

Appendix 2 - Taxonomy application to all the DDS initiatives considered in this study

ID initiative	DDS initiative name	Company name	Technology affordance				Affordance actuation				
			RTS	RTMV	RTE	RTC	SE	EF	AN	AG	GE
I1	Social Media Monitoring	BrandWatch	x						x		
I2	Netflix prize	Netflix	x	x			x				
I3	Tripit Pro	Tripit	x				x				
I4	MyCityWay solution	MyCityWay	x				x				
I5	Reputation Manager	ActValue	x						x		
I6	NetSeven	NetSeven	x						x		
I7	Netvibes monitoring solution	Netvibes	x							x	
I8	Pachube	Pachube	x							x	
I9	Mint financial solution	Mint	x	x					x		
I10	Predictive analytics software	New Brand Analytics	x	x					x		
I11a	Inforchimps Platform	Inforchimps	x							x	
I11b	Inforchimps Data Marketplace	Inforchimps	x						x		
I12	Adara Media Platform	Adaramedia	x	x					x		
I13	401k	Brighscope	x	x			x				
I14	LiveServices	Tom Tom	x	x			x				
I15	Advisors	Brighscope	x	x					x		
I16	Influence Explorer	Influence Explorer	x							x	
I17	Online Energy Management Tools	Opower	x	x					x		
I18a	Groupon API	Groupon	x								x
I18b	Groupon deals	Groupon	x				x				
I19	Groupon now!	Groupon	x				x				
I20	Knoema	Knoema	x						x		
I21	Google Trends	Google	x	x					x		
I22	Public Data	Google	x						x		
I23	Factual	Factual	x							x	
I24	Liveplasma	Liveplasma	x	x					x		
I25	TuneGlue	TuneGlue	x	x					x		
I26	Takadu solution	Takadu	x		x				x		
I27	Taxy call management	MyTaxy.net	x	x				x			
I28	Datamarket	Datamarket	x						x		
I29	Spookeo	Spookeo	x							x	
I30	Eureka	Canal+	x	x			x				
I31	Peekyou	Peekyou	x							x	
I32	Smart metering	Iren	x								x
I33	Taxy call	MyTaxy.net	x				x				
I34	MobiHealth Mobile	MobyHealth	x								x
I35	OneBusAway	MTA Bus Time	x								x

I36	MBTA real-time Website	Massachusetts Bay Transit Authority	x				x					
I36	MBTA real-time API	Massachusetts Bay Transit Authority	x									x
I37	Service-oriented Data-Driven Organisation With Big Data	InterContinental Hotel Group	x							x		
I38	Revenue Management	Marriott	x		x					x		
I39	Big Data To Deliver Excellent Customer Service	Southwest Airlines	x							x		
I40	Know Me program	British Airways	x							x		
I41	Airport Collaborative Decision Making	Heathrow Airport Holdings	x	x					x			
I42	Big Data Analysis With HP Vertica	BlaBlacar	x							x		
I43	Uber	Uber	x	x			x					
I44	Tripadvisor	Tripadvisor	x	x			x					
I45	Hipmunk Flight Ranking	Hipmunk	x	x			x					
I46a	Kayak A/B Testing	Kayak	x		x				x			
I46b	Kayak Price Forecast	Kayak	x	x			x					
I47	Reputation Manager	Reputation Manager	x	x			x					
I48	TrustYou	TrustYou	x	x							x	
I49a	Optimizely Testing	Optimizely	x		x					x		
I49b	Optimizely Personalization	Optimizely	x	x			x					
I50	Datameer	Datameer	x							x		
I51	Amadeus	Amadeus	x								x	
I52	Facebook	Facebook	x	x			x					
I53	Digital cow	J.R. Simplot company	x	x						x		
I54	Nike+ shoes	Nike	x				x					
I55	Zynga	Zynga	x	x			x					
I56	People You May Know	LinkedIn	x		x		x					
I57	High-performance-analytics	Macy's	x							x		
I58	Natural language processing solution	United Healthcare	x							x		
I59	Big Data at Bank of America	Bank of America	x							x		
I60	Data as a service solution	Sears Holdings	x							x		
I61	ORION	UPS	x	x					x			
I62	Total Rewards loyalty program, web clickstreams, and real-time play in slot machines	Caesar	x		x					x		
I63	Tesla logs	Tesla Motors	x	x								x
I64	Anvita Insight analysis	Anvita health	x							x		
I65	Talend Real-Time Big Data Platform	Talend	x							x		
I66	ParStream's Analytics Platform	ParStream	x							x		

