

EuroGeoNames Workshop on Business Models

Conceptual Framework for Business Model Development

PRO DV, Dortmund
4 June 2007

Three steps

- Step 1: Vision, strategy, positioning
- Step 2: Business model, business cases
- Step 3: Assessment and controlling

Vision, Strategy, Positioning

- General objectives of EGN:
 - Aggregation of existing public geonames data
 - For citizens, public institutions, and VARs
 - Increased availability and usability of geonames data
 - Increased use of geonames data in decision making
 - Increased use by value adding resellers
 - Stimulation for better integration of geonames data into national SDIs
- Specific objectives of EGN:
 - Support of minority languages
 - Setting up network of geonames experts
 - Linkage of exonyms and variant names
 - Achieving cost-efficiency regarding geonames data

Vision, Strategy, Positioning

- Vision, strategy, and positioning in terms of offering
- Partners: NMCAs & EGN
- Positioning in terms of competitors
- What do we want to achieve?
 - Playing an important role in INSPIRE
 - Fullfilling the mission of each individual institution
 - Cost coverage
 - Profit

Business Model

- Core capabilities and value proposition
- Target customer segments
- Distribution channels
- Partner network
- Customer relationships
- Value configuration
- Cost structure
- Revenue model

BM – Core capabilities and value proposition

- What's it that we're so good at?
- What's it that only we can?
- What's it that only we have?
 - goods and service
 - unique qualities, unique applications
 - unique value generated for the customers
 - distinction from competition

BM – Target customer segments

- Classification of customers
 - for market analysis
 - for tailoring the offering
(including business model aspects)
 - for marketing
- Identified in WP2:
 - Finance, Tourism, Marketing, Media, Distribution,
Spatial planning, Map data production

BM – Distribution channels

- Ways of distributing EGN service and geonames data
→ well defined for EGN

BM – Partner network

- Network of partners for distributing EGN service and geonames data
 - NMCAs + EGN
 - Technology providers
 - VARs

BM – Customer relationships

- Activities to connect to the target customers

BM – Value configuration

- Processes and tasks for generating offering

BM – Cost structure

- Investments
- Maintenance and operation
- EGN Service (central and local)
- Geonames data

BM – Revenue model

- Sum of revenue streams
- Interrelation to cost-revenue analysis
- Includes pricing model of NMCAs and EGN (not VARs)
- Stipulates for revenue share model

Business Cases

- Justification and approval of business project
- Planning and development of business project
- Identification of project risks
- Assessment of business project

