

EuroGeoNames (EGN) –

developing a European geographical names infrastructure and services

Minutes

of the

Business and Pricing Model Workshop

held on 14 November 2007

at EGHO, Paris, France

1 Executive Summary

The main points to note from the meeting are:

The workshops on business models in Dortmund and Paris have led to a lively debate on the future business model for the EGN project. During the project duration itself there will be no commercial undertaking at all, but we need to decide for the period after Feb. 2009.

Generally speaking it boils down to the question of how to license web services usage in a specified commercial context.

There are three options for the time beyond the funded project period of EGN.

1) EGN should develop a “complex” business model according to the outlines from proposal D 10.2 in combination with D 10.1.

2) EGN can use some elements from the proposal D 10.2; however we should construct a simplified approach towards developing a business model for the EGN service beyond the funded period.

3) We don't need to discuss a business model for the time beyond the funded period at all.

The Work package leader (ProDV) will send out an email explaining the three options in more detail and asking the NMCAs for comments on specific items (see email of 3-12-2007 by Markus Ulrich)

2 Participants

Walter Wurzer (BEV, AT), Frans Knibbe, Anne Blankert (Geodan, NL), Ferjan Ormeling (Utrecht University, NL), James Reid (Edina, UK), Georg Börner (ESRI and Conterra, DE), Lise Just, Dave Lovell (EGHO, FR), Markus Ulrich (GeoTask/ProDV, DE), Uros Mladenovic (SMA, SI), Jörn Sievers, Roman Stani-Fertl, Jörgen Spradau, Pier-Giorgio Zaccheddu (BKG, DE).

Andreas Hadjiraftis (Cyprus), Petr Cerny, Lenka Hnizdilova (Czech Republic), Teemu Leskinen, Tarja Myllymä (Finland), Elisabeth Calvarin, Jean-Sebastian Majka (France), Gabor Mikešy, Bela Pokoly (Hungary), Vita Strautniece, Uldis Gitendorfs (Latvia), Giedre Beconyrte, Danute Mardosiene (Lithuania), Johnny Andersen (Norway), L'uboslav Michalik,

Jan Cukan (Slovakia), Adela Alcazar, Paloma Abad, Jose Angel Alonso (Spain), Maarten Storm (Netherlands).

3 Agenda

Objectives for workshop on EGN business model

- 1) Short summary of suggested pricing model within business model proposal and outline of the "burning questions" in order to focus the discussion
- 2) Presentation and discussion of different options for access control within the funded project period and beyond this period
- 3) Discussion of suggested pricing model within business model proposal
- 4) Agreement on whether or not a sophisticated business model has to be prepared for the time beyond the funded period
- 5) Agreement on complexity level of access control (authentication, authorization) will be based on the outcome of the business model discussion.

4 Minutes

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<p>1) Short summary of suggested pricing model within business model proposal and outline of the "burning questions" in order to focus the discussion</p> <p>GeoTask has set up the Business Model for EuroGeoNames and Marcus Ulrich presented it at the workshop.</p> <p>Marcus Ulrich started with the suggested pricing model:</p> <ul style="list-style-type: none"> - a first simple access control for the funded period and with no business oriented undertaking and a limited supply of data - a more complex access control according to individual purchasing agreements for the unfunded period. <p>The pricing model is built on a suggestion that the VARs buy access only for product integration to EGN Central Service via an upfront fee and the additional margins are up to the VARS to calculate. The revenues would be shared between the EGN service host and the NMCAs.</p> <p>The suggested pricing model presumes a sophisticated access control in place and results in showing a profitable undertaking within a short period of time.</p> <p>GeoTask has made a geographical names data business experience from a survey of 11 NMCAs. Eight of them have a revenue below 10 000 € and 3</p>	

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<p>have a revenue between 10 000 and 50 000 €</p> <p>So the question is if a sophisticated business is needed and do we want to make it attractive for the VARs? Do we want to make it a profitable undertaking?</p> <p>2) Presentation and discussion of different options for access control within the funded project period and beyond this period</p> <p>Marcus Ulrich described how an access could be established during the project period (via reference application only, accessible limited) and beyond the funded period; He described 3 options for business models used:</p> <p><u>Option A:</u> A complex business model with web security service, username and password, pricing model based on individual rights, expandable model.</p> <p><u>Option B:</u> A simple business model with web security service, username and password, but a flat rate access. For authorisation grants a full access to data with no further specification of access rights.</p> <p><u>Option C:</u> No business model at all. In this case no authorisation is needed and access to EuroGeoNames would be free.</p> <p>3) Discussion of suggested pricing model within business model proposal</p> <p>It was underlined that 5-10 countries are expected to provide their data for EuroGeoNames in the end of the funded period. In the funded period a business model may be considered as a case study and therefore free of charge.</p> <p>It would take some time beyond the funded period to establish a web service with full European coverage.</p> <p>An option could be a phase one with no downloadable data. That means single inquiries (name and a coordinate) and free of charge for limited usage. A phase 2 will be installed with payment for downloading data.</p> <p>National geographical names data are currently sold as a single data product or part of other data deliveries. Some NMCAs have a web service – also free of charge, but there are no NMCAs that have developed infrastructure feature services and have a strategy for licensing web services yet.</p> <p>Web services is one of the topics discussed in EuroGeographics' Business Interoperability Group (BIG) and the discussion will continue for finding an</p>	

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<p>European licensing model.</p> <p>WP 10 is going to deliver a proposal for a Business Model in February 2008 to the Commission. Because it is a new field for the NMCAs, the proposal could instead submit the ideas to the Commission without an agreement.</p> <p>4) Agreement on</p> <ul style="list-style-type: none"> ➤ whether or not a sophisticated business model has to be prepared for the time beyond the funded period and ➤ on complexity level of access control (authentication, authorization) will be based on the outcome from the business model discussion <p>It was proposed to proceed the discussion by providing the Reference Group with all the relevant documents and a questionnaire to uncover their point of view.</p> <p>Another forum for discussion is the BIG group.</p> <p>It was concluded that Marcus Ulrich should provide the Reference Group with an email</p> <ul style="list-style-type: none"> ➤ indicating the relevant document and ➤ draft Business Plan and ➤ an executive summary of the Cost/benefit analysis ➤ an executive summary of the PP presentation ➤ questionnaire for decisions to take ➤ <p>The Reference Group has until Christmas to respond the questionnaire.</p>	<p>Lise Just</p> <p>Marcus Ulrich</p> <p>End of November</p> <p>Reference Group 21. Dec 2007</p>
<p>Other Business Issues</p> <p>Elisabeth Calvarin, France read aloud a commission statement from IGN France to provide EuroGeoNames with 1000 exonyms in French.</p>	