



Open Data

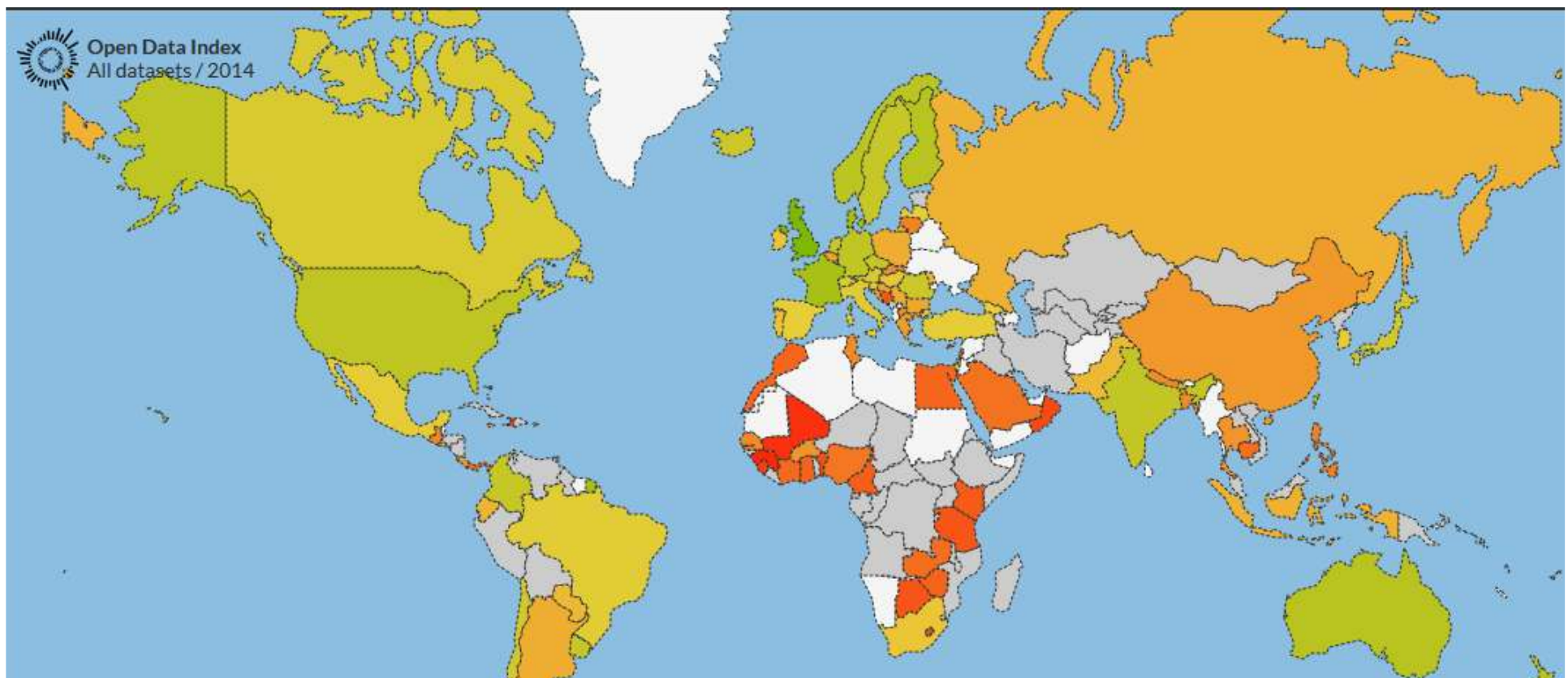
and the global enterprise

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Open Data is right here, right now

<http://index.okfn.org/>



Open Data Status

- 75 Nations publishing some Open Data
- USA and UK are the leaders
- ~2 million Open Data sets published worldwide
- Could impact global GDP by 1-3%*
- Governments need more high quality data supply
- Business needs to increase demand
 - Address license terms that limit commercial uses
 - Integrate Open Data into business processes
- Civil Society can generate its own Open Data

*according to US Commerce Bureau of Economic Analysis



Picture source: <http://www.w3.org/DesignIssues/LinkedData.html>

proposed benefit is mostly (important) „soft factors“



Data has Value when it is utilized

- Data is not a traditional asset
- Its value is not based on scarcity
- I can have a copy, you can, and so can 2 billion others
- Data at rest has no immediate value
 - There is acquisition cost and maintenance
- Data has value when we increase Utilization and reduce publishing Latency

