

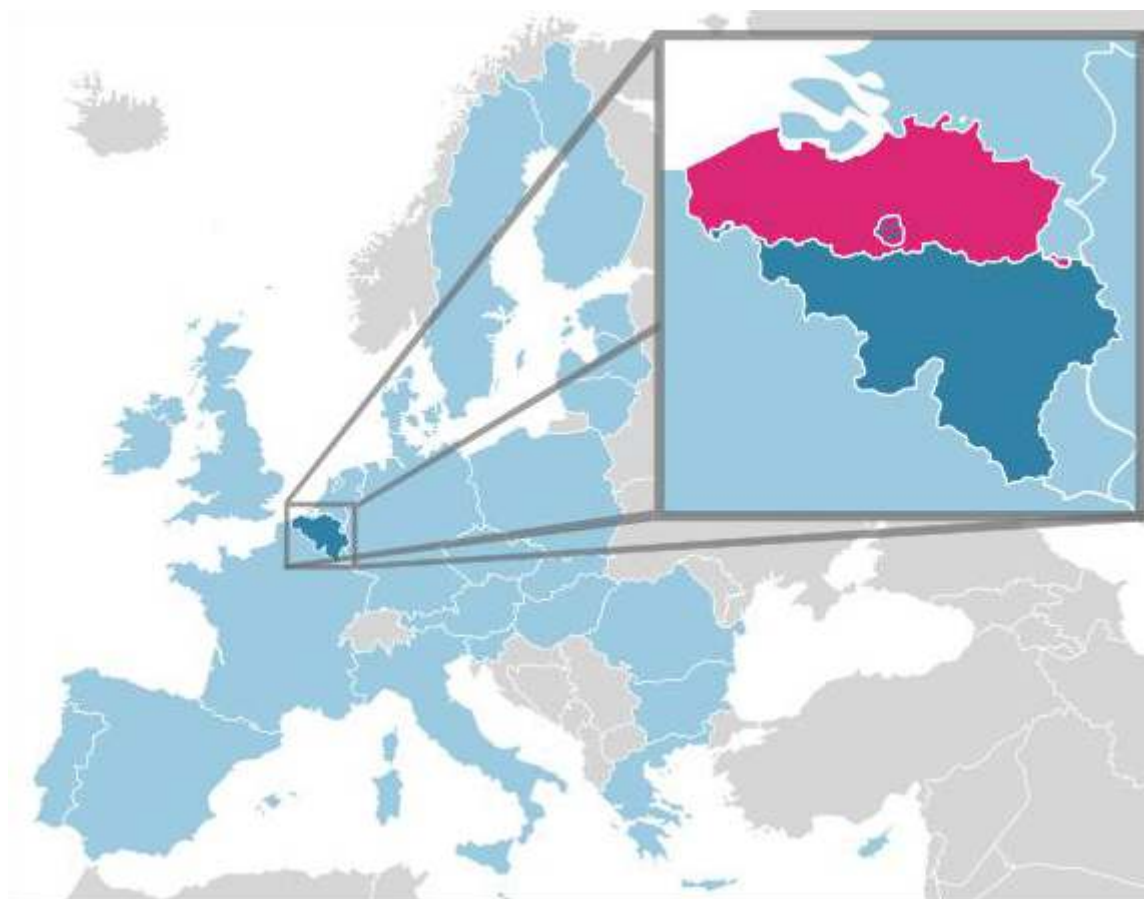


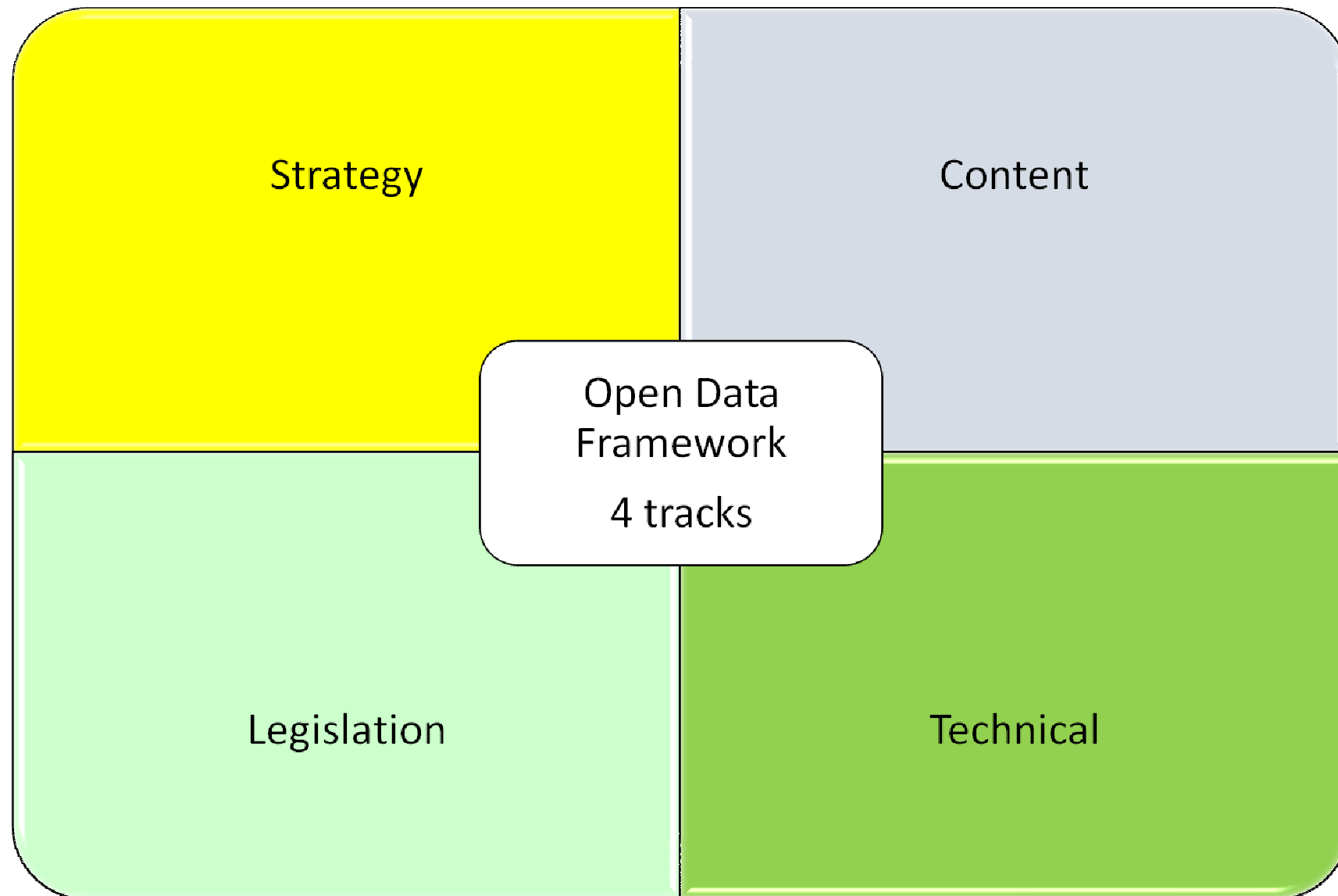
*The network for innovation in European public sector information*

**Krems Workshop: A self sustaining  
business model for open data**

**An ongoing open dialog in an open data ecosystem**

**Toon Vanagt  
Noël Van Herreweghe**





## Strategy

- Concept note
- Plan of action 2012, 2013, 2014, 2015
- Government Statement - Policy documents
- VIP projects
- European project Share PSI

## Content

- Knowledge exchange platform “Opendataforum.info”
- Sociale media (Twitter, LinkedIn, Google+)
- Team sessions Open Data / Open Access
- Open Data Days 2012, 2013, 2014
- Handbook Open Data

## Legislation

- Flemish Open Data license
- PSI Directive European Commission
- New legislation re-use PSI
- VDI Subcommission Open Data – binding guidelines

## Technical

- Open Data Platform Flemish government
- Integration CKAN – DataTank (iMinds)
- Initiation & managing inter-governmental consultation on standards
- Realisation URI strategy

# R E A L I S A T I O N S



Direct access to official company records, financial info, history and more...

