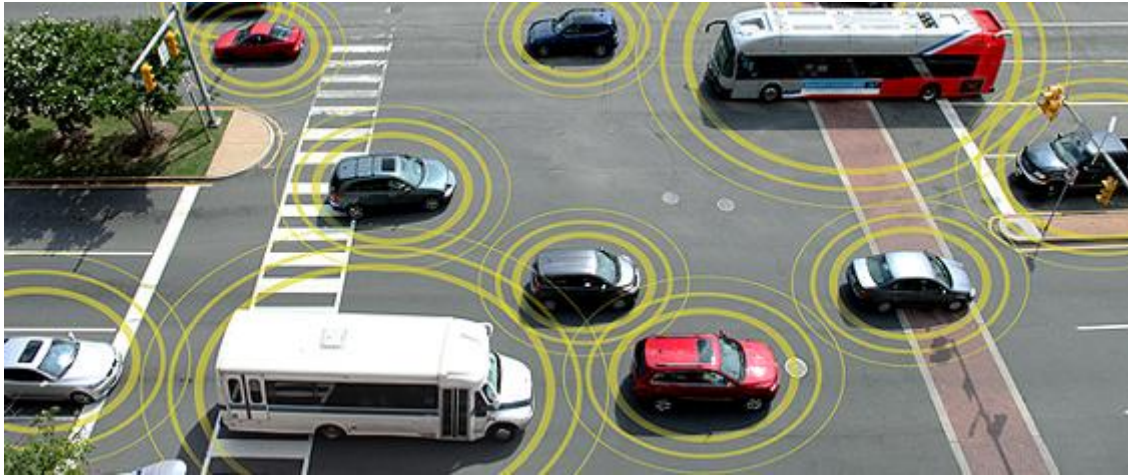
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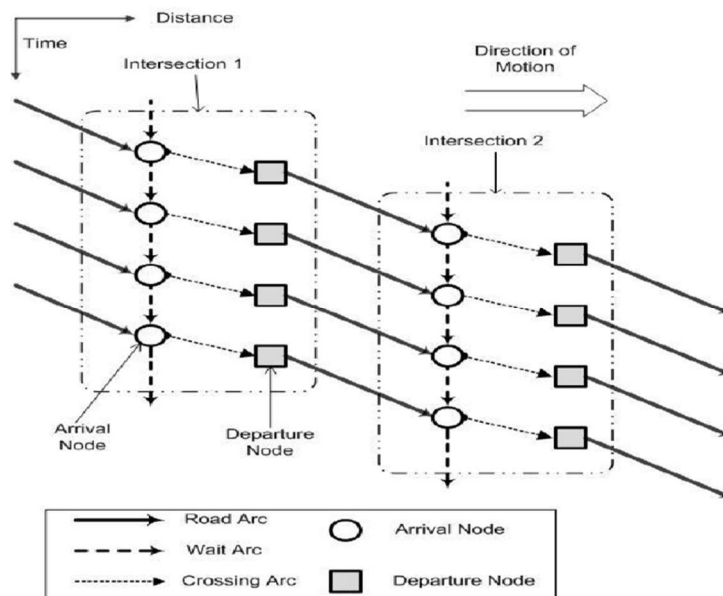
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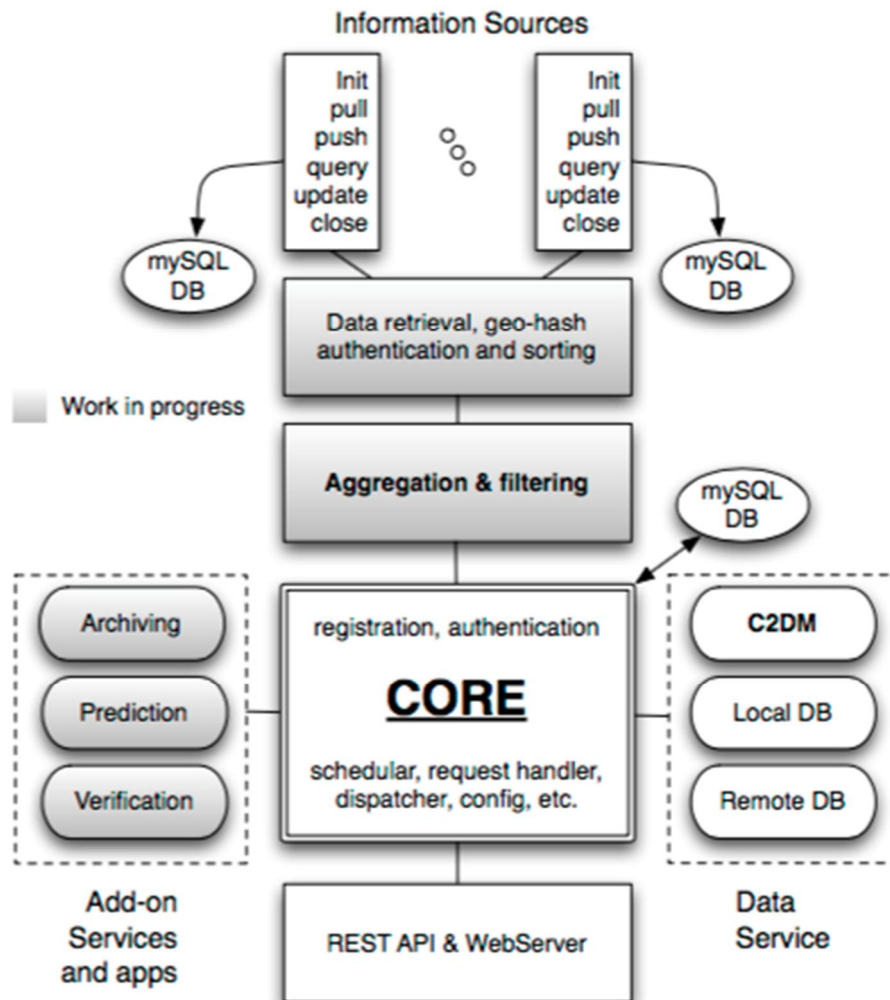
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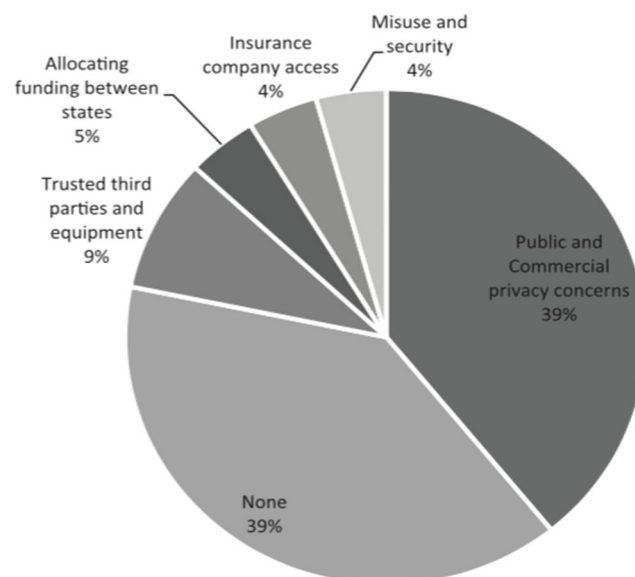
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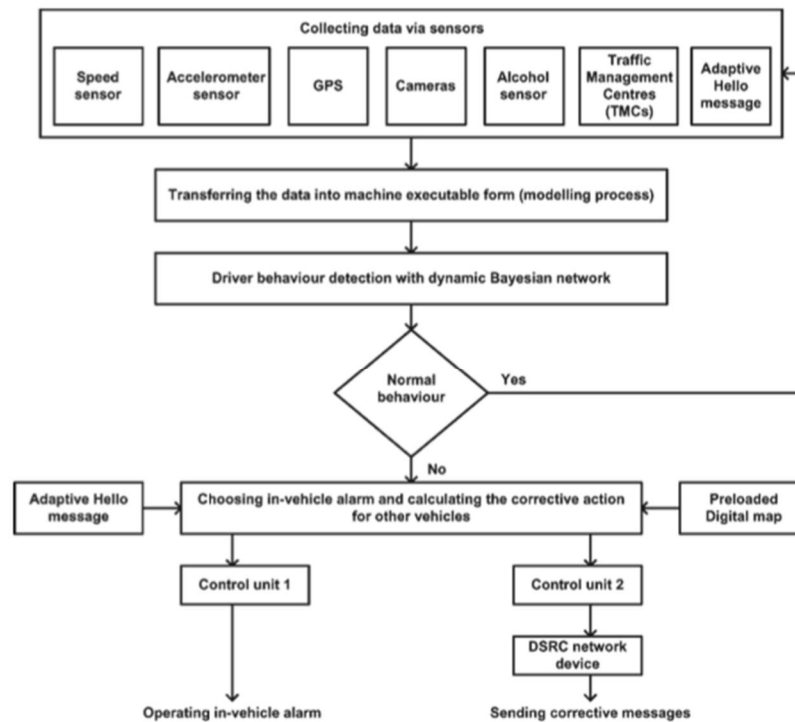
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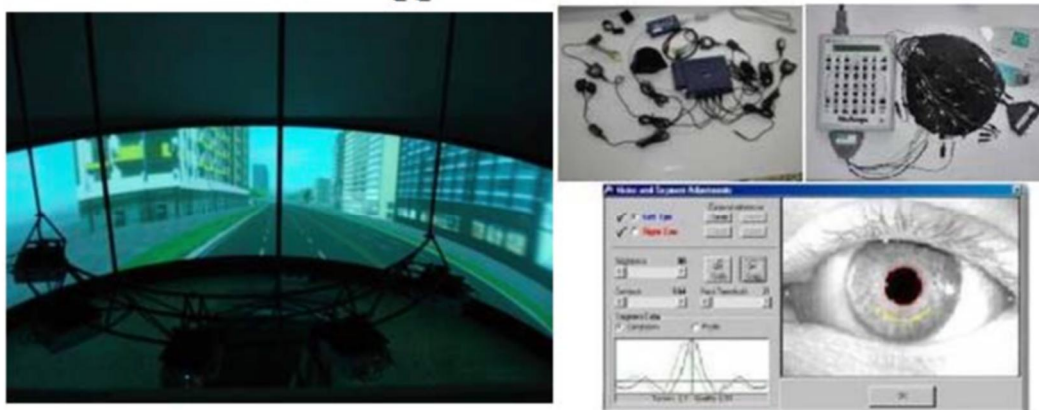
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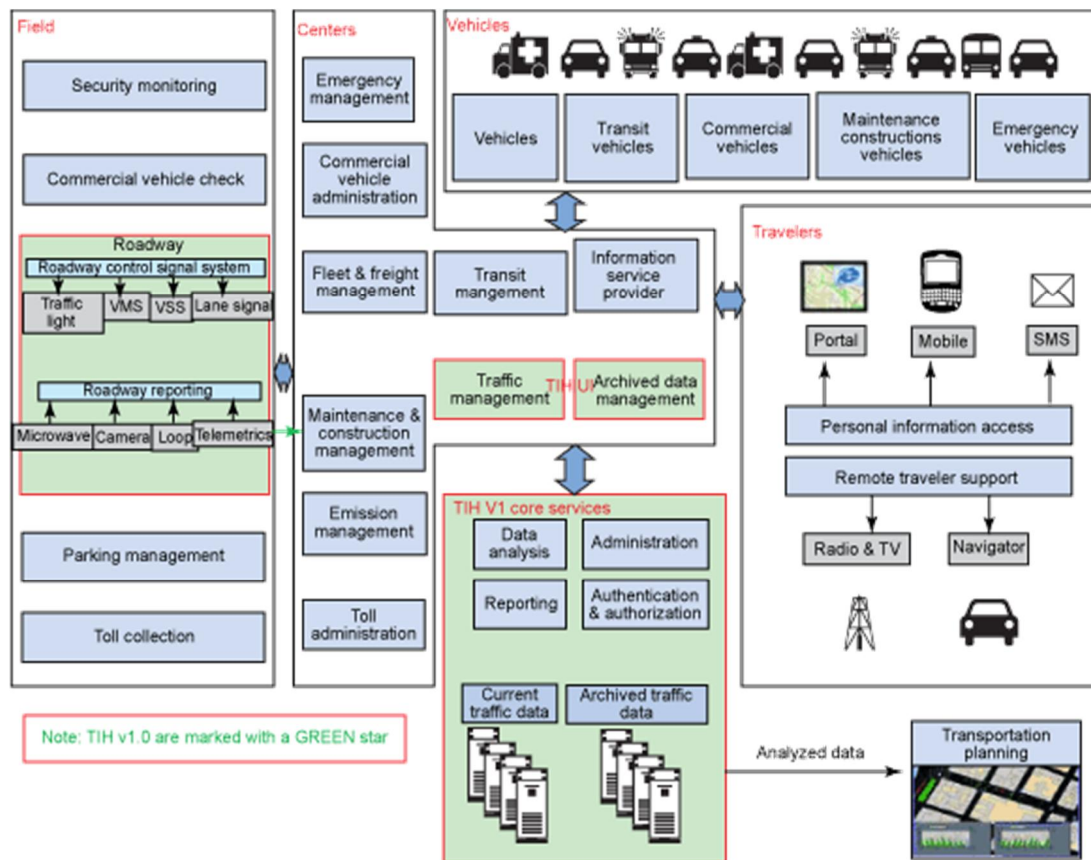
