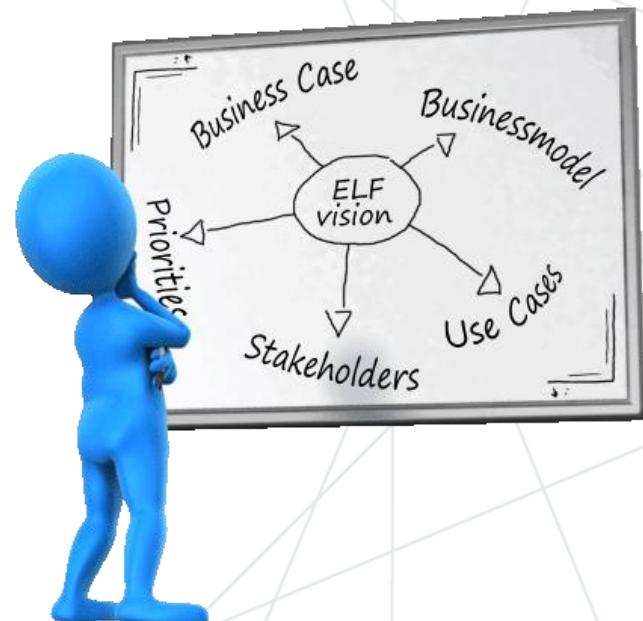


ELF Business Model and Licensing

Presentation to: EG PolKEN

By: Laila Aslesen

Date: 12th May 2016

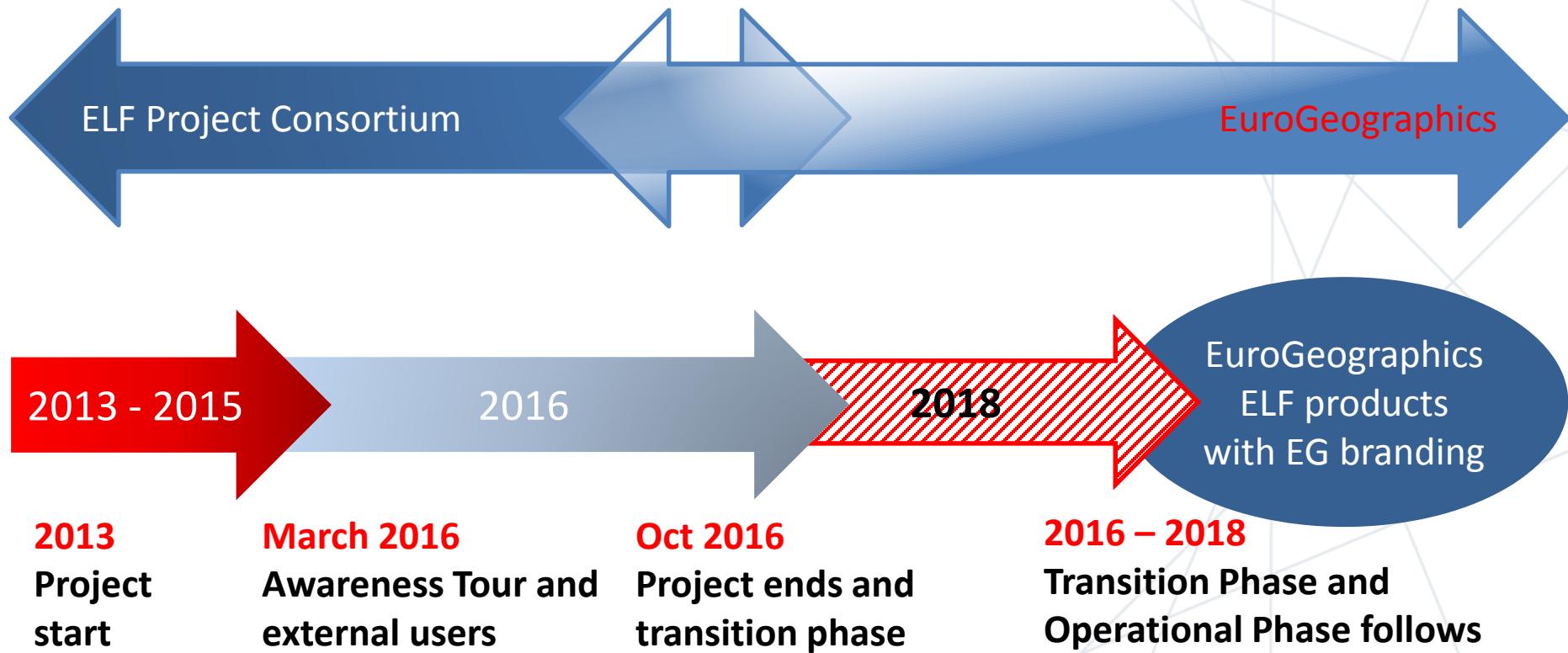


The ELF vision

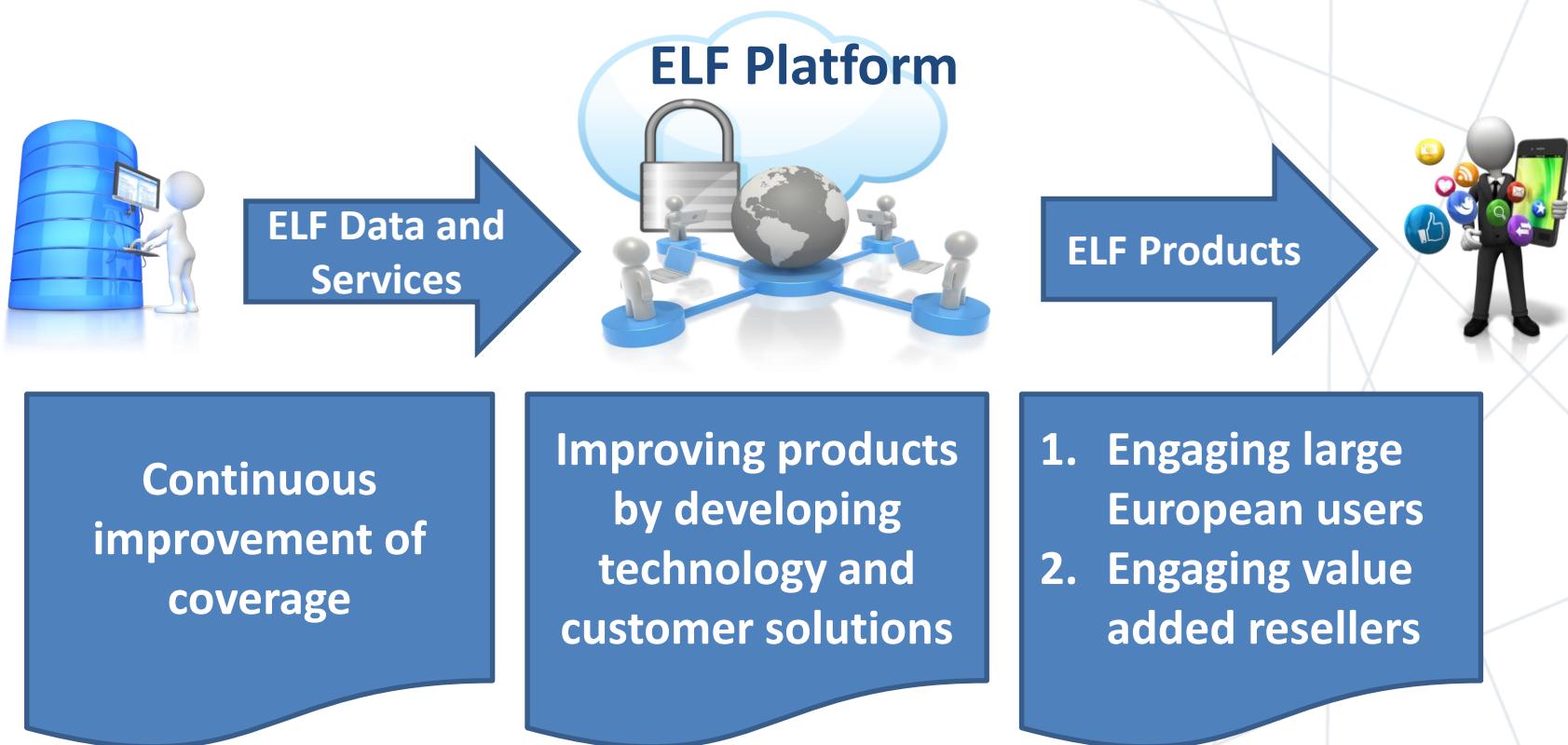
- **ELF will provide access to harmonised services on harmonised condition**
- **ELF will underpin the development of private sector by**
 - ★ Simplify licensing and access to pan-European data
 - ★ Increase the amount of SMEs that can easily access and exploit pan-European products for innovation and growth
- **ELF will support public sector in Europe with harmonised and easy access to reference data for all their tasks**



