



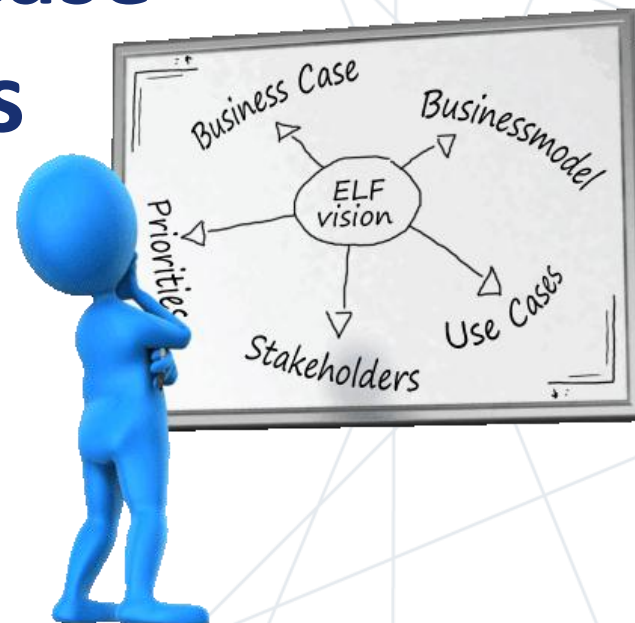
ELF EUROPEAN
LOCATION
FRAMEWORK

ELF – business case and agreements

Presentation to: EG PolKEN

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Date: 7th May 2015



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**



Success factors



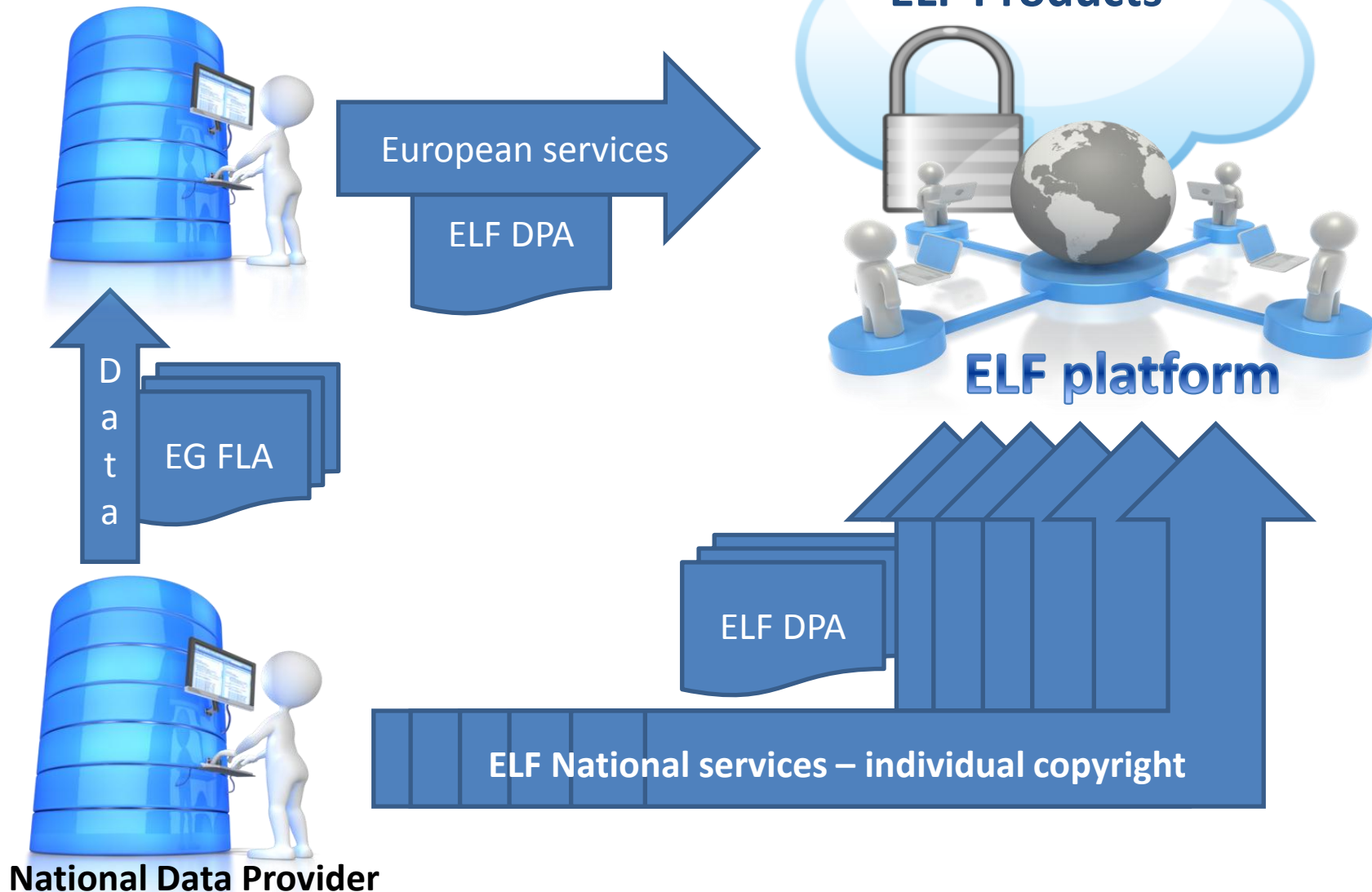
- **Simple terms and easy licensing processes**
 - ★ Agree with the data providers
 - ★ Provide licensing terms based on this
- **Immediate and reliable access for all users to all services**
 - ★ Well working technical solutions and user interfaces
- **Smooth and seamless processes from A to Z for the users**
 - ★ User experience processes
- **ELF is secured a continued existence**
 - ★ A bold approach is needed even if we are only covering costs