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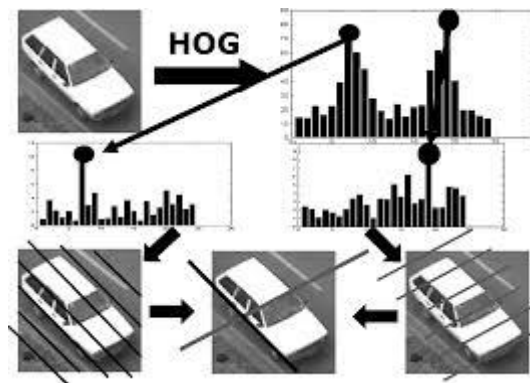
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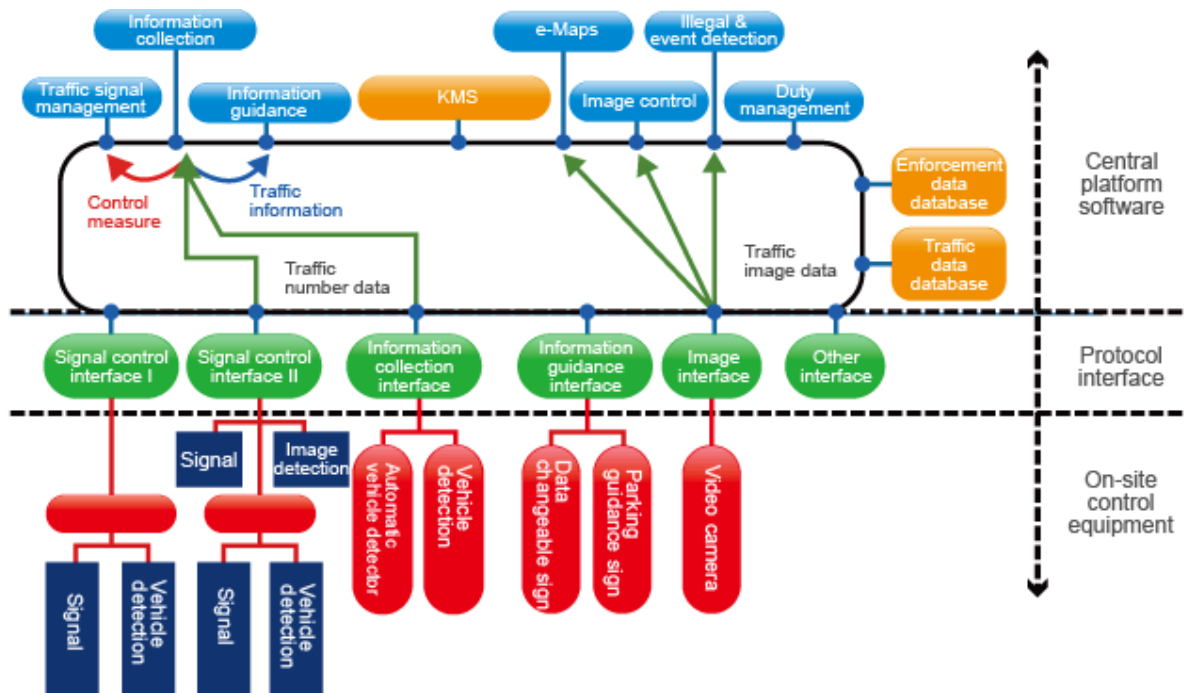
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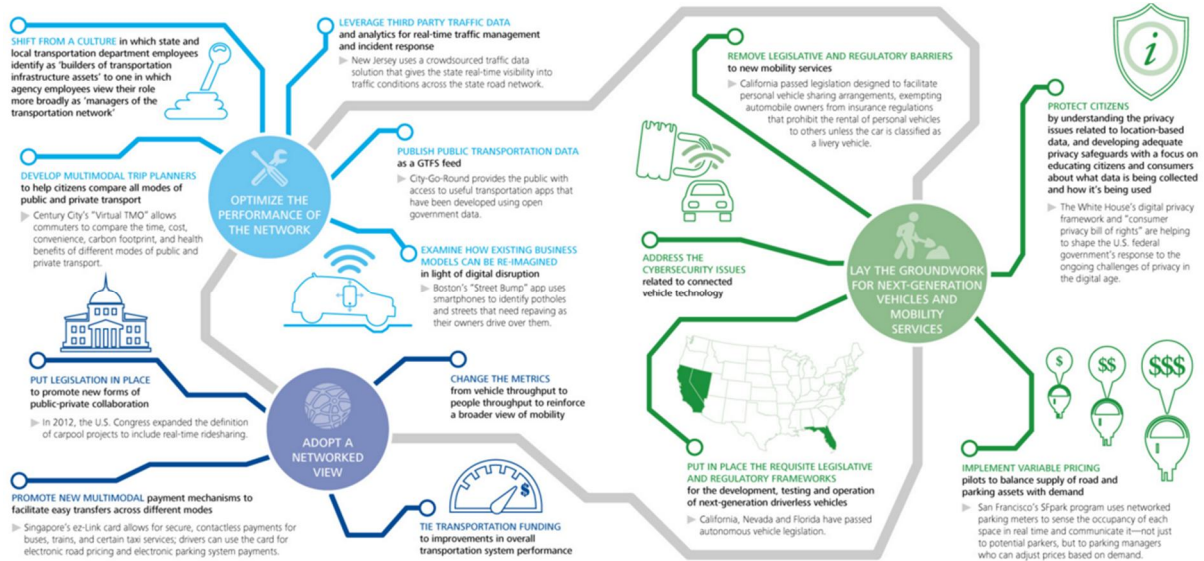
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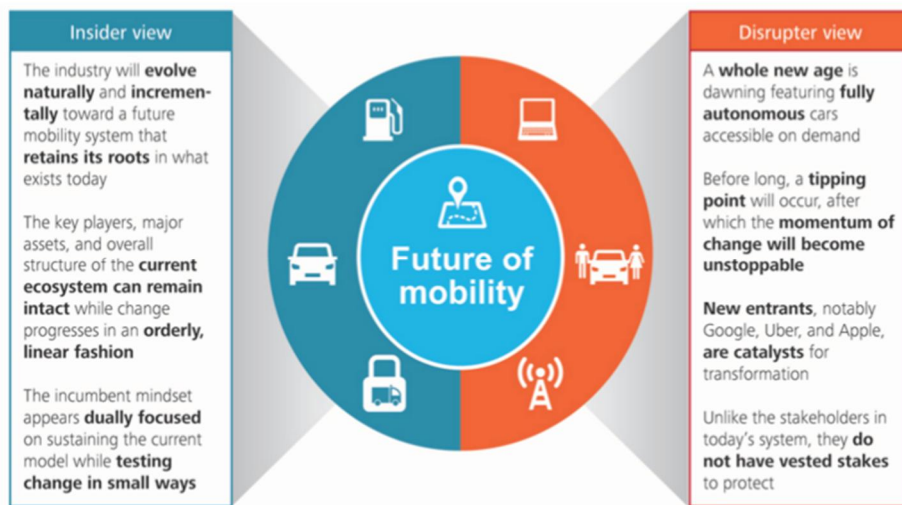
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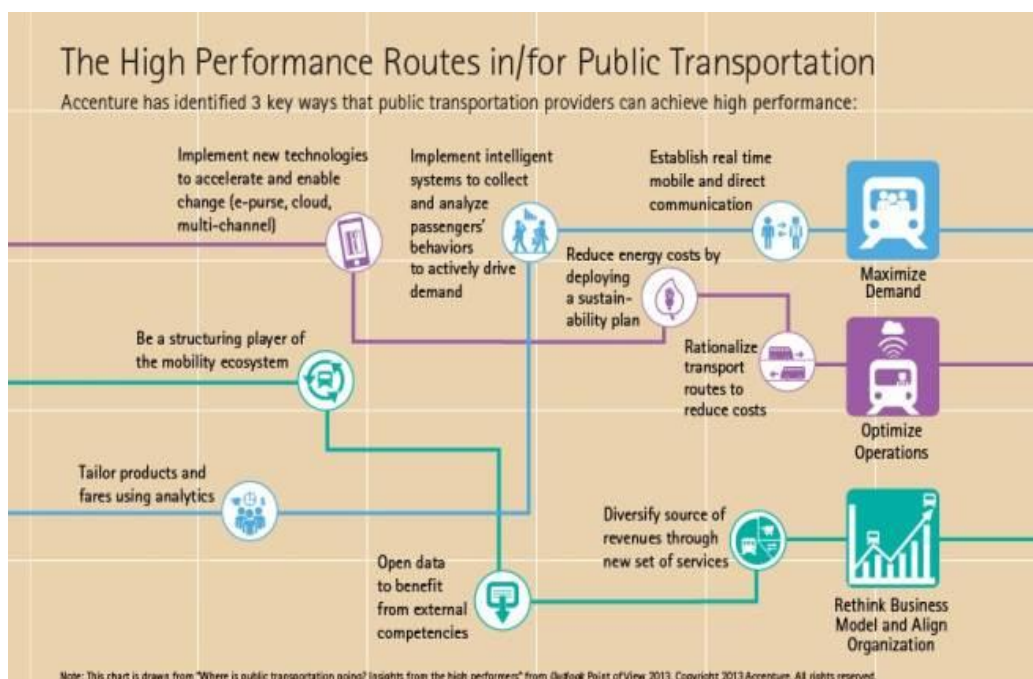
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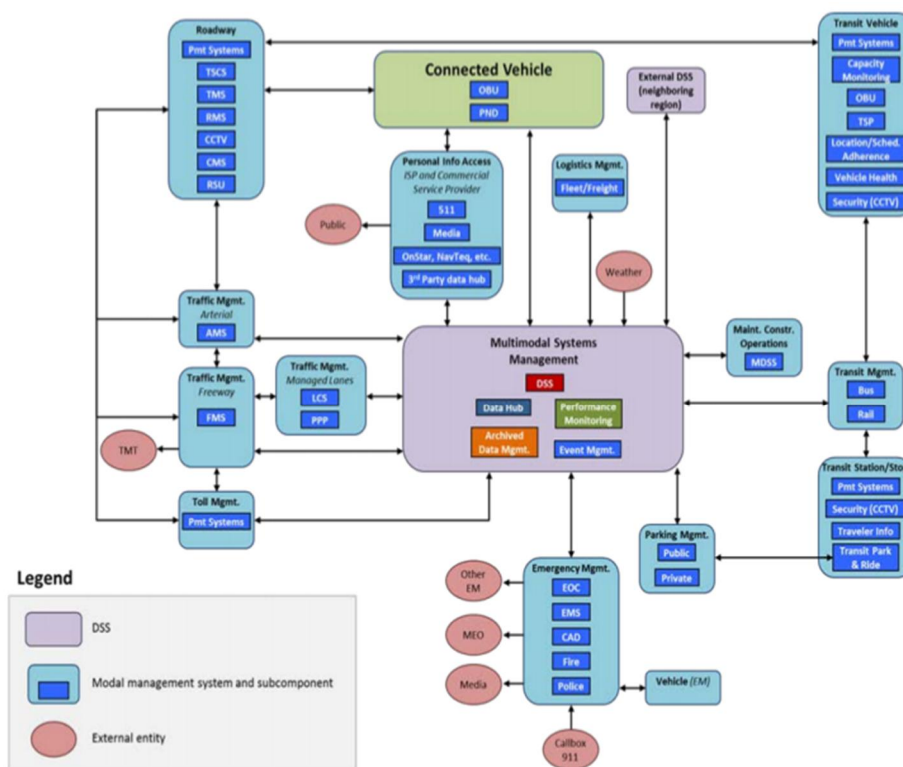
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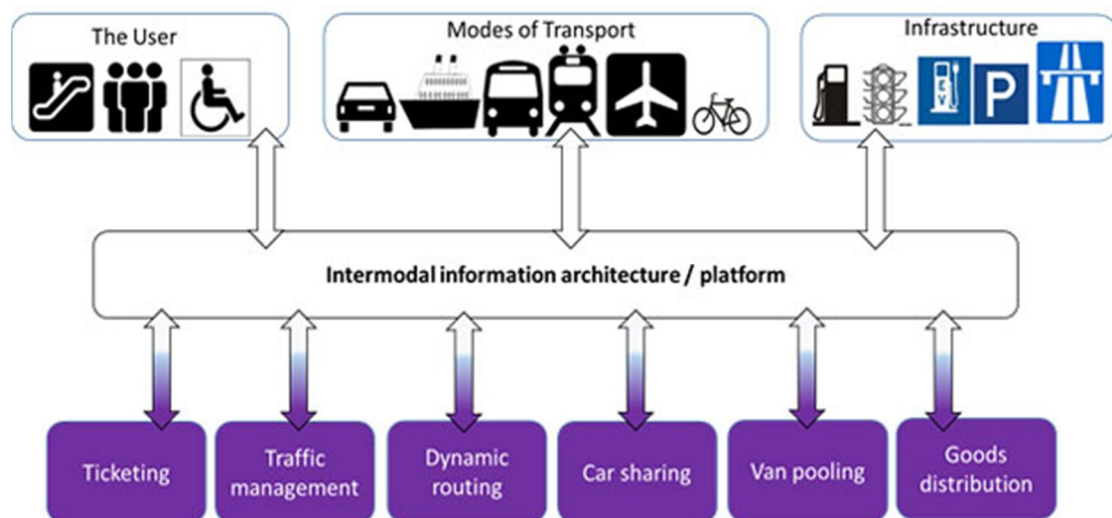
