

# Technical Producers Meeting

## The Business of pan-European products

Angela Baker – Sales, Marketing and Channel Manager

April 2015



# Overview

- Update from EuroGeographics
- Customers in 2014
- Sales figures for 2014
- EGM Opendata
- 2015
  - Distributor questionnaire
  - Marketing plans
  - ELF
- Questions



# Thank You



# EuroGeographics

- Demand for authoritative geospatial information is growing
- Your association is helping to deliver the message which will hopefully lead to the importance of GI being written into the Sustainable Development Goals
- EG last year delivered this message to European Politicians (MEPs) in European Parliament






# EuroGeographics Membership

60 members

Responsible for geodetic, cadastral,  
land registry and mapping activities in  
46 European countries

Rue du Nord 76  
Noordstraat 76  
1000 Brussels  
Belgium

[www.eurogeographics.org](http://www.eurogeographics.org)

-  Full
-  Non member
-  Out of scope



Malta

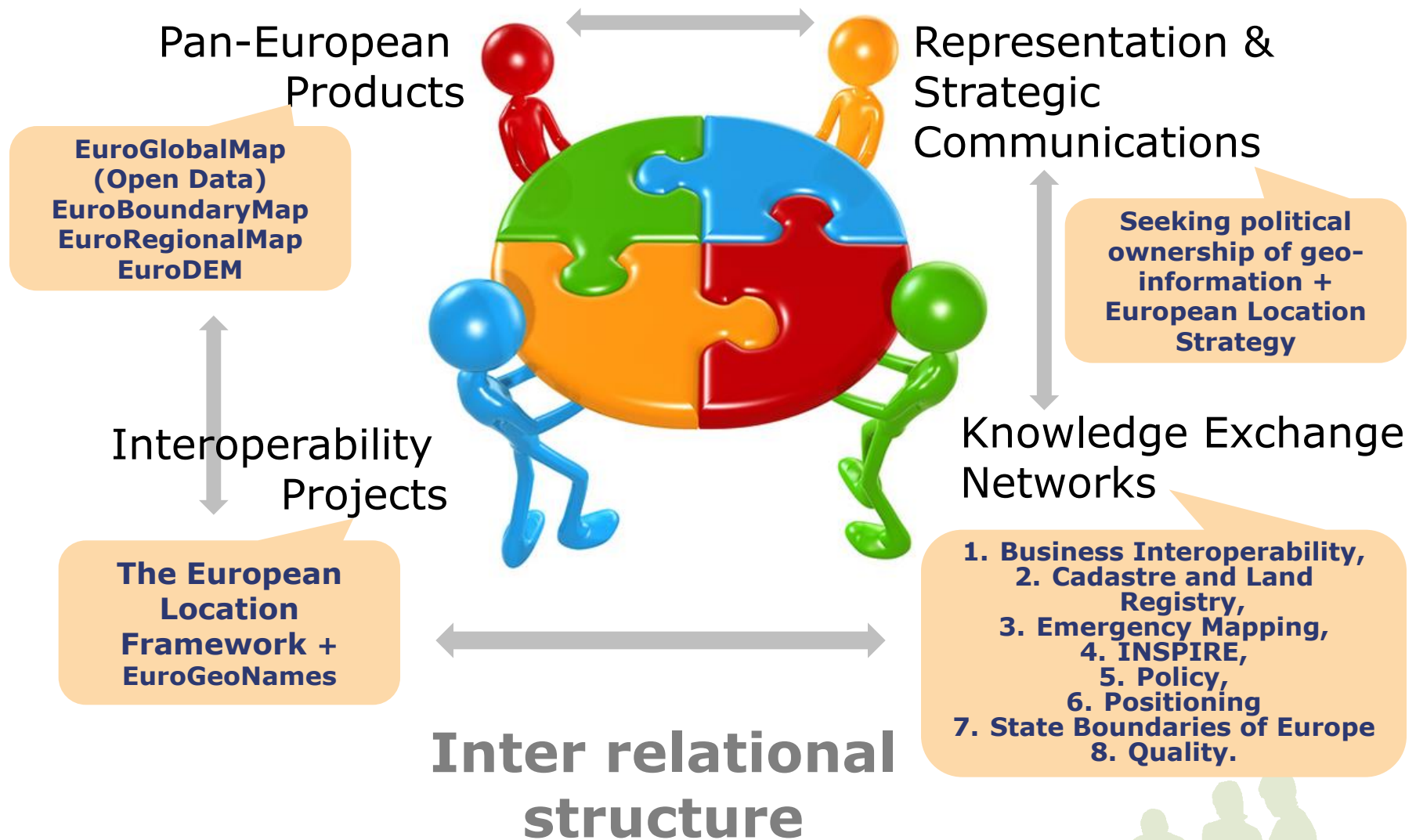
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# EuroGeographics AISBL – Activities