# Big Data Startup in Brussels

Check your customers and prospects in real time

- ✓ Get alerted about company changes by email (address, director, capital, bankruptcy..)
- ✓ Consult the latest financial and legal information about all Belgian companies
- ✓ Know who you are dealing with: check your business partners and their history
- ✓ Prevent fraud with our unique 'business entity link checker' tool



# Lessons from the Open Data Trenches 1914 -2014

Toon Vanagt

“Dodengang Diksmuide” door fotograaf Tom De Witte



Where will I find relevant corporate information?



A sergeant of the 1st Battalion, Royal Scots using a trench periscope to observe German trenches near Kemmel in January 1915



**RP**

Dit register heeft de verwijzingen naar publicaties van ondernemingen vanaf 1/7/1983, en van verenigingen vanaf 1/7/2003.

Jongste publicatie : **DOONL:RDAGI 02** (10/2014)

Nederland	
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Recherche		Liste
N° entreprise :		
Dénomination :		
Localité :	Code postal	Localité
Registre de commerce		
Date de publication :	de - - à - -	
Numéro de publication :		
Objet de l'acte par rubrique (détail : voir acte)		
Forme juridique :		
Pays :		

FR

economie KBO Public Search Home | Nieuw | Info Public Search | Info KBO | Disclaimer | Contact

Nieuwe opzoeking via nummer Nieuwe opzoeking via naam Nieuwe opzoeking via activiteit Nieuwe opzoeking via adres

fonetisch exact

Zoekwoord (verplicht)  
Inclusief oude benamingen, rechtspersoon

Postcode:

Natuurlijk persoon

Rechtspersoon: Alle rechtsvormen

Vestigingssoort

Enkel actieve ondernemingen en actieve vestigingssoorten van actieve ondernemingen.

Zoek

Sinds 9 mei 2014 is de versie 3.0.1 beschikbaar met enkele **nieuwe kenmerken**.

PGO Economie, KMO, Middenstand en Energie. Versie: 3.0.1-2402-09/05/2014 Toestand in de KBO databank op 02/

Banque Nationale DE BELGIQUE Eurosysteme

Centrale des bilans  
Consultation en ligne des comptes annuels

Recherchez les comptes annuels

[Ajouter cette page dans mes favoris](#)

Par le numéro d'entreprise:

(p.ex.: 0203201340)

Rechercher Effacer

Par un mot dans le nom:

(p.ex.: banque)

Rechercher Effacer

Directe toegang tot de officiële bedrijfspublicaties, financiële info en meer ...

Vind bedrijfsinformatie

Voer een bedrijfsnaam of BTW-nummer



1 835 622

BEDRIJVEN IN ONZE DATABASE

9 507 870

OFFICIËLE PUBLICATIES

2 414 762

JAARREKENINGEN

REGISTREER NU

OM TOEGANG TE KRIJGEN TOT MEER INFORMATIE

BUSINESS BACKGROUND CHECKS

## Check uw klanten en prospecten in real time

- ✓ Ontvang e-mails met alle wijzigingen bij uw klanten (adres, zaakvoerder, kapitaal, faillissement..)
- ✓ Blijf op de hoogte van de meest recente financiële en juridische informatie van alle Belgische bedrijven
- ✓ Check uw business partners in de publicaties van het Belgisch Staatsblad
- ✓ Voorkom fraude met onze unieke 'business entity link checker'

## Filters

## ▲ Company type

- ☐ VZW 8255
- ☐ NV 1900
- ☐ BVBA 1090
- ☐ ASBL 274
- ☐ CVBA 241
- ☐ OPDRACHTHOUDENDE  
VER 219
- ☐ VOF 161
- ☐ SA 152
- ☐ CV 133
- ☐ COMM.V 119

## ▲ Location

- ☐ Gent 1623
- ☐ Brussel 945
- ☐ Antwerpen 829
- ☐ Kortrijk 566
- ☐ Brugge 541
- ☐ Roeselare 282
- ☐ Mechelen 281
- ☐ Leuven 244
- ☐ Bruxelles 183
- ☐ Oostende 181