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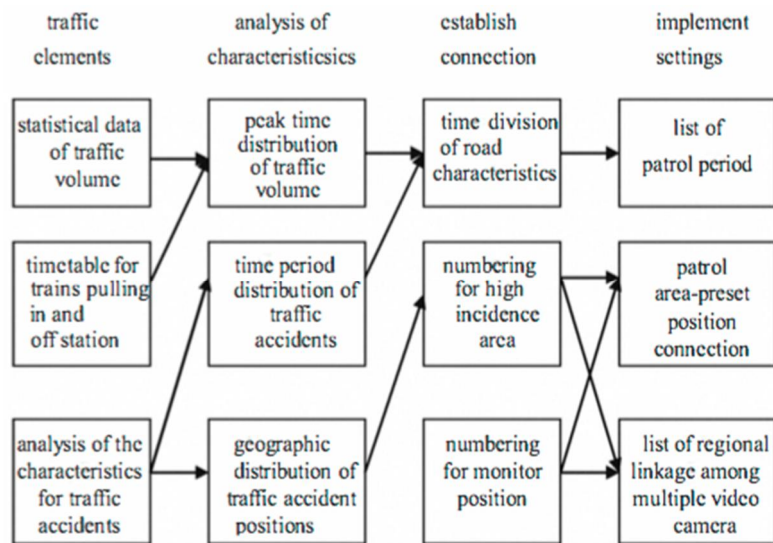
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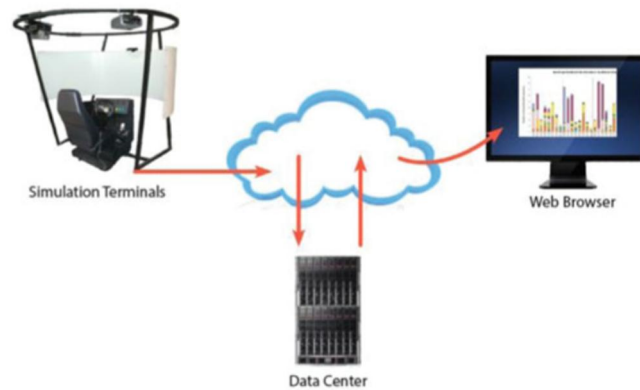
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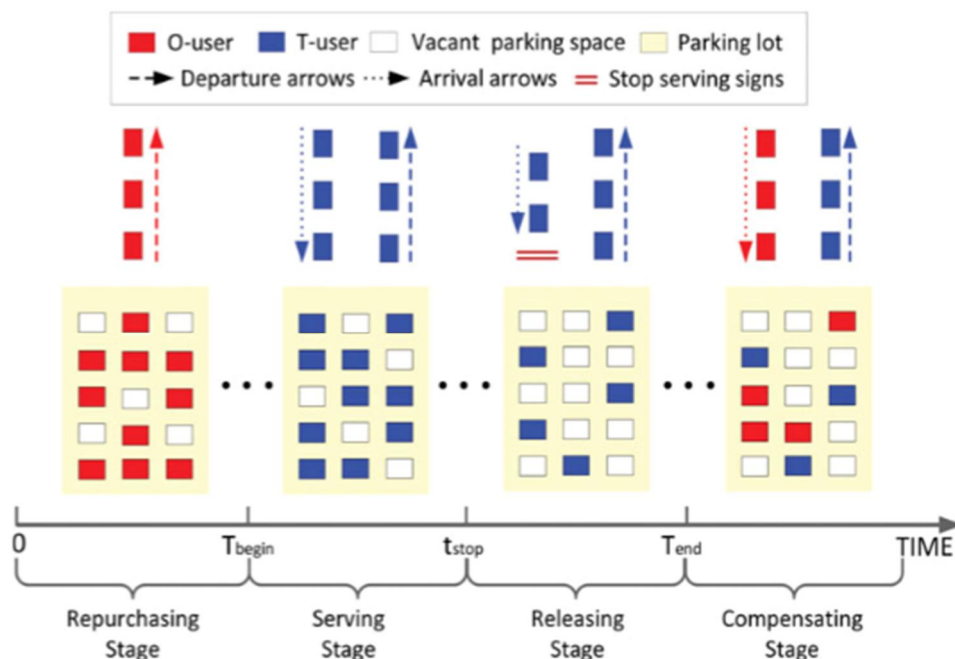
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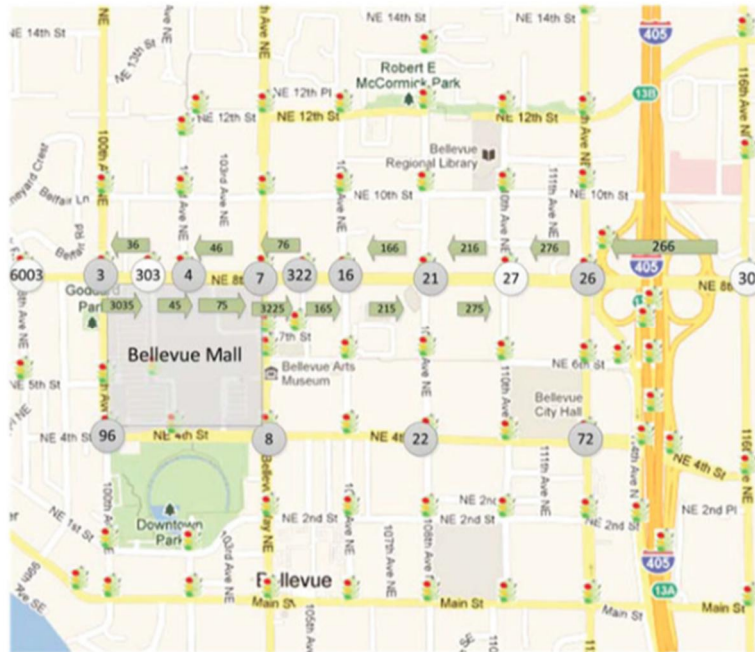
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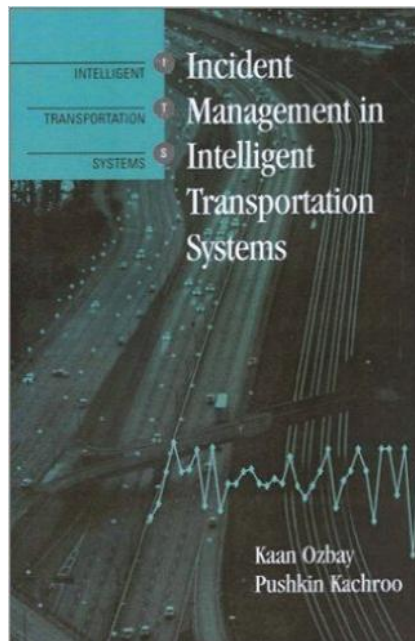
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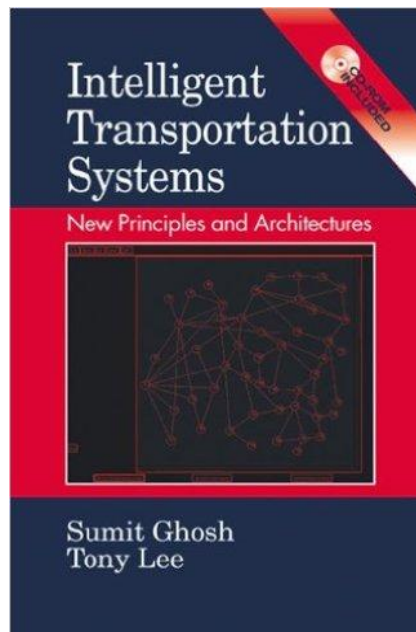