# Communication channels



**eurogeoinfo**

National spatial data infrastructures | National products and services | Pan-European products and services | Contact

## Welcome to EuroGeoInfo

Your source of official European mapping information

From roads to rivers, property ownership to land use, Europe's National Mapping and Cadastral Agencies collect and maintain a wealth of geographical information.

EuroGeoInfo is here to inform you about and help you obtain both pan-European geographic reference data and detailed geographic information from across Europe.

This map viewer demonstrates the content and coverage of the



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Home | About us | Knowledge Networks | Products & Services | Representation | News & Events | Contact Us | Member login/logout

### About us

EuroGeographics represents the European National Mapping, Cadastral and Land Registry Authorities. By providing a single point of contact, we enable government, business and citizens to benefit from their collective expertise, products and services. [Subscribe to our RSS feed.](#)

### Our members

Our members are the National Mapping, Cadastre & Land Registry Authorities in Europe; they provide a range of products & services and expertise which supports navigation, emergency response, a reliable & secure land and property market and many more government and business decisions and services.

### Knowledge Exchange Networks

Our Knowledge Exchange Networks enable the sharing of ideas and experience to exchange best practice. They focus on key issues for Members and users of their data.

### What our members do

By simplifying access to their data, our members are driving applications to realise social, economic and environmental benefits as well as quicker, more efficient and reliable land registration. One example of what our members do is [here](#).

### Representation

### Products & Services

### Latest news

- 15 MAR** [Vanuatu - Mapping the Impact of Cyclone Pam](#)
- 6 MAR** [Agreement signed with EuroSDR](#)
- 27 FEB** [Where places and people are](#)
- [More latest news](#)

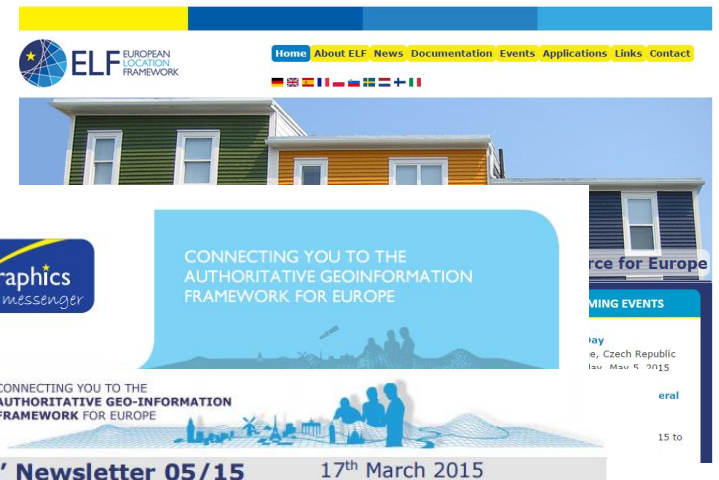
### Events

- 31 MAR** [Technical Meeting of the EuroGeographics Data Producers 2015](#)
- 16 APR** [INSPIRE KEN workshop 16 and 17 April 2015](#)



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**ELF** EUROPEAN LOCATION FRAMEWORK

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**EuroGeographics messenger**