$$\text{DATA VALUE} = \frac{\text{UTILITY}}{\text{LATENCY}}$$

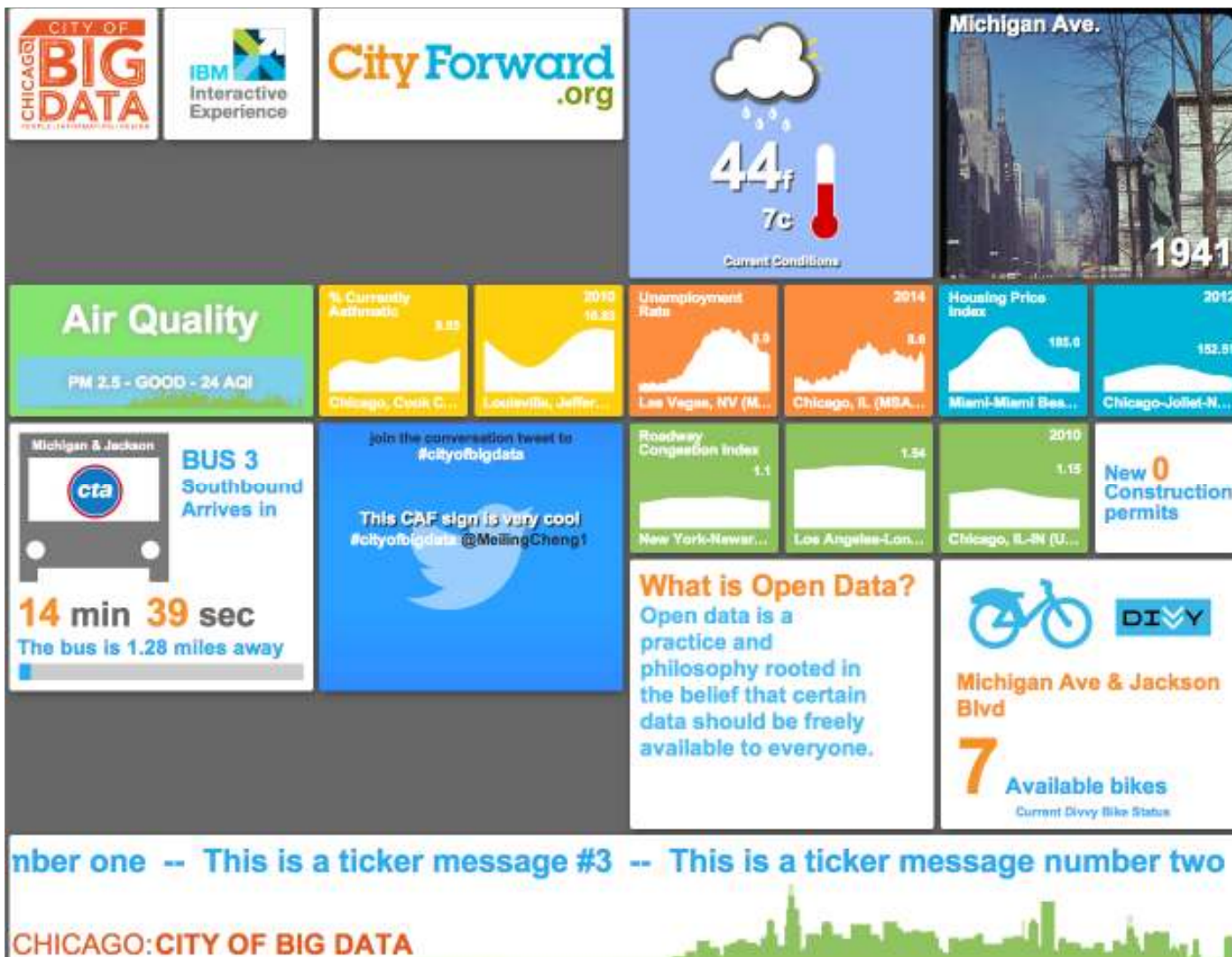


Open data is a bit like mobile internet 10 years ago

- standards are there, yet others needed
- it's available for 10 years now
 - but many people do not know
- it's affordable
 - but why should I spend money on it?
- usability needs to be improved
 - it's fragmented, no single view, no easy tooling
- usage is not where we expect it to be
- however, there are some promising usecases
 - e.g. Blackberry then
 - e.g. Google Transit Partner Program now
- Where is the „killer“ use case?



Picture source: <http://www.w3.org/2005/Talks/1103-sb-mit-mwi>





- *GigaScience* is a for-profit online open-access, open-data life sciences journal, co-published by BGI and BioMed Central
- makes profit from publishing open data
- huge data volumes (data-heavy scientific studies) are transferred using IBM technology

Open Access



Digital Delta

- Goal is to provide an open data platform where data, services, models and algorithms can be shared, reused and made readily available to all relevant parties in hundreds of different water projects
- Client benefit: reduce water management costs
- Economic benefit: alert citizens and take preventive action to reduce flooding impacts – locational factor!
- IBM as technology partner



Namara.io



- Open data portal from a commercial startup
- Free for non commercial use
- based on IBM Bluemix platform
 - start small, grow fast

About Namara

Namara allows users to browse Open Data released by all levels of government in a single instance. By opening up access to data about transportation, education, health care, and more, Namara is helping app developers, civil society organizations, and businesses find innovative ways to tackle urban problems and digest new information.

Additional projects related to Open Data and business

- BBC uses linked (open) data standards internally to support their web sites
 - IBM as technology partner for FIFA World Cup Web Site
 - <http://www.bbc.co.uk/ontologies>
- opendataportal.at: non-profit, available for commercial entities and providing open data
 - IBM as data provider
 - <http://opendataportal.at>



➤ Data can benefit governments, businesses and society!

Why is there a usage gap?

- Governments have always consumed their own data
 - Don't know how to get others to consume it
- Don't integrate public policy & open data
 - Lack of coordinated subsidies & programs
- Data Management is under-funded
- The Public is unaware of Open Data
- Only select industries use Open Data
- Many Countries have no Data Management capabilities at all
- It's hard to fetch related data from different institutions – missing standards
- IT Vendors are not integrating Open Data into solutions



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Wrapup

- Open Data already benefits governments, businesses and society
- Open Data is the fuel, not the car!
 - it doesn't run itself but enables governments, businesses and society move forward
- „grassroots“ and „low hanging fruits“ are nice to show potential
 - but it's hard to break the chicken/egg problem with small use cases
- Data management is key
 - raise awareness
 - lead by example
 - get the ecosystem going
- **We need to have high quality reliable data in a consistent, linkable, comparable format**

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