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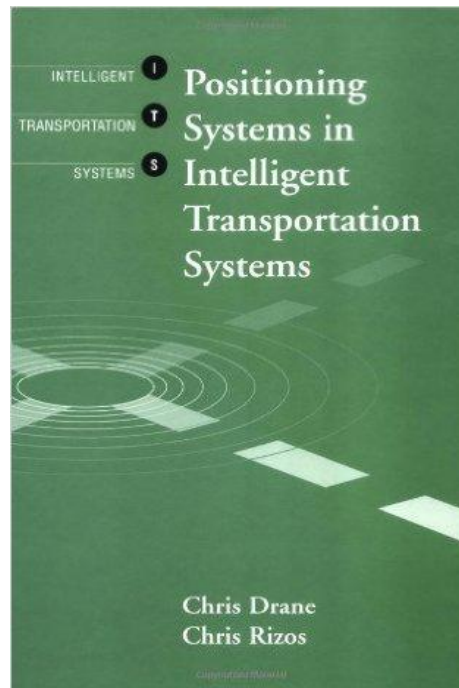
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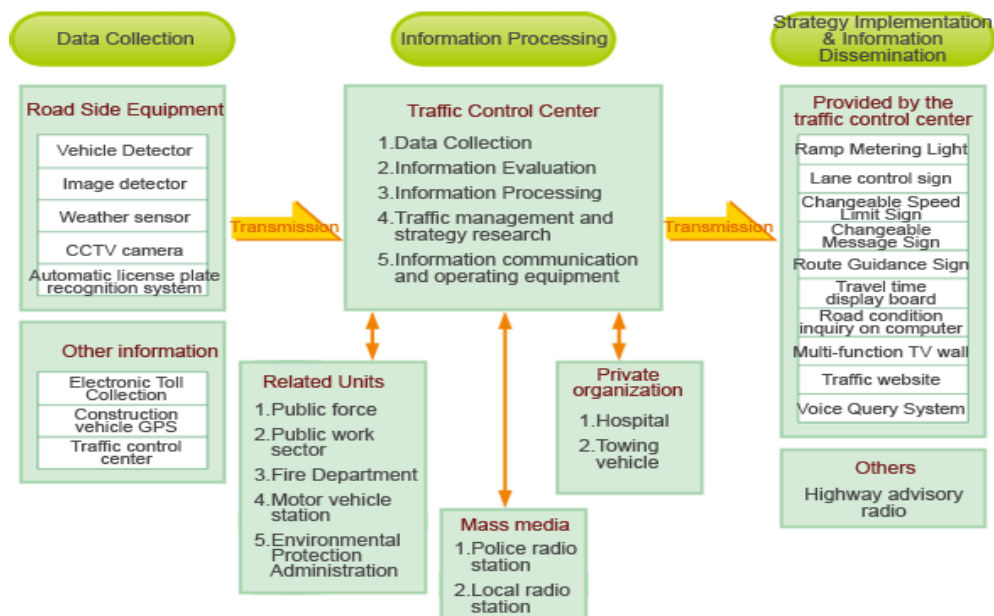
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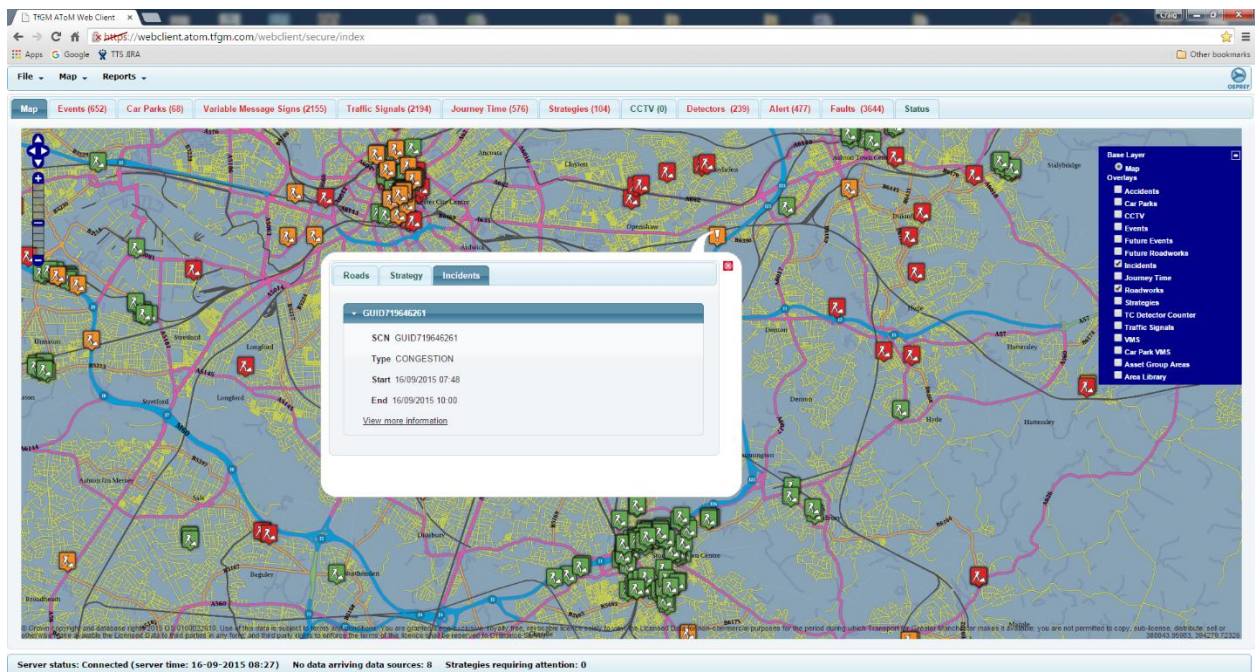
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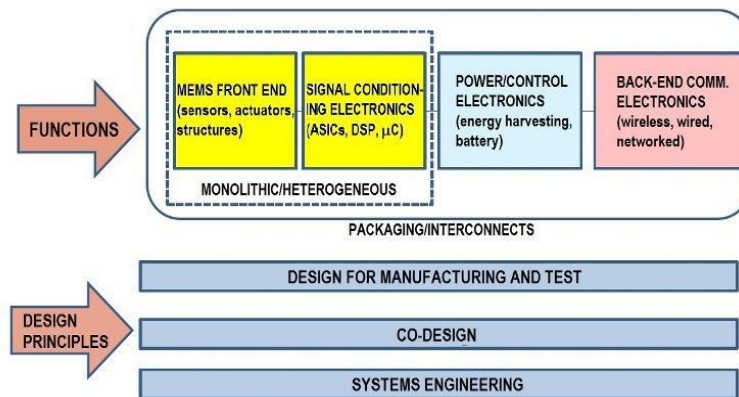


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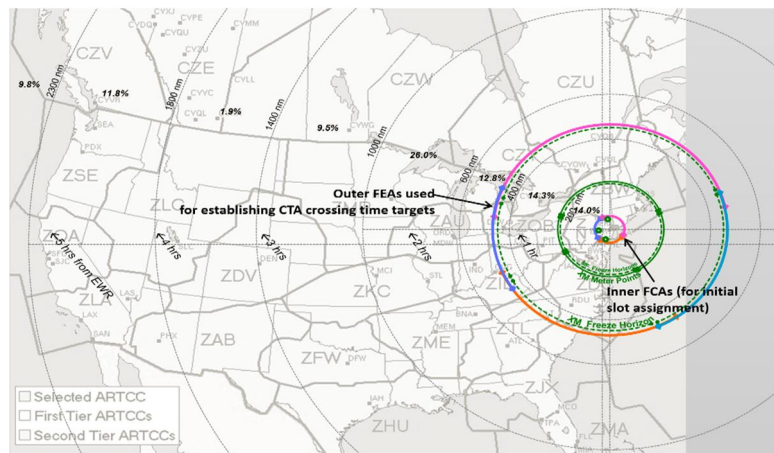
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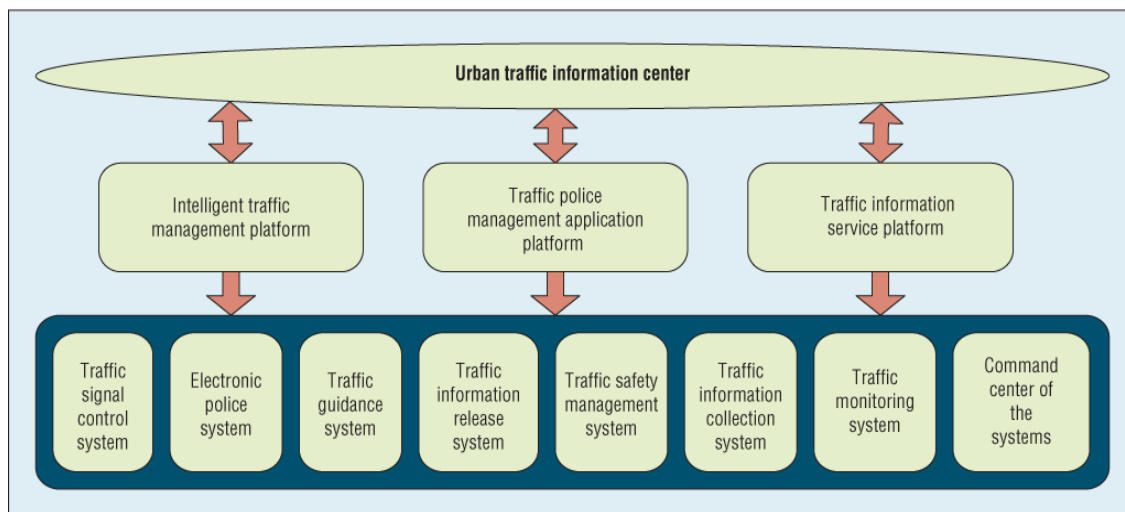
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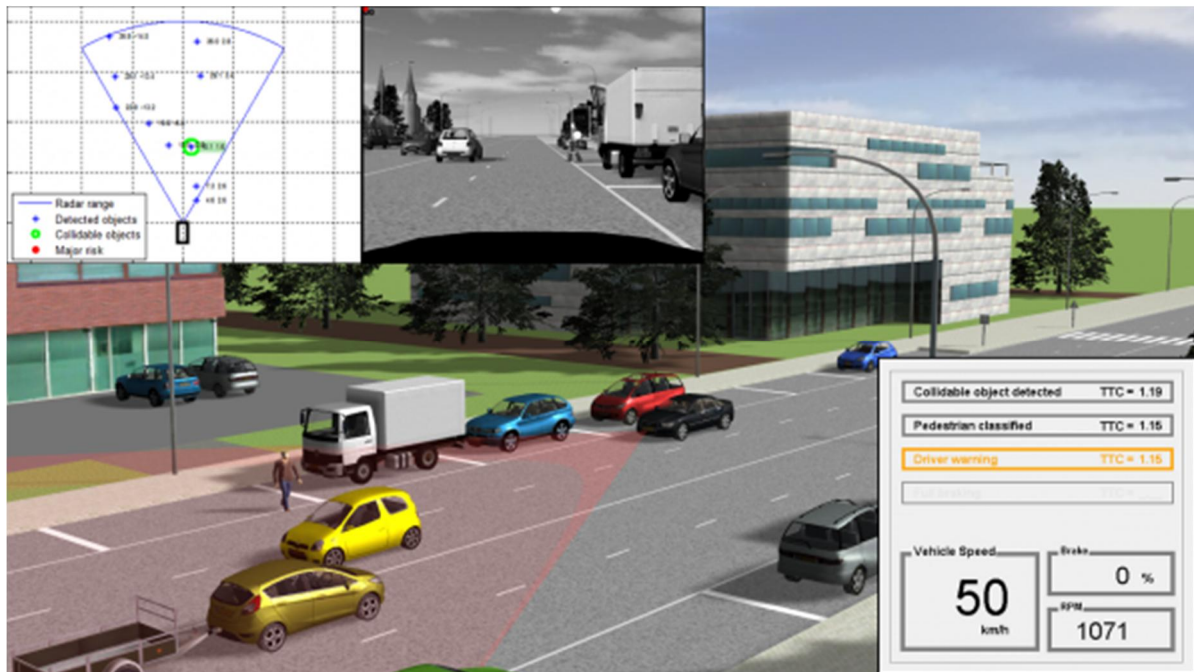