ELF Phases



Transition phase activities



ELF Sustainable policy

- **Business model**
 - ★ A description of how an organization create income to carry out its operations
 - ★ A non-profit organization also need one, but use of the generated income will have different objectives
- **Organisational support and technical solutions**
- **WP 9 is describing the situation and proposing solutions**
 - ★ Document alternatives and reasons for the actual proposal
 - ★ EuroGeographics will be implementing the policy



WP 9 Plans for the last 6 months

- **Data Provider agreements for remaining project partners**
- **Incorporate experience from actual use of ELF**
- **Affiliated platform solutions**
- **Description of agreed organisation**
- **Document and complete the proposed policy**



ELF products – first release

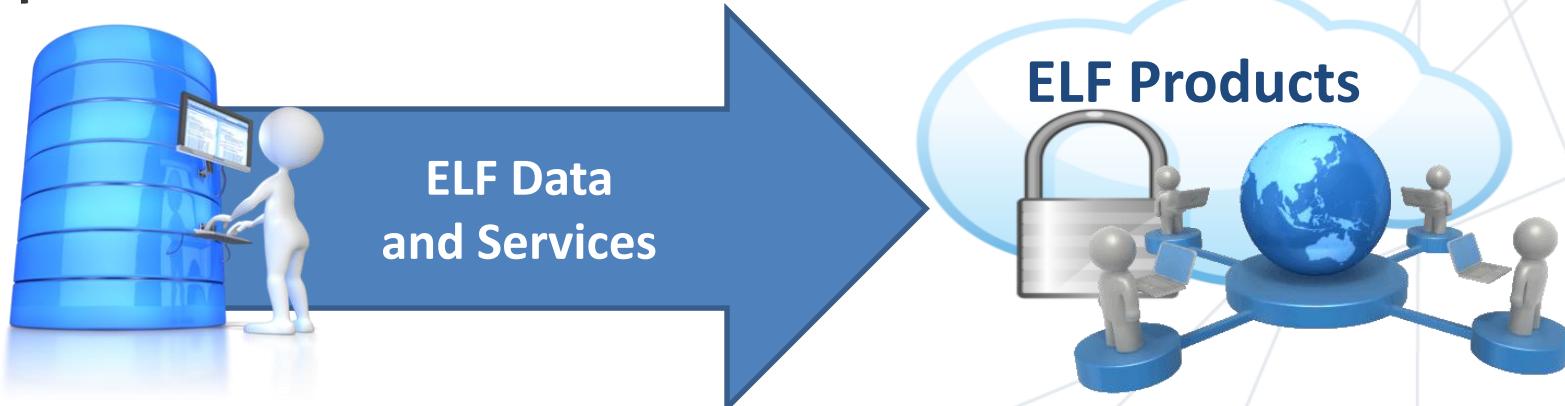
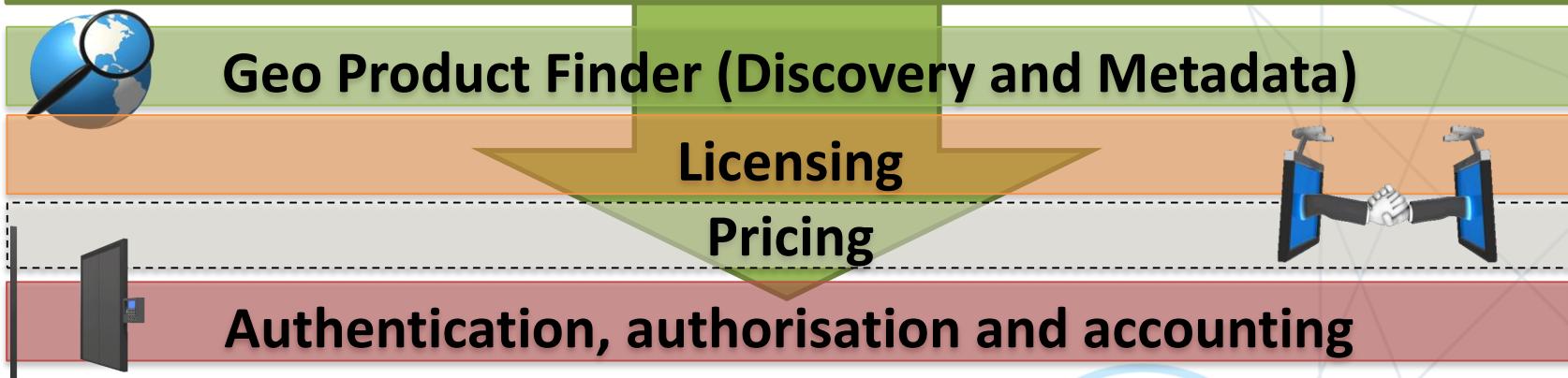
- **Software**
 - ★ **Geo Locator**
 - ★ **Discovery through ELF Geo Product Finder**
 - ★ **ELF Showcase Application**
- **View products**
 - ★ **Topographic Basemap (WMTS)**
 - ★ **Administrative Basemap (WMS)**
 - ★ **Cadastral Index Map (WMS)**
- **Download products – access through ELF cascading services**
 - ★ **Administrative units (WFS)**
 - ★ **Geographical names (WFS)**
 - ★ **Hydrography (WFS)**