13117 documents found for "Vlaanderen" in 2043338 documents

Sort by Best Match ▼

[\[12-11-2013\] Ontslagen - Benoemingen](#)

PROVINCIAAL COMITE OOST-VLAANDEREN VAN DE HUBERTUSVERENIGING VLAANDEREN VZW |  
Maldegem

[Read the document](#)[\[03-10-2003\] Rubriek Herstructurering \(fusie, Splitsing, Overdracht Ver...](#)

SITA VLAANDEREN NV | Beerse

[Read the document](#)[\[23-05-2011\]](#)

VAN GANSEWINKEL CONTAINERTRANSPORT VLAANDEREN NV | Mol

[Read the document](#)[\[23-05-2011\]](#)

JONGE KAMER VLAANDEREN VZW | Brussel

[Read the document](#)



Introduction &gt;

Overview &gt;

VAT Validity &gt;

Company Status &gt;

Basic Information &gt;

**New** Geo Search >**Beta** European VAT Check >**Soon** Extended Information >**Soon** Company Widgets >**Soon** Auto Complete Forms >

# API.DATA.BE

Data.be is the first api provider for Belgian Business Information.

Get company information through our simple REST API.

[Request your API Key »](#)

## VAT Validity

Validate VAT user input and get back a well formatted Belgian VAT number.

[View details »](#)

## Company Status

Is this company still active? Get instant validation to detect closed businesses.

[View details »](#)

## Company Info

Retrieve all the company information with one simple request!

[View details »](#)

# Lessons learned (1): Open data & closed wallets

- It's hard to “make” money with open data!
- Requirements:
  - A lot of patience;
  - Change in relevant legislation takes forever;
  - Slow availability of PSI (+ formats, documentation, reuse; policies)
  - 50 shades of ‘open’;
  - Secure sufficient working capital;
  - Consider alternative sources of income to survive the “Valley of Death” (custom work, subsidies); pending paying customers w.r.t. open data;

## Lessons learned (2): Open data & how government sees it

- Some government entities sell datasets to data brokers
- Insufficient budget to buy back enriched data / or to meet the real-time information needs of civil servants
- Result: government itself use extensively the free of charge data.be mash-ups..
- ..together with large companies with more than enough budget to afford paying for it