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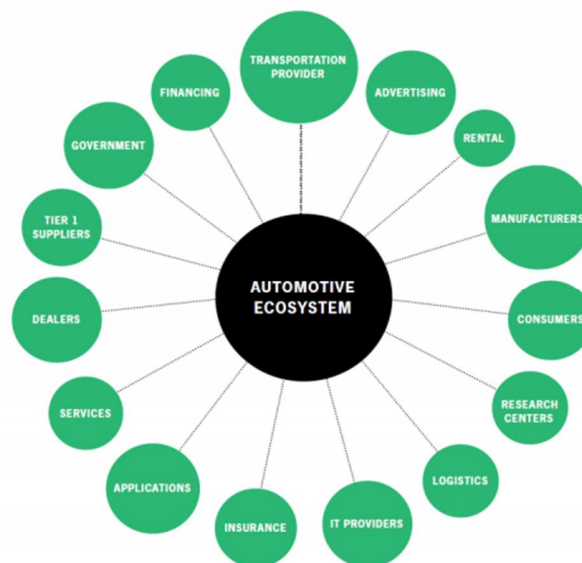
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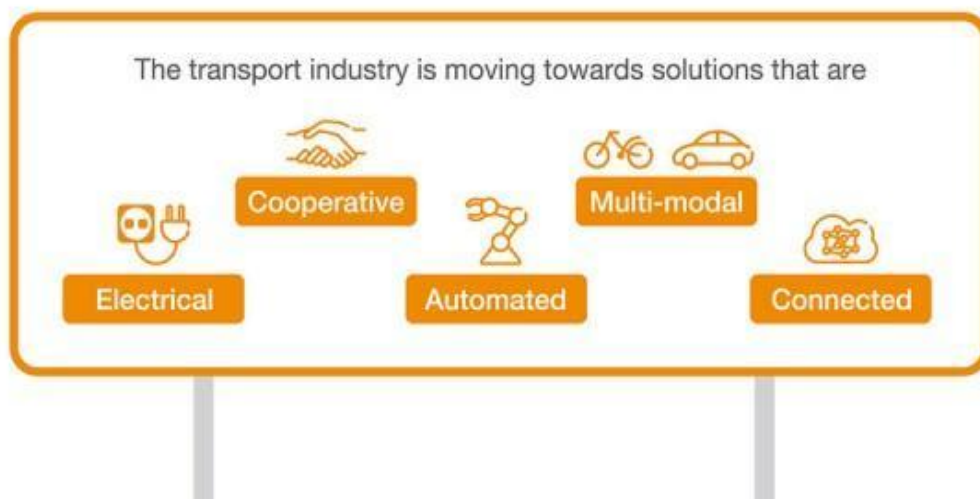
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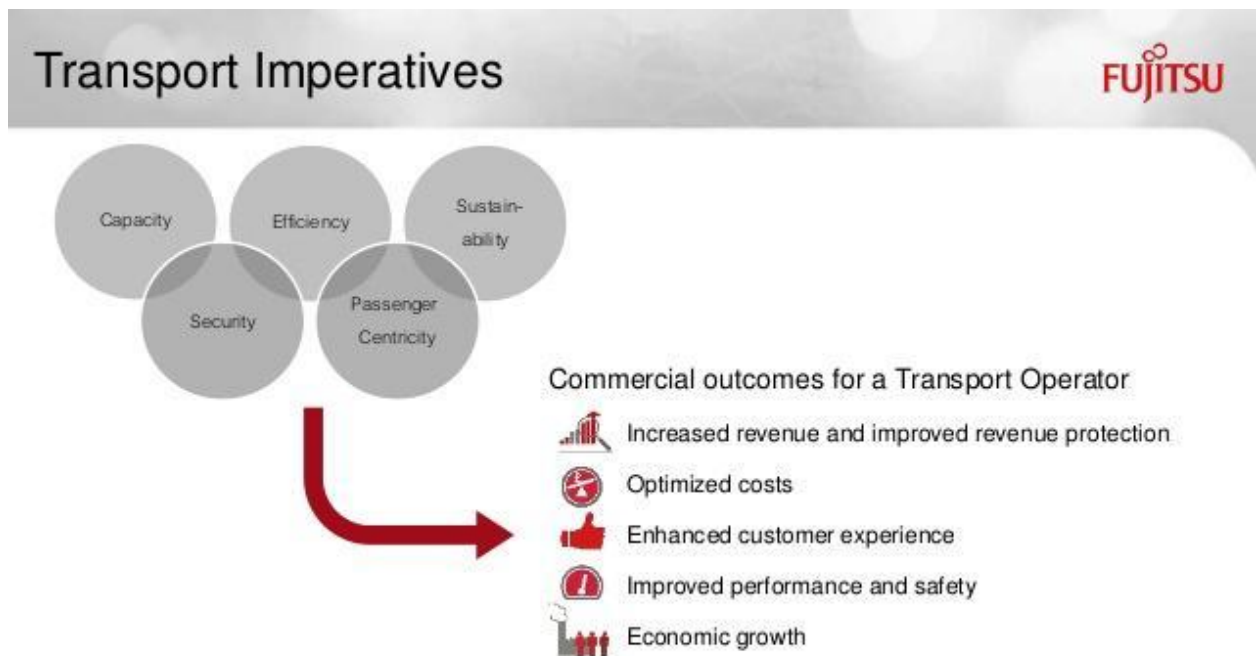
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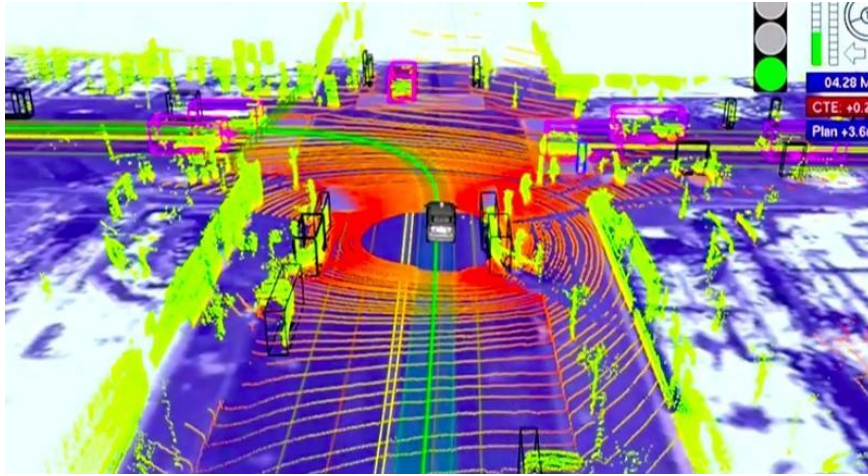
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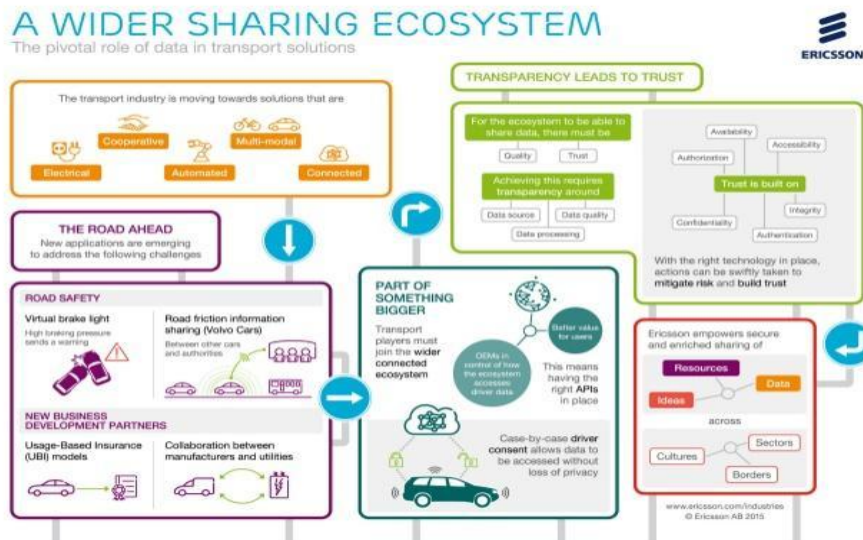
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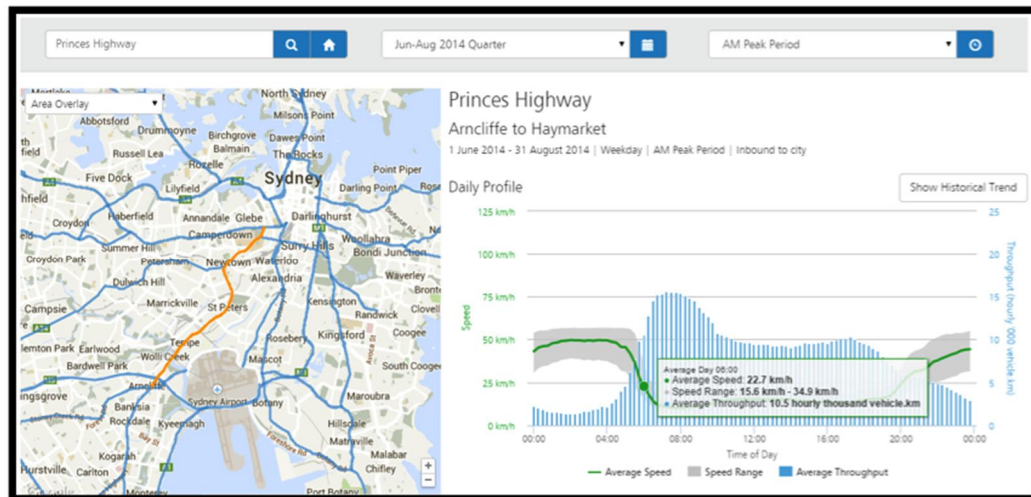
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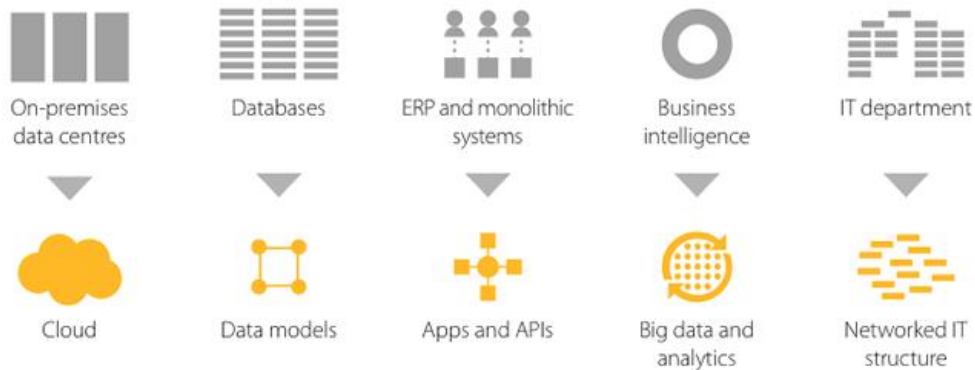