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**Members' Newsletter 05/15** 17<sup>th</sup> March 2015


### Contents

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[New Director General of FOMI Hungary](#)  
[Cadastre & Land Registry KEN workshop last reminder](#)  
[INSPIRE KEN workshop in Prague](#)  
[The latest week Policy News Summary](#)

**EuroGeographics and ELF Regional workshop in Kiev, Ukraine - great success!**

100 delegates from across Ukraine, public, private and academy sector included, 10 countries represented, 23 presentations delivered in two days. These are the simple numbers describing a very successful regional workshop hosted by the State Service for Geodesy, Cartography and Cadastre on 11-12 March 2015 in Kiev. It was an honour and pleasure to meet Mr. Maksym Martynuk first day at his new post, Mr. Andrij Tarnopolskij and the whole organizers' team lead by Ms Alla Kovalyova and together with them spend two days full of presentations, discussions, bilateral debates and networking with lot of experts, managers, colleagues from Ukraine and other attending countries.




# European Location Framework



- EuroGeographics are the platform manager
- More about ELF tomorrow!





# EuroGeographics Customers



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# EuroBoundaryMap

Distributor	Product	Customer 2014	Coverage 2014
EGHO	EBM	Eurostat	Europe
EGHO	EBM	European Central Bank	Europe
EGHO	EBM	USA Govt ESRI	Europe
EGHO	EBM	PBL Netherlands	Europe
EGHO	EBM	Syngenta	Europe
EGHO	EBM	European Environment Agency	Europe
EGHO	EBM	TNS Global	Europe
EGHO	EBM	BFS Switzerland	Europe
DDS	EBM	Centre of Regional	Poland, Austria, Slovakia, Germany
GeoVille	EBM	CEPS Luxembourg	Europe
GeoVille	EBM	BeschA Germany	Europe



# EuroRegionalMap

Distributor	Product	Customer 2014	Coverage 2014
EGHO	ERM	Eurostat	Europe
EGHO	ERM	PBL Netherlands	Europe
EGHO	ERM	MunichRE	Central Europe and Romania
EGHO	ERM	Spatial Planning Department Flanders	Europe
Geodan	ERM	European Railway Agency	Europe
GeoVille	ERM	MDDI	Europe
GeoVille	ERM	BeschA Germany	Europe
Michael Bauer	ERM	Österreichisches Bundesheer (Military)	Europe
Spatial Planning Solutions	ERM	Future Analytics	Europe



# EuroDEM

Distributor	Product	Customer 2014	Coverage 2014
EGHO	EuroDEM	MunichRE	Central Europe and Romania
EGHO	EuroDEM	Landesamt für Natur, Umwelt und Verbraucherschutz NRW	Areas of Germany, The Netherlands and Belgium
JBA	EuroDEM	JBA	Eastern Europe
RMS	EuroDEM	RMS	Central Europe





# Sales Figures - 2014

Product	Direct Sales	Distributor / VAR Sales	Total
EBM	€ 166,627	€ 20,471	€ 187,097
EGM	0	0	0
ERM	€ 382,541.67	€ 39,028.39	€ 421,570.06
EDEM	€ 22,000.00	€ 23.54	€ 22,023.54
<b>Total</b>	<b>€ 571,168</b>	<b>€ 59,522</b>	<b>€ 630,691</b>



# Accrued to 2015

Product 2015	Direct Sales	Distributor / VAR Sales	Total
EBM	€ 25,750.00	€ 19,250.00	€ 45,000.00
EGM	0	0	0
ERM	€ 14,166.67	€ 41,018.28	€ 55,184.95
EDEM	€ 8,250.00	€ 4.58	€ 8,254.58
<b>Total</b>	<b>€ 48,166.67</b>	<b>€ 60,272.86</b>	<b>€ 108,439.53</b>



# Sales Figures

Total Product Income	€ 630,690.83
Production Management	€ 220,637.00
Data Supply Fees	€ 48,280.00
<b>Total</b>	<b>€ 361,773.83</b>



