Appendix 3 - Taxonomy application to 5 randomly selected companies

In this section, we illustrate the whole taxonomy on a set of five companies, randomly selected from our original sample.

Scada Application Software of Chemtrols Industries Ltd company

Chemtrols Industries Ltd is a manufacturing company of industrial equipment and offers a Supervisory Control and Data Acquisition (SCADA) software application. This kind of applications refers to the combination of telemetry and data acquisition. The company packages its SCADA software application in their CT Meerkat product. The CT Meerkat is a software application for real-time monitoring and control of a whole set of different, and eventually interconnected, equipment parts. The company targets, with its CT Meerkat product, station and substation automation. CT Meerkat affords real-time sensing thorough a terminal unit that collects data from the field. It affords also mass visibility since a master station collects and displays the data in real-time, using various colors and animations, via a communication system from remote terminal units. CT Meerkat provides additional tools to efficiently monitor, safely operate, accurately analyze data and maintain the system, by leveraging on the analytics affordance actualization.

Affordance	**Taxonomy dimension**	**Scada Application Software by Chemtrols Industries Ltd**
Technology affordance	Real-time sensing	A terminal unit collects data from the field.
	Real-time mass visibility	Master station collects the data in real-time via a communication system from remote terminal units.
	Real-time experimentation	None
	Real-time coordination	None
Affordance actualization	Service	None
	Efficiency	None
	Analytics	CT Meerkat accurately analyzes real-time data.
	Aggregation	None
	Generation	None

Taxonomy application to the Scada Application Software initiative of Chemtrols Industries Ltd

Acsis ProducTrak of Acsis company

Acsis is a supply chain operator and sells Acsis ProducTrak. It is a software suite for data collection and task management that adds functionality to major ERP systems, including SAP and Oracle. Acsis ProducTrak brings real-time connectivity to the different passage points in the supply chain, from incoming materials, through manufacturing, warehousing and distribution. Acsis ProducTrak provides the infrastructure to manage data collection points (e.g., label scanners, PLCs, label printers, and a host of other real-time devices) and deliver the data to the supply chain actors on the shop floor to operate effectively and efficiently. At the same time the Acsis ProducTrak aggregates the data for the management and reports the eventual inaccuracies in the supply chain process. This consistent, granular data is the key to providing a true picture of product movement throughout the extended supply network, offering real-time sensing and real-time mass visibility.

Affordance	Taxonomy dimension	Acsis ProducTrak of Acsis
Technology affordance	Real-time sensing	Acsis ProducTrak brings real-time access to the movements of each product in the supply chain
	Real-time mass visibility	Acsis ProducTrak brings real-time accessibility to the points in the supply chain and the movements of all the products.
	Real-time experimentation	None
	Real-time coordination	None
Affordance actualization	Service	None
	Efficiency	With Acsis ProducTrak, the enterprise gets the real-time data it needs for effective management achieving efficiency goals.
	Analytics	None
	Aggregation	None
	Generation	None

Taxonomy application to the Acsis ProducTrak of Acsis

DataSift platform of DataSift company

DataSift is a data management company and offers a platform for real-time social media data-filtering and aggregation. The DataSift platform sorts user conversations from sources like Twitter, making real-time sensing. The same platform is able to gather hundreds of millions of social media posts per day to finds granular and relevant insight, giving real-time mass visibility. The platform is able to filter social media data for such as demographic information, online influence, sentiment, location, gender, or language. Through this solution, organizations can access to real-time data published on social media that could be impactful to their business for brand monitoring and other applications. Organizations allow to easily and quickly detect and respond to major trending events, social behaviors, customer preferences, and ultimately, avert any impending crises.

Affordance	Taxonomy dimension	DatSift platform of DataSift
Technology affordance	Real-time sensing	The DataSift platform collects and filters data from each social media user.
	Real-time mass visibility	The DataSift platform gathers data from many social media users, altogether.
	Real-time experimentation	None
	Real-time coordination	None
Affordance actualization	Service	None
	Efficiency	None
	Analytics	None
	Aggregation	The DataSift platform aggregates data from social media users, filters them, and describes trends about what is happening on the social media.
	Generation	None

Taxonomy application to the DatSift platform of DataSift

BMW Routes Portal of BMW ConnectedDrive company

BMW, is an automotive company, and the BMW ConnectedDrive offers an intelligent network between the driver, the vehicle and the surrounding environment, at large. Its features allow the delivery of comfort, Infotainment, and safety services, while on the road. The BMW Assist of the BMW Routes Portal is an interesting example of available service within ConnectedDrive. Customers of BMW Assist have access to the latest traffic reports with any Internet-enabled device and assist drivers in planning travel routes and avoiding congested areas or unfavourable conditions in advance. The BMW ConnectedDrive tracks the movement of mobile communication devices, taxis and fleet vehicles having navigation systems that communicate with central dispatchers, making real-time sensing. The BMW ConnectedDrive understands the speed and position of the vehicles and obtains an overview of the current traffic situation, making possible real-time mass visibility. Finally, it feedback the drivers about traffic conditions to put in place real-time coordination.

Affordance	Taxonomy dimension	BMW Routes Portal of BMW ConnectedDrive
Technology affordance	Real-time sensing	The ConnectedDrive is able to understand the position of the vehicle.
	Real-time mass visibility	The ConnectedDrive creates a precise overview of the current traffic situation.
	Real-time experimentation	None
	Real-time coordination	The ConectedDrive enables the coordination among the car drivers.
Affordance actualization	Service	BMW offers new services to drivers like the route planning services, by sending alerts to the driver to suggest an earlier departure time in case of traffic.
	Efficiency	None
	Analytics	None
	Aggregation	None
	Generation	None

Taxonomy application to the BMW Routes Portal of BMW ConnectedDrive

Engagement A/B Reporting of FetchBack Inc. company

FetchBack Inc. is an online advertising company and it proposes Engagement A/B Reporting as a tool that describes the behavior of customers while browsing web sites, making real-time sensing . In addition, the Engagement A/B Reporting, allows beta tests showing how consumers perceived the website, advertisements and retargeting campaigns, obtaining real-time experimentation. The Engagement A/B Reporting tool is part of FetchBack's analytics platform, FIDO, which displays real-time analytics of a client's retargeting campaign and gives evidences of the factors that can significantly influence online consumer behavior.

Affordance	Taxonomy dimension	Engagement A/B Reporting of FetchBack Inc.
Technology affordance	Real-time sensing	The Engagement A/B Reporting collects data on the online consumer behaviours.
	Real-time mass visibility	None
	Real-time experimentation	Engagement A/B Reporting allows for experiments during retargeting campaigns.
	Real-time coordination	None
Affordance actualization	Service	None
	Efficiency	None
	Analytics	FetchBack's proposes the analytics platform, FIDO, which displays real-time analytics for the client's retargeting campaign.
	Aggregation	None
	Generation	None

Taxonomy application to the Engagement A/B Reporting of FetchBack Inc.