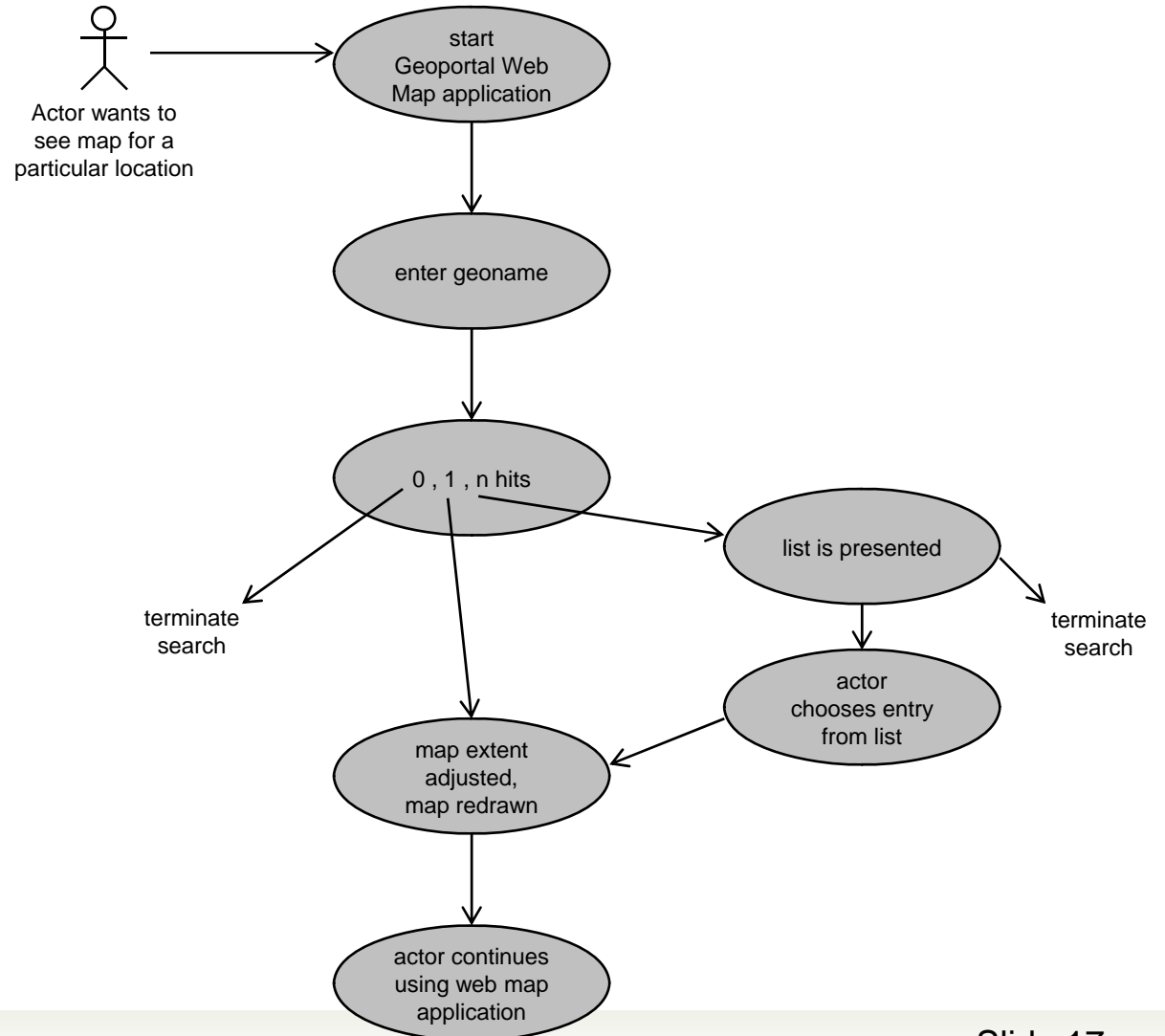
Business Case Content

- Strategic fit of the business case
- Objectives of the project in the business case
- Assessment of options in the business case
- Commercial settings and dependencies
- Affordability
- Achievability

Business Cases Identified in WP2

- Hotel booking service
- Geonames services
 - Geonames translation service
 - Historical geonames service
- **Geoportal of public institutions**
- Geoparsing service
- Metadata search
- Media geonames checker service
- Real estate service
- Emergency management applications

Business Case „Geoportal“



Business Case „Geoportal“

User requirements derived from use case	
Content, Data, that is:	
<input type="checkbox"/> Completeness	Although completeness of the geonames database is not crucial, the user expects that he or she can find at least all locations that are labelled on the visible map layers. As a result, required completeness depends on the scales of the available map layers.
<input type="checkbox"/> Name categories	Populated places; water bodies (major lakes and rivers, labelled parts of the sea, such as North Sea or Adria); mountain ranges and major peaks; regions such as Alsace or Wachau; major administrative units; major points of interest
<input type="checkbox"/> Coverage	Germany
<input type="checkbox"/> Currency	Currency is not crucial, but users expect changes in names to be reflected at least within weeks.
<input type="checkbox"/> Spatial accuracy	Spatial accuracy is not crucial, errors up to 100m, in many cases more, are acceptable.
<input type="checkbox"/> Additional Info	–
Functionality	place names → coordinate pairs
User Interface	Ease of use is crucial. Purpose of the User Interface elements must be immediately clear.
Service Integration	No special requirements regarding standards because, first, only one application uses the gazetteer service, and second, both geoname database and Geoportal application are set up and maintained by the same institution.

Business Case „Geoportal“

- Strategic fit:
 - Very good in all aspects (functionality, users, higher-level relevance → INSPIRE, benefits for EGN and NMCAs, etc.)
- Objectives:
 - Citizens of each European country should have access to nation-wide Geoportal.
 - Geonames search is essential in Geoportals.
- Assessment of options:
 - EGN central service vs. EGN local service

Business Case „Geoportal“

- Commercial aspects:
 - Partnership with institutions offering address data?
- Affordability:
 - Business-specific costs minor
- Achievability:
 - Foster development of national Geoportal where not existing
 - Foster integration of EGN service
 - Define terms of use within the frame of the overall EGN business model
 - Risks of failure to achieve integration of EGN service?

Business Case Stages

- Preliminary business cases
- Outline business cases
- Full business cases