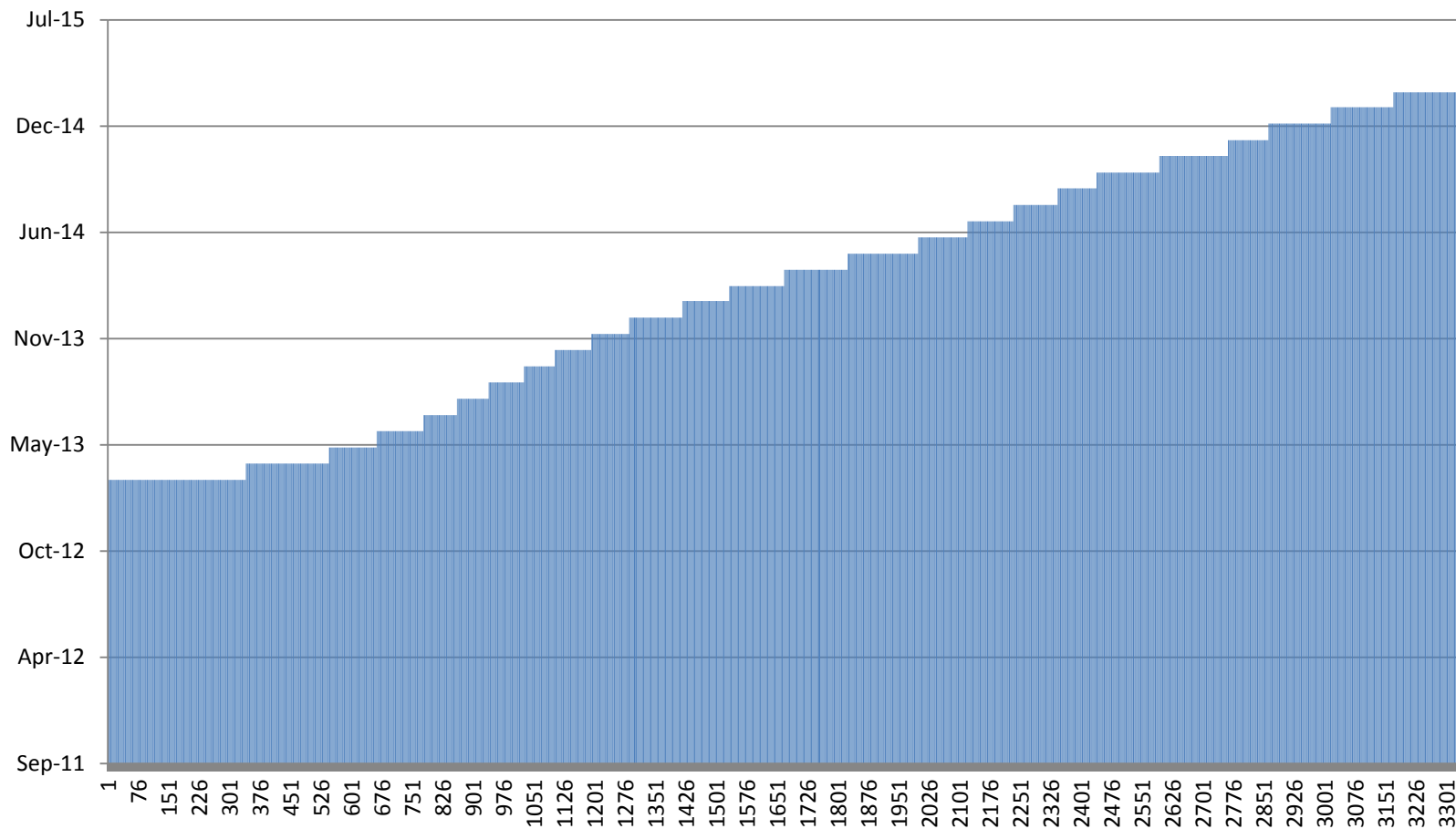
# EuroGlobalMap

- Excellent number of users
- As of 23<sup>rd</sup> March 3338 unique downloads
- 1046 Educational Users
- Downloads not slowing down!