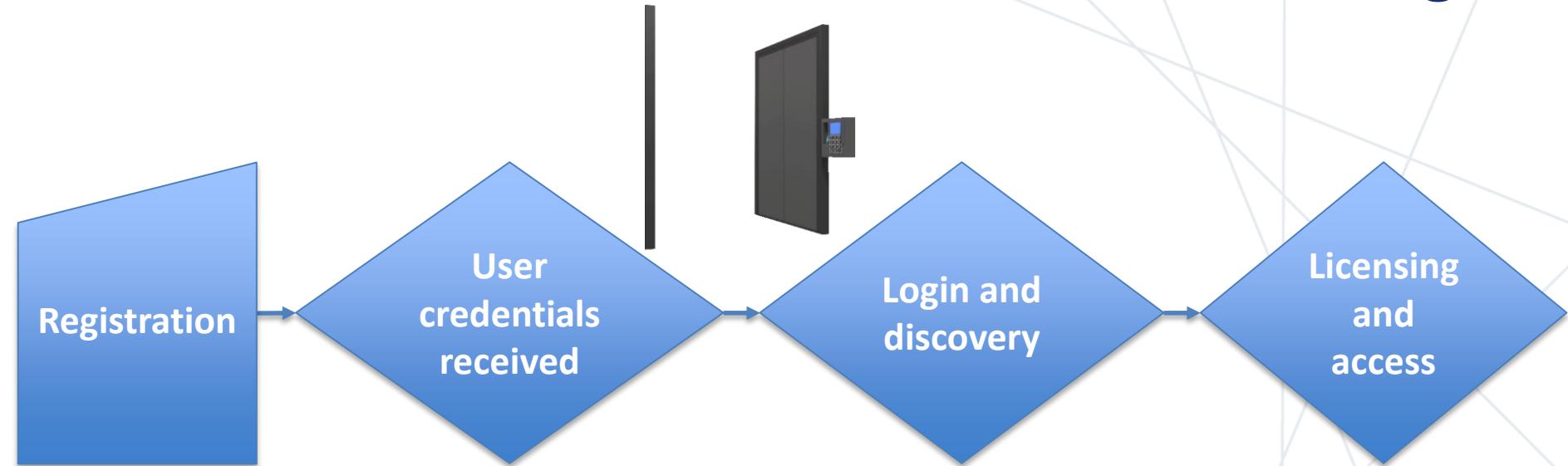
Access to the ELF Products



Applications and affiliated platforms



Authentication, authorisation and accounting

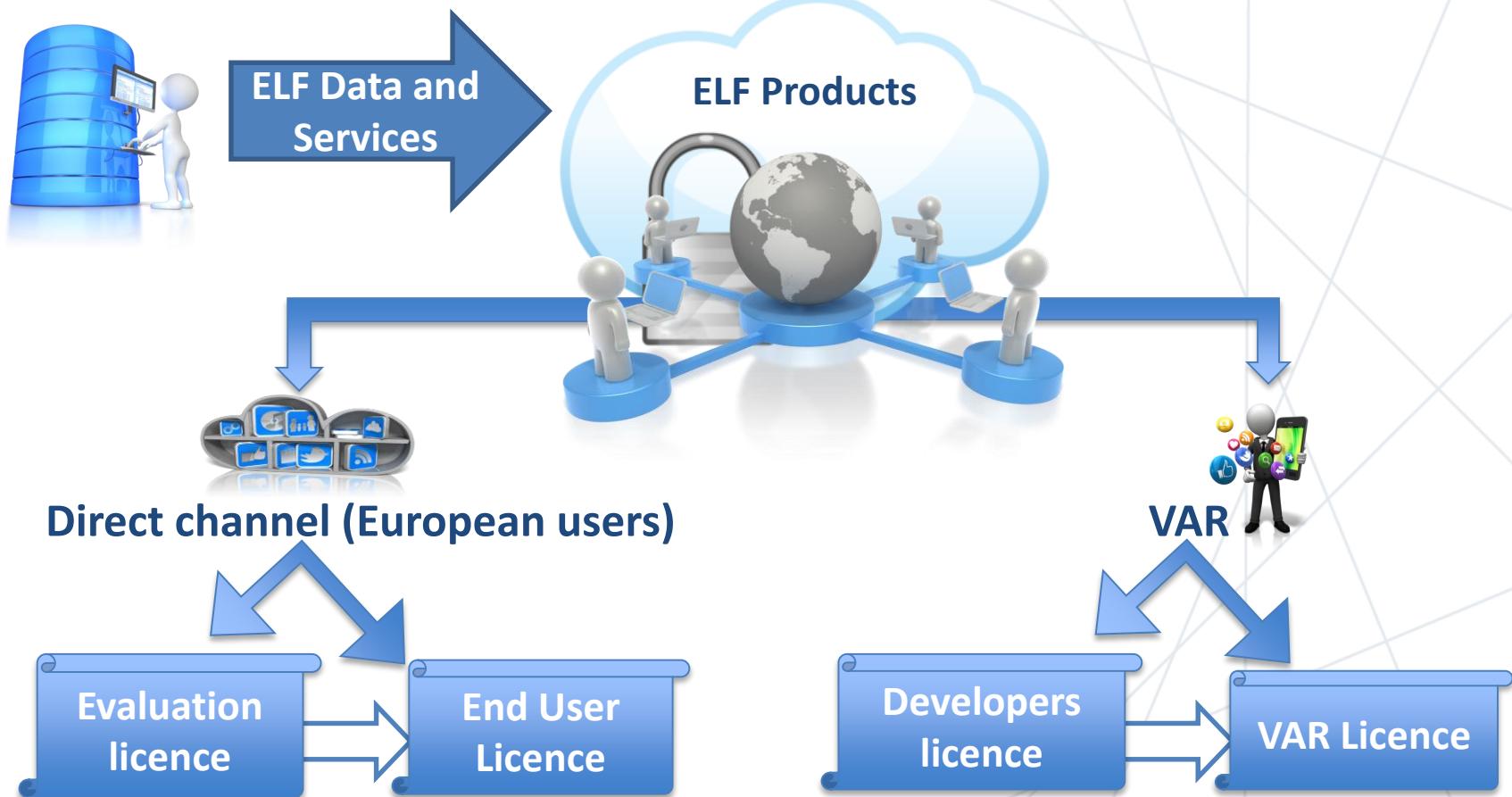


- Access to registration
- Validation of contact details

- Click license products
- No payment module yet

Administration – validation and control of licensees and licenses

ELF Licences



ELF licensing principles



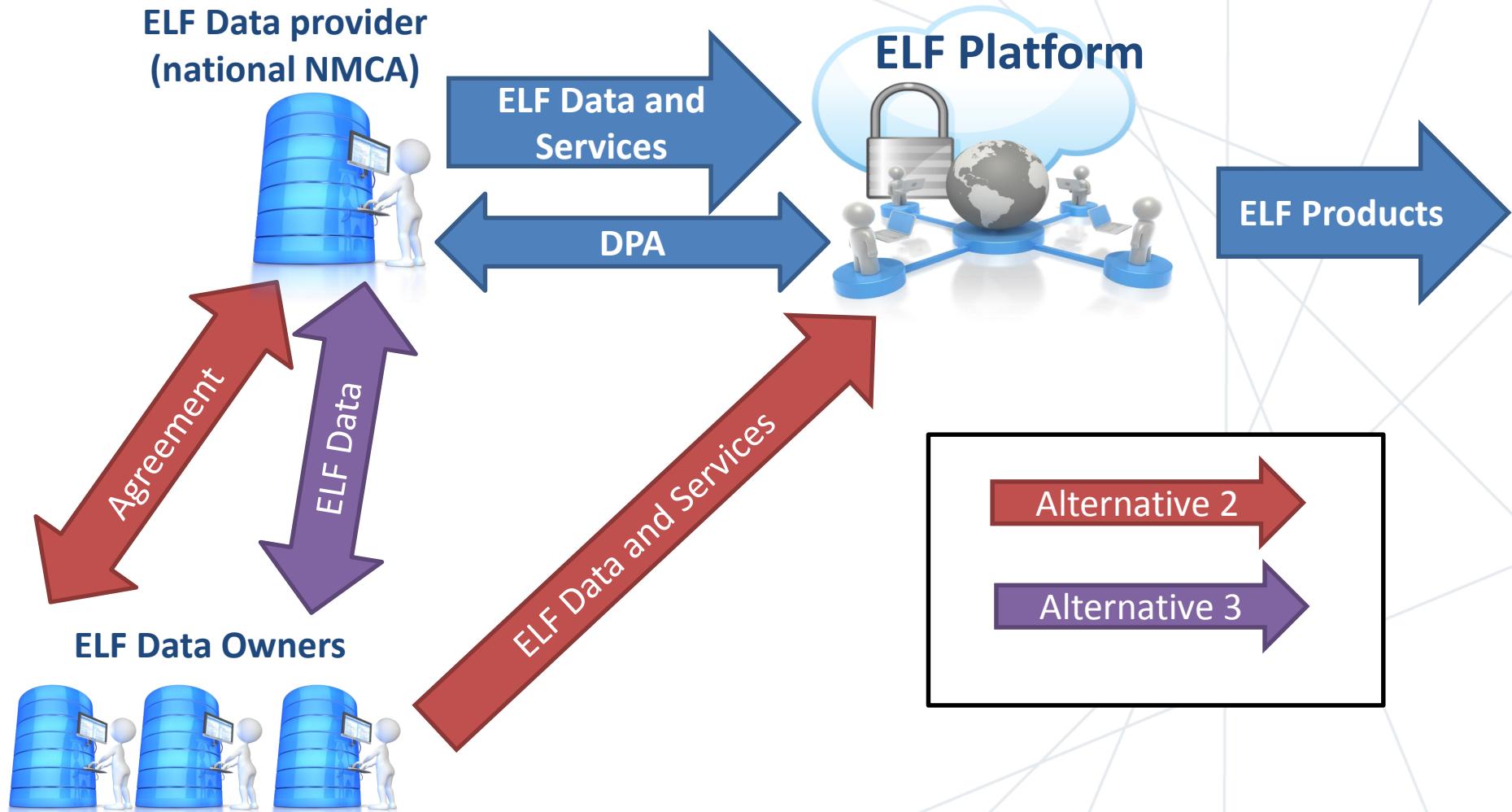
- **Simplicity**
 - ★ Immediate access to all products on a trial basis
 - ★ ELF evaluation and development licenses
 - ★ Licensing must be easy to understand and apply to the user's needs
- **Harmonised terms and conditions**
 - ★ Incorporating the data providers national requirements
 - ★ ELF viewing products (WMS, WMTS)
 - ★ Pricing, when required, will be based on transactions (tile) or subscription
 - ★ ELF download products (WFS)
 - ★ Pricing, when required, will be based on features downloaded - single or multiple use
- **Sustainability**
 - ★ The licensing must be a part of a sustainable solution for long term financing and development of ELF



The Data provider role

- Major shift in responsibilities from existing EG products
 - ★ Operating the national service on a continuous basis
 - ★ No common copyrighted database
 - ★ Existing EG products provided under existing agreement
- Dealing with third party data
 - ★ Many themes are not handled by NMCA under INSPIRE
 - ★ How to organise agreements and services?
- Licensing and pricing
 - ★ Licensing mechanisms need to be harmonised, but data provider decides the level of remuneration

Data provider and Data owner



From multiple licenses to one source of European reference data...



Questions?