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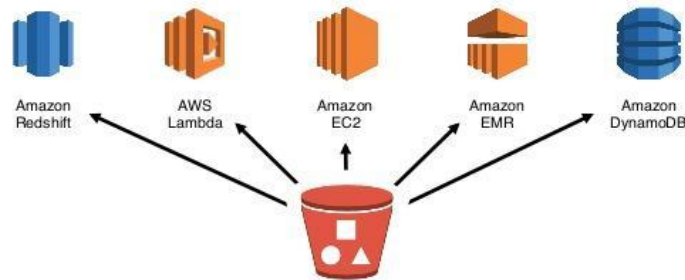
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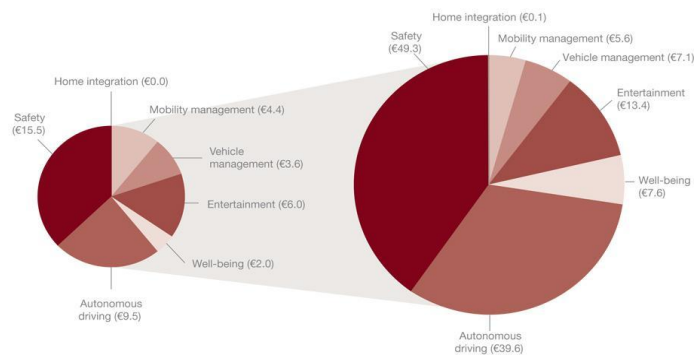
Business Strategy: Harnessing Connected Vehicle Ecosystem B2X Opportunities

Exhibit 2

Estimated market for connected car technologies, 2016–21

2016
Market potential in billions of euros
Total: €40.3 billion

2021
Market potential in billions of euros
Total: €122.6 billion



Note: Totals may not reflect sums due to rounding. Passenger vehicles only, excluding light commercial vehicles.