I67	RMG's Visual Supply Chain solutions	RMG Networks	x	x				x			
I68	BigMemoryMAX	Software AG	x					x			
I69	Druid	Metamarkets	x					x			
I70	Real Time Data	London Stock Exchange	x					x			
I71	Digital Suites for Oil and Gas	Honeywell Process Solutions	x					x			
I72	Salesforce Lightning Connect	Salesforce.com	x	x						x	
I73	Aisys CS2 anaesthesia platform	GE Healthcare	x					x			
I74	the ParStream Analytics Platform	ParStream	x						x		
I75	PubMatic Analytics	PubMatic	x						x		
I76	ANPM product	Optus	x					x			
I77	MOM application	GMT	x	x					x		
I78	NOVOsphere	NOVOTM	x						x		
I79	Predictive Analytics Solution	AudaExplore	x	x					x		
I80	TIBCO Engage	TIBCO Software Inc	x			x				x	
I81	Biometric-based time and attendance system	UGO Foods	x						x		
I82	GE Monitor Asset Tracking	GE Capital Fleet Services	x	x					x		
I83	iCommand	Overwatch Intelligence Solutions	x	x						x	
I84	Drive Safe Systems	Con-way Freight	x						x		
I85	Patient Classification Clinical Information Interface software solution	API Healthcare	x						x		
I86	Sensorium software	2BM	x						x		
I87	AdMall PRO's Digital Audit	AdMall Pro	x								x
I88	ExASolution	ExASOL AG	x							x	
I89	Preclarus	Pharmaceutical Product Development	x	x						x	
I90	AQUARIUS Forecast	Aquatic Informatics Inc	x						x		
I91	SolarSNAP	Shoals Technologies Group and Synapse Wireless	x							x	
I92	Brand LIVE Pulse	NetBase	x	x						x	
I93	Bloe washroom service and Tork EasyCube	Svenska Cellulosa	x						x		
I94	StoryTeller Inrix Traffic App	AccuWeather	x	x					x		
I95	Hyundai Dealer Portal	Dealertrack Canada	x	x					x		
I96	Plexus	PROFILE Software	x	x						x	
I97	Shiraz	W&H Systems Inc	x							x	
I98	RFRTDTemp2000A	MadgeTech Inc	x	x							x
I99	AquaView	Select Energy Services	x							x	
I100	NC-1 non-contact in-line system	Konica Minolta Sensing Americas Inc	x							x	
I101	NASDAQ Last Sale	SINA Corporation	x								x

