euBusinessGraph aims to create a crossborder knowledge graph of companies and a set of innovative business products and services that are built upon the knowledge graph.

**WHY?** Corporate information, including basic company firmographics, financials and contextual data are the foundation that many data value chains in different sectors depend on.

**FOR WHOM?** The most evident examples of such value chains are the business information sector, the marketing and sales sector and the business and news publishing industry.

**THE CHALLENGE!** Collecting and aggregating information about a business entity from public sources, across borders and languages is a tedious and very expensive task.

**HOW?** By providing a data marketplace based on a “business knowledge graph” – a highly interconnected graph of company-related information. The marketplace will enable the creation of data-driven products and services demonstrated by set of six corresponding business cases.

**DATA JOURNALISM PRODUCT, DEUTSCHE WELLE**
This business case proposes a web based application that supports journalists in dealing with complex and large volumes of company related data across the three journalistic workflows: search, monitoring and content production.

**CORPORATE EVENTS DATA ACCESS SERVICE, OPENCORPORATES**
We will create an EU-wide product around corporate events data. This product will be derived from corporate register data in OpenCorporates database, and give users access to a range of critical, standardised corporate events.

**CUSTOMER RELATIONSHIP SERVICE, EVRY**
The ambition of this business case is to extend EVRY’s current offerings within the CRM product lines with a CRM Service (CRM-S) that will provide uniform and consistent data from the business graph that can easily be integrated in a wide array of CRM products and services.

**TENDER DISCOVERY SERVICE, CERVED**
This business case consists of linking relevant data providers and various customer segments through a set of services provided by euBusinessGraph, used in the creation of a Tender Discovery Service – the next generation PA Platform.

**LEAD GENERATION SERVICE, SPAZIODATI**
Atoka is a SaaS B2B lead generation service, currently targeting the Italian market. SpazioDati will extend Atoka’s content coverage to two additional jurisdictions: the UK and Norway, and deepen and improve data quality.

**NORWEIGAN REGISTRIES API SERVICE, BRØNNØYSUND REGISTER CENTRE**
BRC’s goal is to create an API service (“BR-S”) for modern access to four (currently disconnected) major Norwegian authoritative public sector registers – the Central Coordinating Register for Legal Entities, the Register of Business Enterprises, The Registry of Company Accounts, and Registry of State Aid.