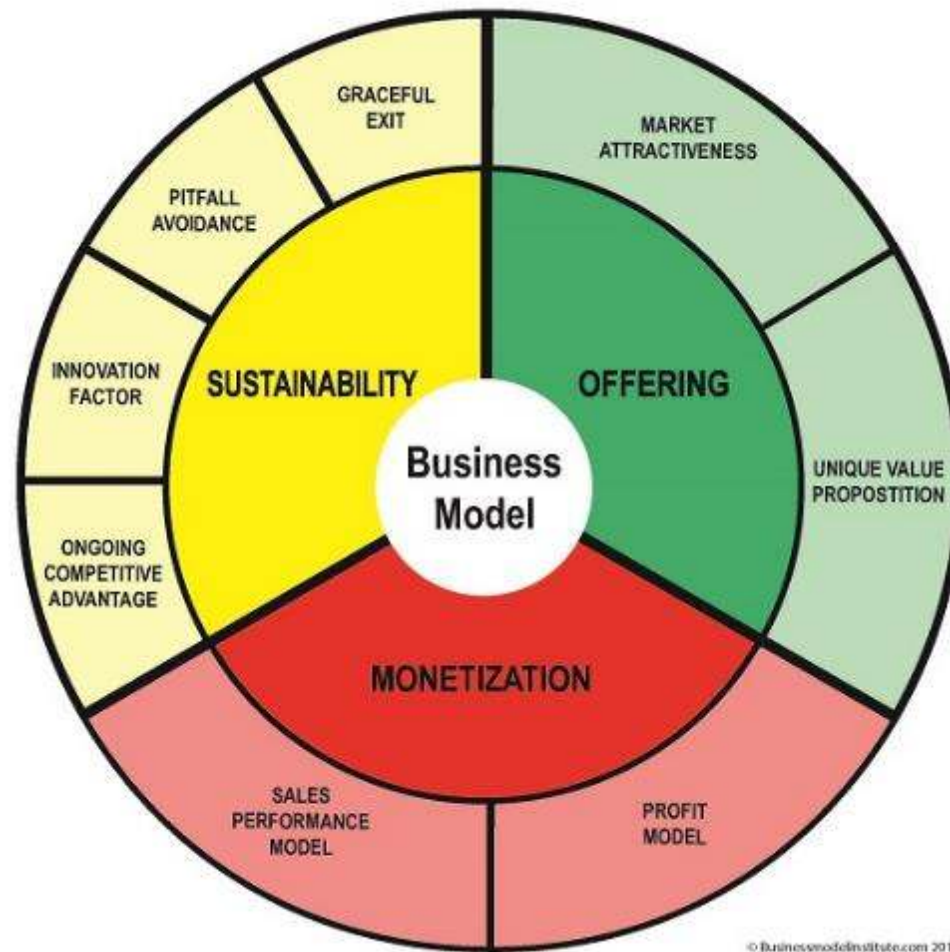


# A couple of stories “from the trenches”



# A couple of conclusions and issues

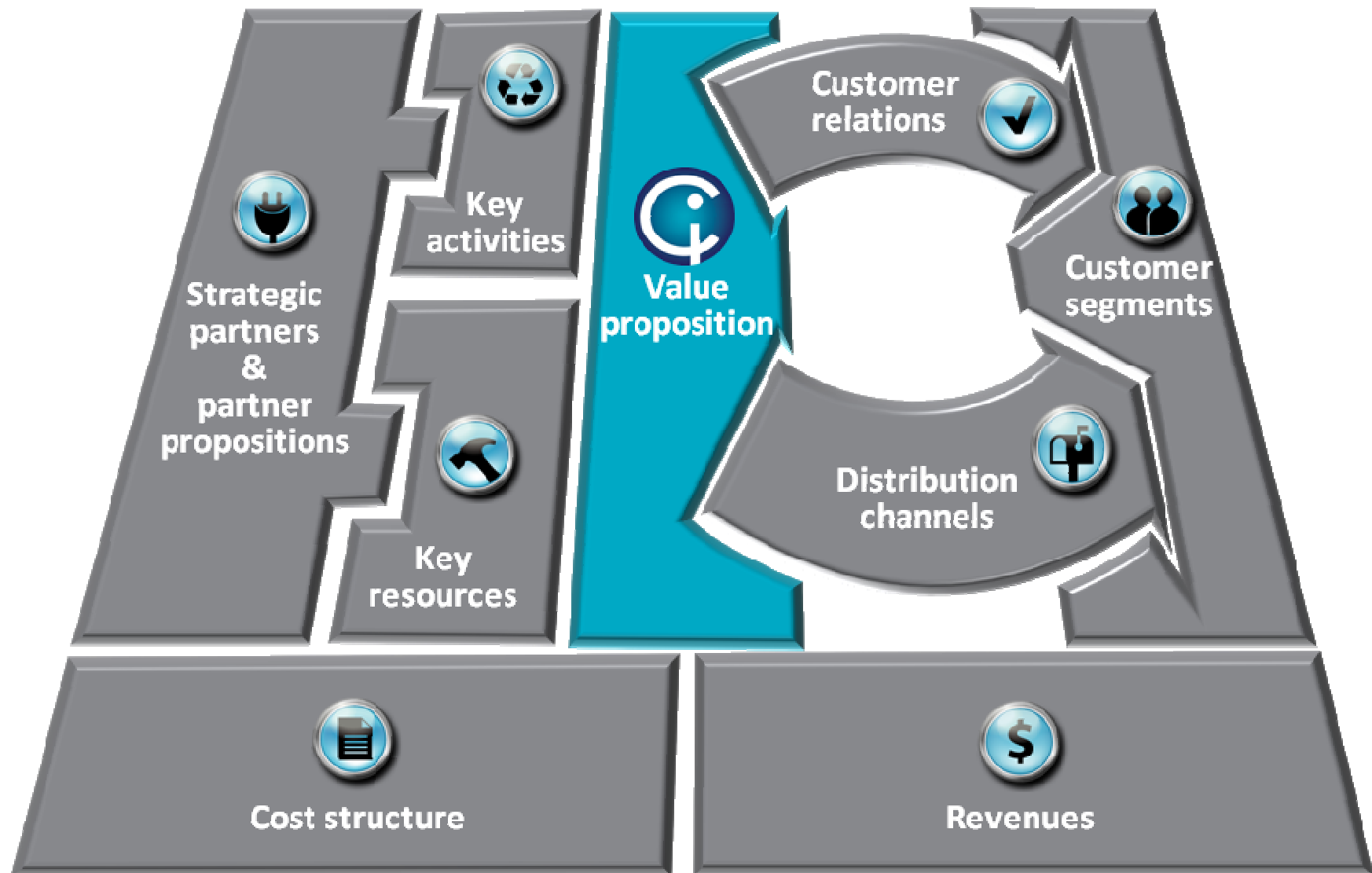
- Communication on the implications of open data
- Lack of awareness, specifically at government level
- Once online, always online
- A lot of issues on source data, master data, data conflicts - Data.be had to 'flow reverse engineer to avoid conflicts (addresses amongst other things)
- Things change.. Think of a real reconnaissance in 1914 / 2015
- Right to be forgotten is rotten
- Minimize conflicts between government itself and users
- Stress the added value of opening up data and information