Source: Strategy&
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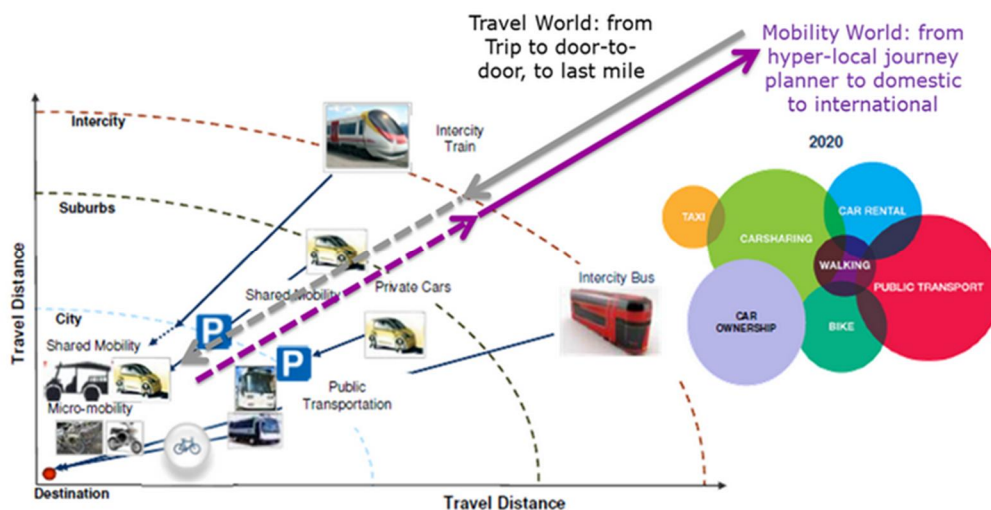
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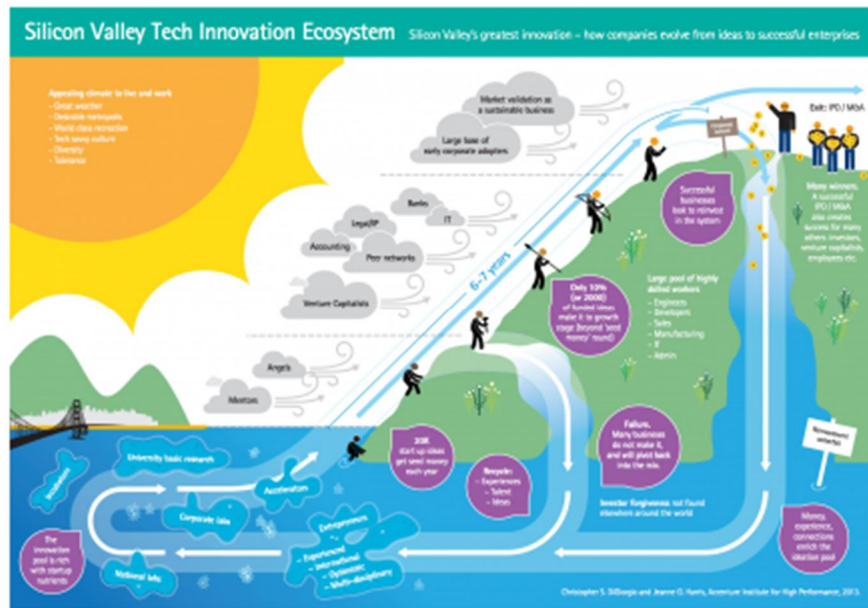
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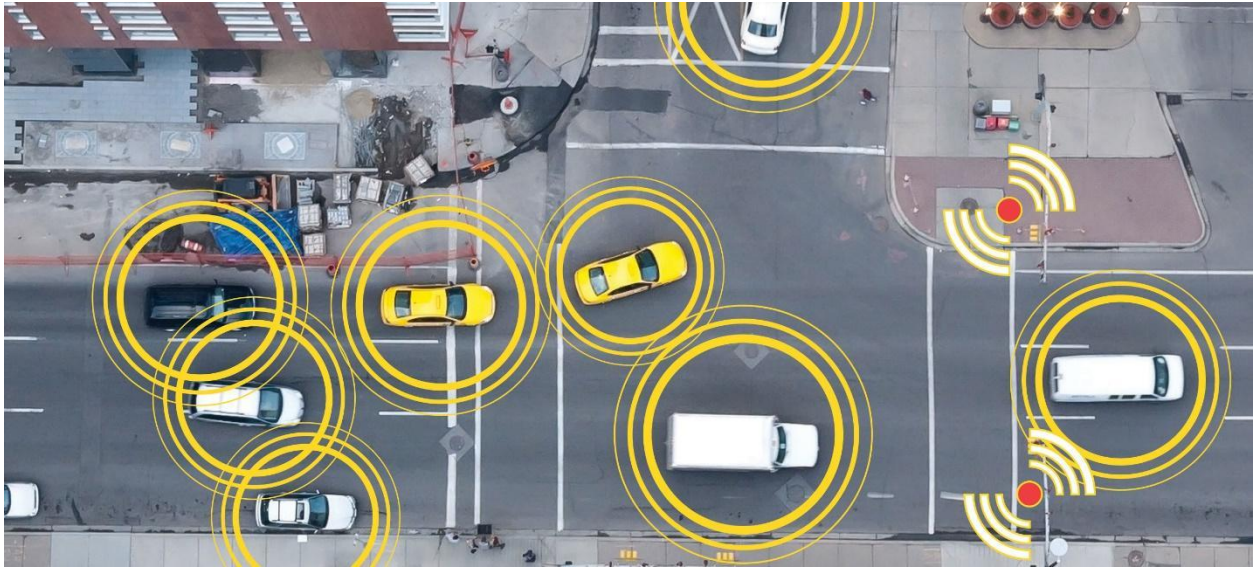
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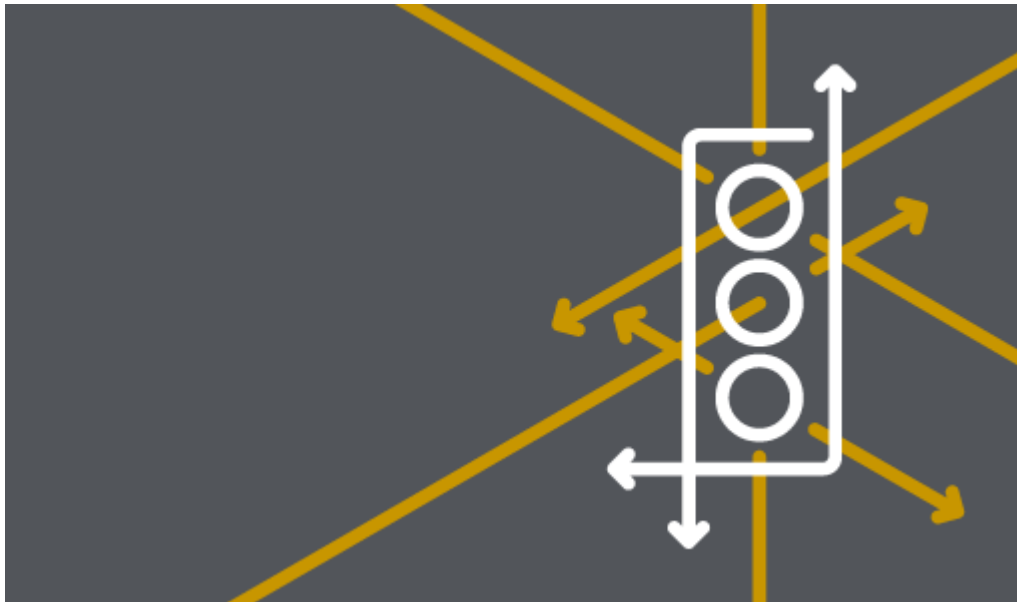
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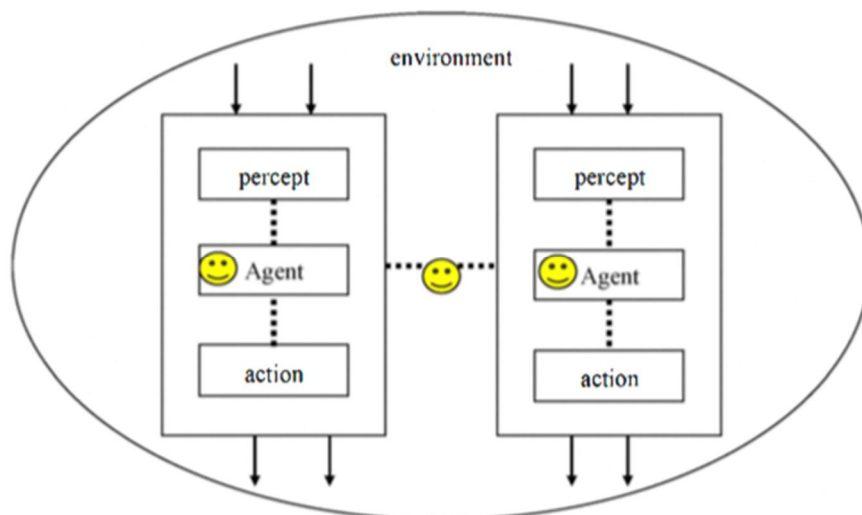
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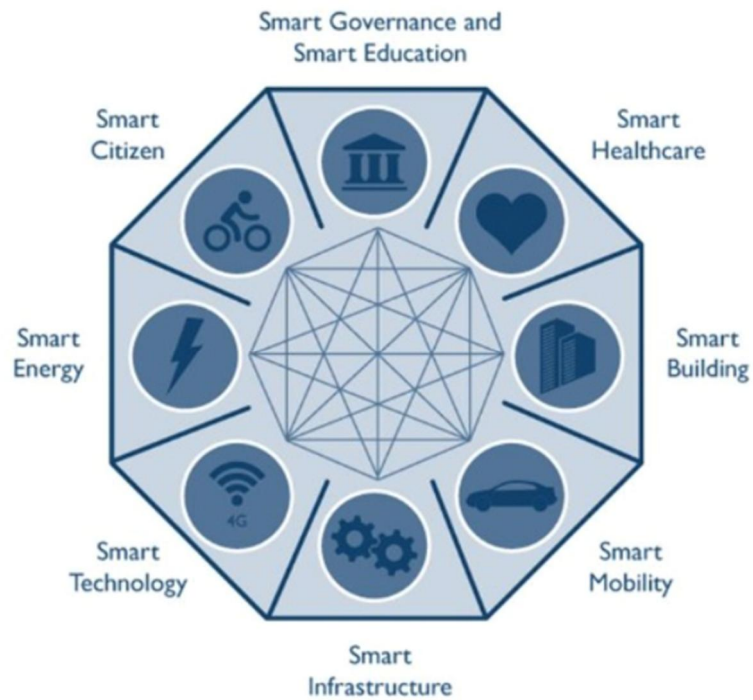
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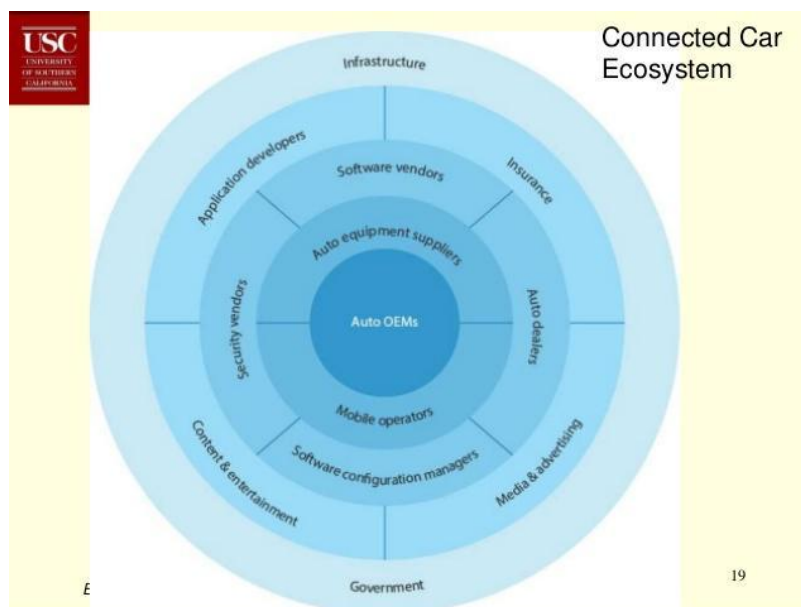
