

# Self determination and true data ownership

ZUGSEIL is based on the b-op network. b-op stores data of each business participant in a strongly segregated data container called **b-op digital**. Similar as with other collaboration systems, the owning business participant:

- can connect with other digitals and build its own business participant ecosystem (e.g. with customers or suppliers)
- can control all aspects of data sharing with other parties

## Benefits

Our users can:

- self-onboard their customers and suppliers
- configure trust relations, which determine shared business process chains

b-op enables each business participant to have physical control of its digital and allows the owning business participant the **choice of residence**.

Through this, each business participant can define its own b-op network, without anybody (except the self-selected peers) knows or can analyse it.