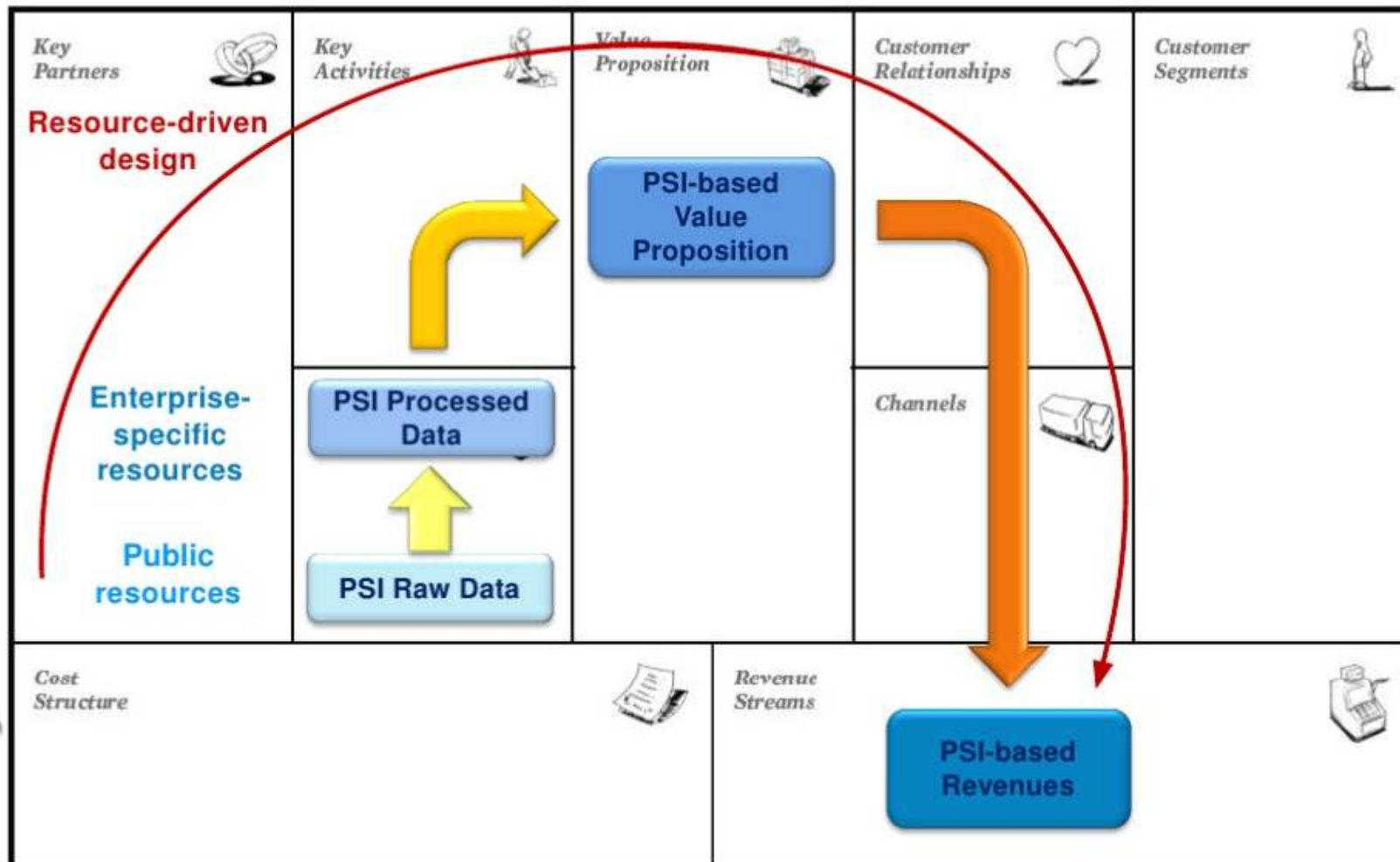
“A Business model describes the rationale of how an organization creates, delivers and captures value”.  
(Alex Oswalder)