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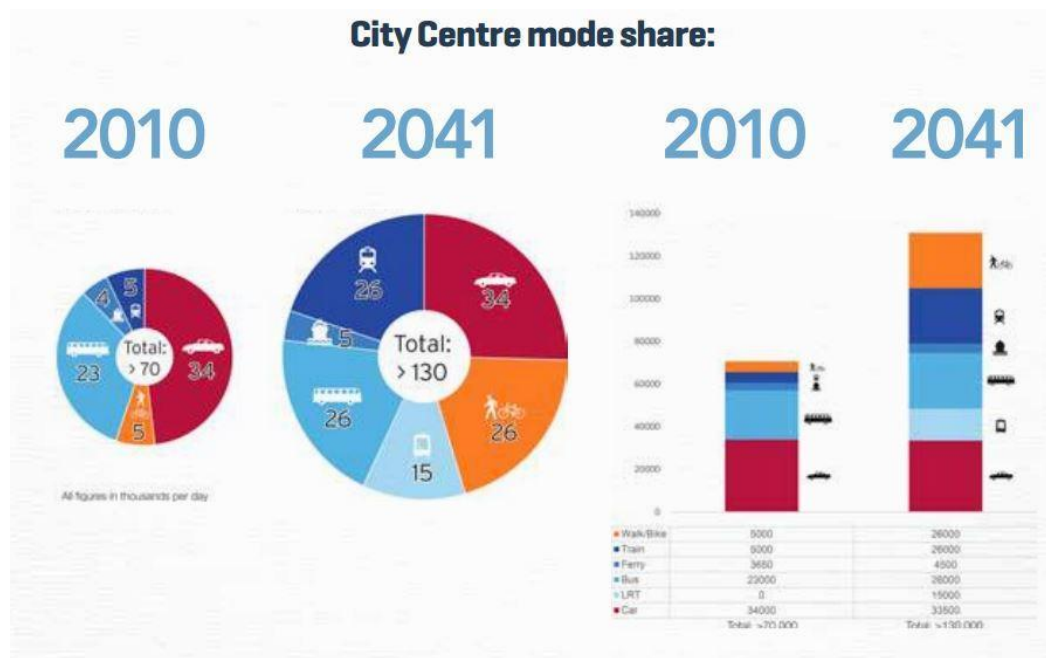
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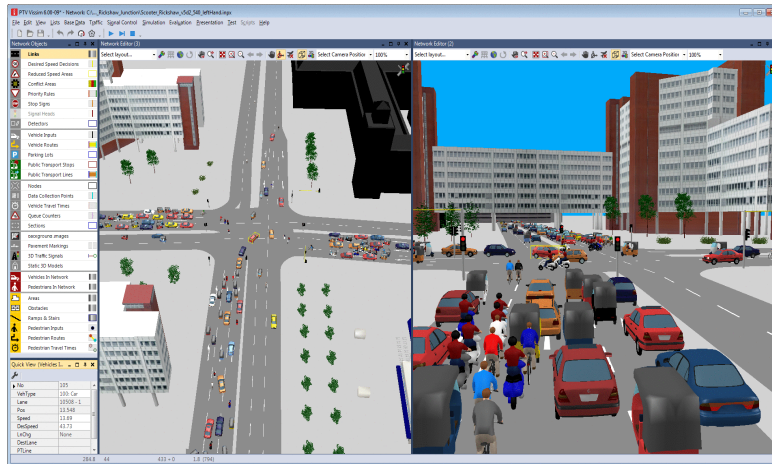
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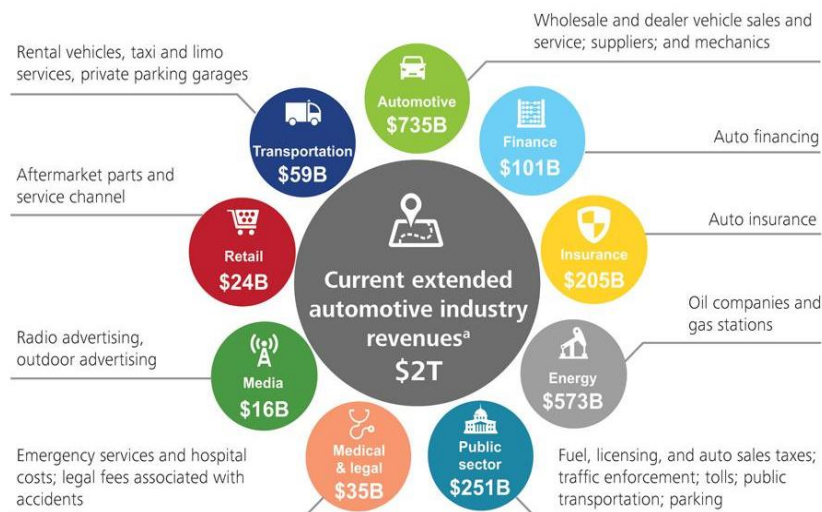
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Source: Deloitte analysis based on IBISWorld Industry Reports, IHS, DOT, US Census, EIA, Auto News, TechCrunch. Current revenue represents 2014 figures (or earlier if 2014 data not available) in the United States.
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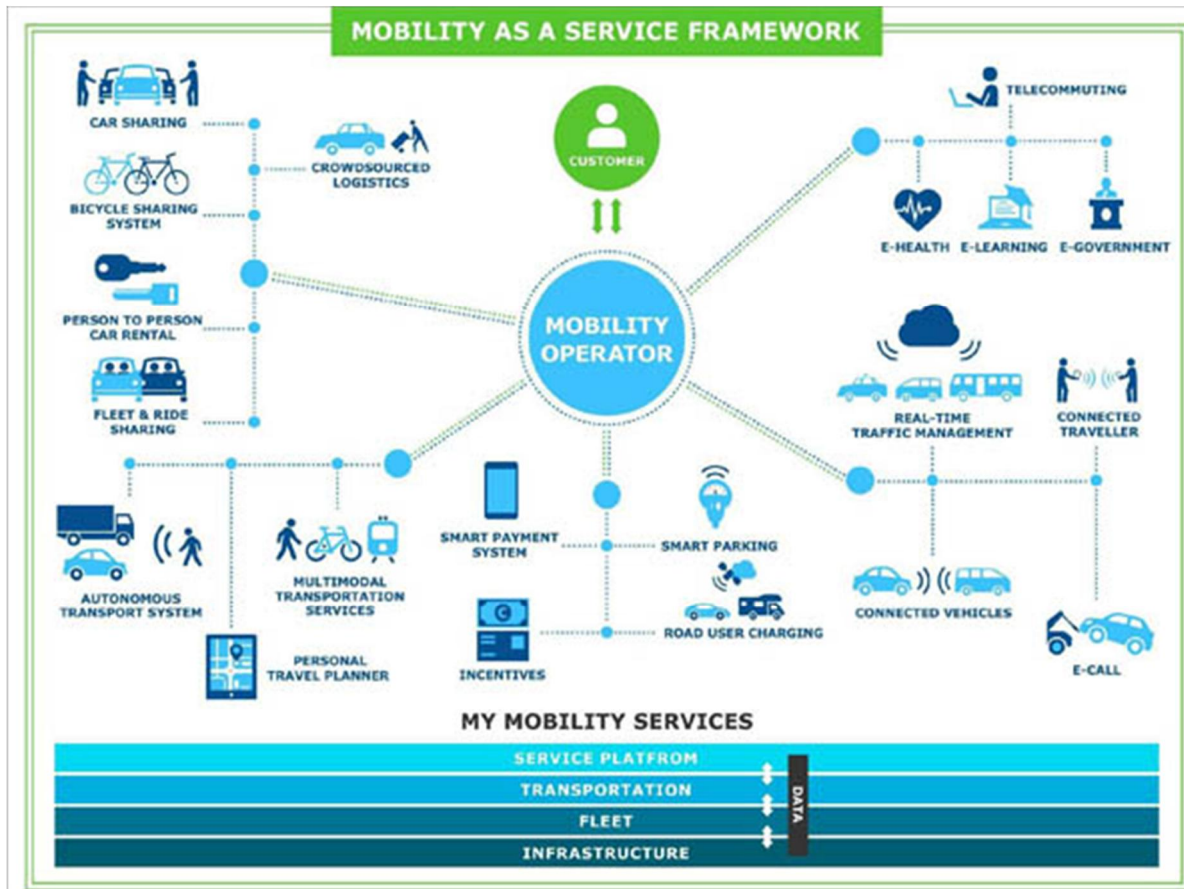
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