I102	Simplify Commerce	SumAll	x						x		
I103	Metronome device	MetroMile	x				x				
I104	VeriWise	Asset Intelligence	x					x			
I105	OmniWell	Weatherford International Ltd	x	x					x		
I106	Orion	United Parcel Service Inc	x	x				x			
I107	INRIX real-time traffic information	INRIX	x	x			x				
I108	Graco InSite	Graco Inc	x	x							x
I109	Jibe Recruiting Analytics	Jibe Inc	x	x					x		
I110	TDSR	Talksum Inc	x	x						x	
I111	First Derivatives	NYSE	x	x			x				
I112	Elektron Real-time	Thomson Reuters	x	x						x	
I113	DEC	Thismoment	x	x					x		
I114	Product Link	Caterpillar	x	x			x				
I115	RTSM	Perceptive Informatics	x	x				x			
I116	Faronics LabPro	Faronics	x	x			x				
I117	TASS	Verint(R) Systems Inc	x	x					x		
I118	FleetLocate	Spireon, Inc.	x	x			x				
I119	Parker	Bellis	x	x			x				
I120	Customer Conversation Hub	Message Systems	x	x			x				
I121	DMFusion 2.0	Luxoft	x					x			
I122	ProFicient 5	InfinityQS International Inc	x					x			
I123	ION Mustering	Apprion	x	x				x			
I124	TrackWise Analytics	Sparta Systems Inc	x					x			
I125	WebTrak	Finavia	x	x							x
I126	PPD InVision	Pharmaceutical Product Development, LLC (PPD)	x	x			x				
I127	ParkSight Portal	Streetline Inc	x	x			x				
I128	Publishflow	Sargas Capital	x	x					x		
I129	ProRAE Guardian System	RAE Systems	x				x				
I130	Intel AIM Suite	Broadcast International (BCST.OB)	x	x					x		
I131	SCADA Application Software	Chemtrols Industries Ltd	x	x					x		
I132	Aegis Pi	Aegis	x	x					x		
I133	Imagine	Ingenious Med	x	x					x		
I134	HPM solution	Cognizant	x	x					x		
I135	Bi3 SaaS applications	Bi3 Solutions Inc	x	x					x		
I136	Acsis ProducTrak	Acsis	x	x				x			
I137	ProRAE Guardian CloudServer	RAE Systems Inc	x				x				
I138	SYNC Destinations	Ford Motor	x				x				
I139	WV511	Open Roads Consulting	x	x			x				
I140	AutoVault	Talyst	x	x				x			

I141	LP Marketer	LivePerson, Inc.	x						x		
I142	OneViewPOV	Verizon Wireless and Pedigree Technologies	x					x			
I143	DataSift platform	DataSift	x	x						x	
I144	Timecard GPS	Econz	x	x			x				
I145	REFLExx	Digitexx Data Systems Inc	x	x					x		
I146	Trimble(R) RTx technology	Trimble	x				x				
I147	SiRFstarV	Cambridge Silicon Radio	x				x				
I148	InCrowd platform	InCrowd	x	x			x				
I149	SonicWALL Global Management System (GMS) 7.0	SonicWALL Inc	x	x					x		
I150	Oracle Health Sciences Pharmacovigilance Operational Analytics	Oracle	x	x					x		
I151	Google Analytics Real-Time	Google	x						x		
I152	BioClinica Express EDC	BioClinica Inc	x					x			
I153a	Blackbay's enterprise mobility solution	DPD Ireland	x	x			x				
I153b	Blackbay's customer feedback	DPD Ireland	x								x
I154	BMW Routes Portal	BMW ConnectedDrive	x	x		x	x				
I155	MEDHOST HD	MEDHOST	x					x			
I156	SD Card Real-Time Data Logging Instruments	General Tools & Instruments	x				x				
I157	ODBC	Attunity Ltd	x							x	
I158	WaferSense	CyberOptics Semiconductor	x					x			
I159	Fleet Director 8.2	Teletrac	x	x					x		
I160	Trac Tag	Libramation	x					x			
I161	EffiMax 3000 Boiler Efficiency Monitoring Packages	Forbes Marshall	x					x			
I162	LiveInsights	InsightExpress	x						x		
I163	4SIGHT solution	4SIGHT	x	x				x			
I164	FireScope Analytics	FireScope Inc	x						x		
I165	GRRM platform	MConcierge Systems Inc	x				x				
I166	PI for StreamInsight	OSIsoft, LLC	x						x		
I167	GreenGlobe Data Visualizer	NEC Corporation	x							x	
I168	Web-based Check-Net data management platform	Checkpoint Systems	x					x			
I169	Excalibur-Litho	Magma Design Automation Inc	x						x		
I170	Engagement A/B Reporting	FetchBack Inc	x		x				x		
I171	GO 2505 M LIVE	TomTom	x	x			x				