## Business model canvas



# The Framework



## Three general business models:



**Freemium:** you provide an “added value” data product or service, for which you charge: (eg. API, premium filters, alerts; <https://opencorporates.com/> )

**Cross subsidy:** you reach more customers, or provide enhanced services to existing customers, through wider sharing and use of your data; <http://geolytix.co.uk>

**Network effects:** by collaborating with other organisations, you reduce your costs in maintaining data which you use in your work or extend the possible audience for your products and services: <http://www.openstreetmap.org>





# Deloitte.

Premium Product / Service: [HospitalRegisters.com](http://HospitalRegisters.com)

Freemium Product / Service: [public transportation in urban areas](#)

Open Source. [OpenCorporates](#) and [Open Polis](#)

Infrastructural Razor & Blades. [Public Data Sets on Amazon Web Service](#)

Demand-Oriented Platform. [DataMarket](#) and [Infochimps](#)

Supply-Oriented Platform. [Socrata](#) and [Microsoft Open Government Data Initiative](#)

Free, as Branded Advertising. [IBM City Forward](#), [IBM Many Eyes](#) or [Google Public Data Explorer](#)

White-Label Development.. This business model has not consolidated yet, but some embryonic attempts seem to be particularly promising.



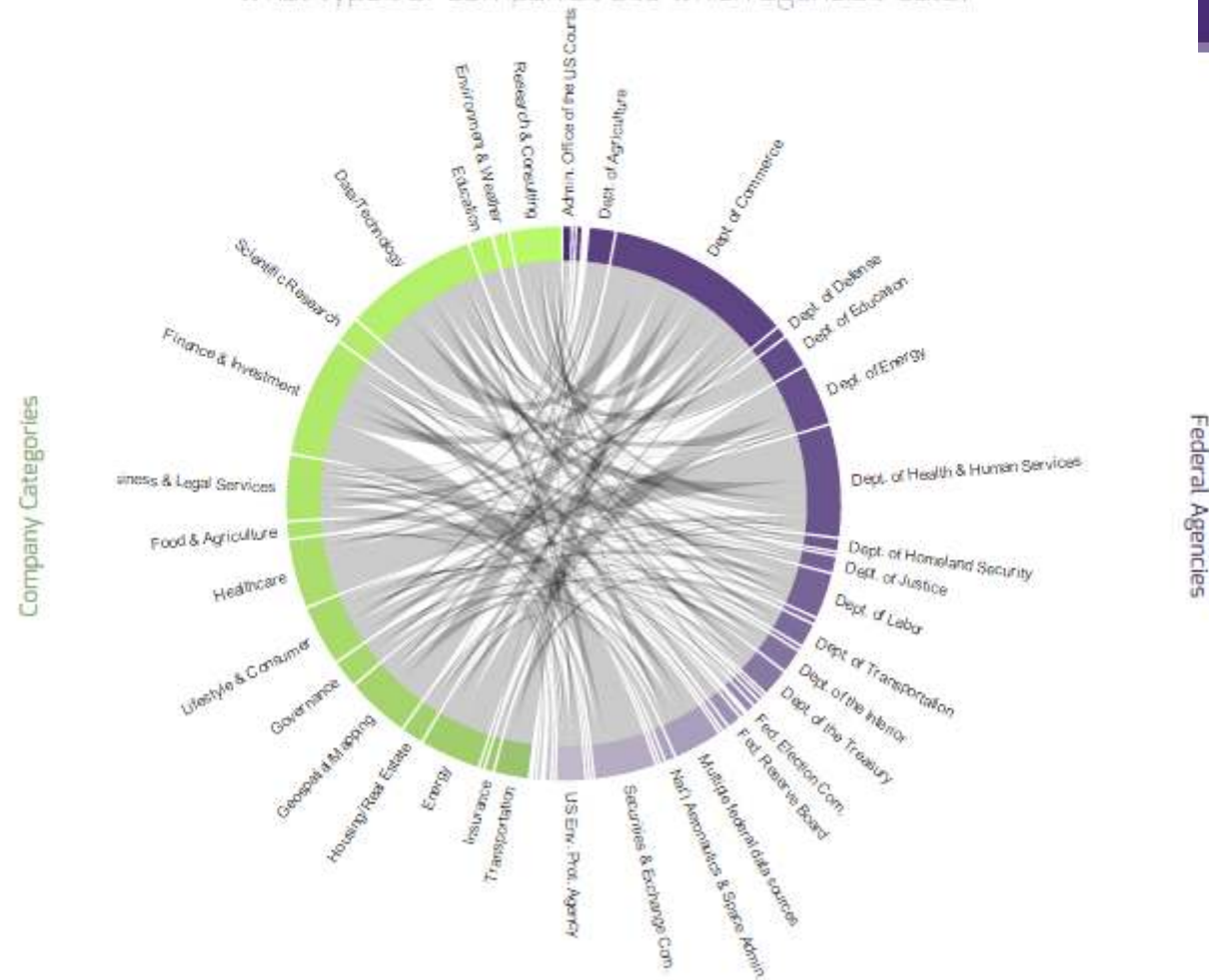
Public Data



# Welcome to the Open Data 500

## Open Data Compass

What types of companies use which agencies' data?



OpenData500  
Global Network

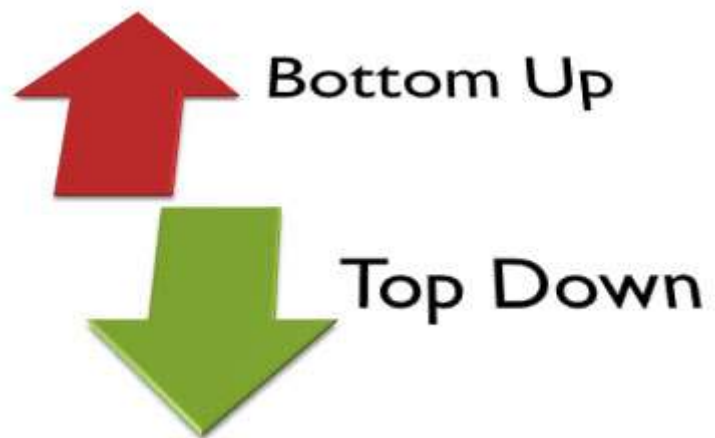


<http://www.opendata500.com/us/>



**Every good  
conversation  
starts with  
good listening.**

- The demand side needs to be involved;
- Data in itself doesn't generate new and innovate services;
- Open data is also not just a matter of small and entrepreneurial companies;
- Business models that may help realising and extracting value from open data are not well understood and need to be explored;
- **A top down approach on its own didn't bring the hoped for results.**



# Round tables

- \* Geografical data
- \* Mobility
- \* Environment
- \* Economy
- \* Statistical data







# Questions?



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