# EuroGlobalMap

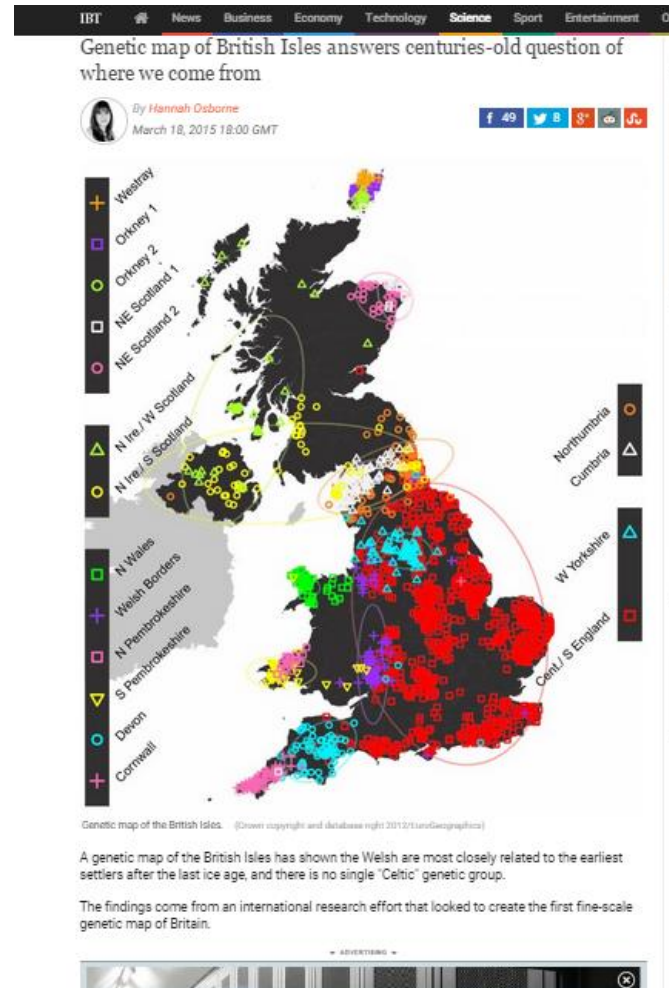


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# Latest use of EGM in the media

The fine-scale genetic structure of the British population



# What are our aims for 2015?

- To maintain and build on the existing customer base
- Increase the number of direct sales
- Engage more with existing VARs and Distributors
- Build the Distributor Network to increase the number of indirect sales
- Focus on upselling through our Freemium model, and our open data product EGM.
- Develop our products to ensure that meet the requirements of the market, rather than be technology driven. This should include factors like coverage, content and quality.



# Distributor Questionnaire

- Issued it end of 2014
- Recommendations were:
  - Make benefits clear on our website of being a distributor / VAR
  - Work the distributor on academic use (EastView)
  - Look into permanent / perpetual license models
  - Marketing:
    - Create marketing collateral for their websites for each product; text, images and pdfs that can be downloaded
    - Ask all distributors / VARs to link to us on their website, list our products on their website and ask for joint case study examples
    - Ask them to “follow / like” us and us to do the same
  - Consider how we could run some online training in our products
  - Create a distributor / VAR newsletter





## Next steps

- Marketing Strategy approved by Dave
- Customer Questionnaire due April
- Eurostat Contract & working with the Commission more proactively
- To Build on the Business Strategy activity which is happening within ELF project



# EuroGeographics Summary

- Working with you, and for you
- Bigger and Stronger
- Recognised and Respected
- Delivering Programmes and Products
- Interesting past.....Exciting Future!





**Thank you!**

**EuroGeographics  
working with  
members and  
working with  
others ....**

**Because together  
we are stronger  
and smarter,  
more efficient  
and more  
effective.**

**Together,  
we benefit  
from each  
other**



# Questions???