Work on the Data Provider Agreement

- **Guidance for data providers**
 - ★ Includes FAQ chapter for issues raised
- **Discussions on DPA with individual NMCA's**
 - ★ National procedures for signing means different “speed” of getting formal agreement in place
 - ★ Discussions with new project partners
- **Non-project partner NMCA**
 - ★ Can get the agreements and guidance for evaluation
 - ★ Important first to investigate the technical requirements

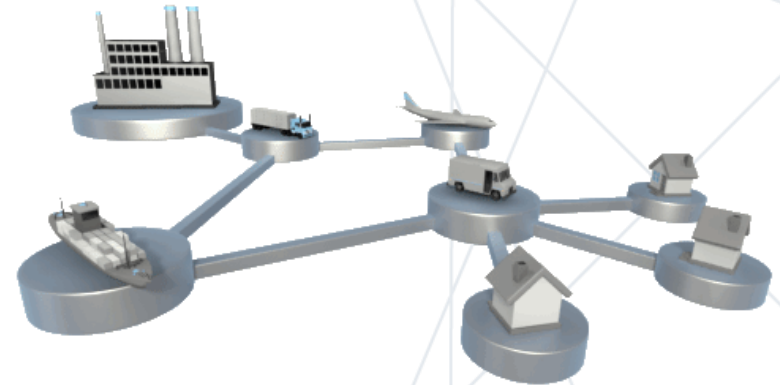


European databases - joint copyright



ELF Product description

- **Defining products and services**
 - ★ Sustainability
 - ★ Infrastructure
 - ★ Content
 - ★ Market needs
 - ★ Strategy
- **For release 1 (September?)**
 - ★ View services
 - ★ Download services
 - ★ Tools



ELF Licensing and Pricing

- **Evaluation and Developers licences**
 - ★ Guidance for customers
- **Value-added reseller licence**
 - ★ The limits of “fair use”
- **End-user licence for large European users**
- **Pricing solutions in progress**
 - ★ Bringing pricing from the general to the specific



Bringing it all together

- **Customer experience in focus**
 - ★ Including technical solutions
- **Content**
 - ★ Two phase approach
 - ★ Kick off with current content with first phase
 - ★ Engage with more when it increases
- **Service**
 - ★ We need to test the whole user experience
 - ★ Ease of use, speed of service, licensing, pricing, what they think they would use it for, data availability etc.



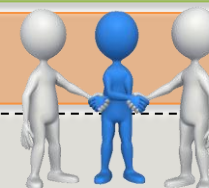
Applications and affiliated platforms



Geo Product Finder and the Showcase Application

Licensing

Pricing



Authentication, authorisation and accounting



ELF Products



ELF European and National Services

ELF platform

ELF Early Adopter Program

- Proposal with recommendations to be ready by end of May
- Activity plan with outstanding tasks for starting the EAP
- An assessment of whether the 4 requisites for starting the EAP will be met by the planned start (September 2015)
 - ★ Sufficient content, services, licenses description and platform solution description
- Next a comprehensive plan for the EAP and the implementation of it





Purpose and objectives

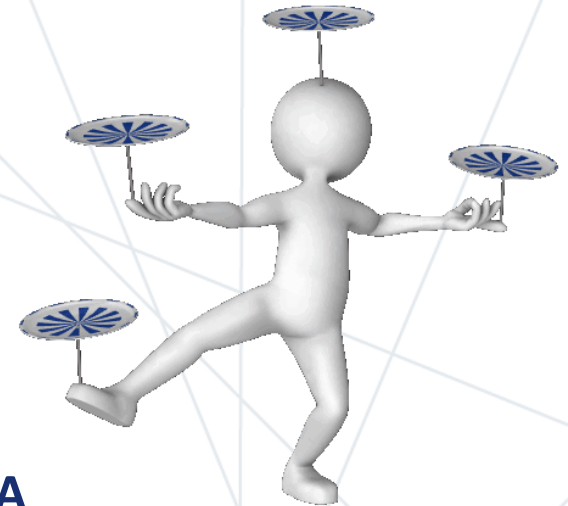
- **‘Initiate and encourage key customers to join and stay with you, test all aspects of the [mutual learning] experience’**
 - ★ Suggest new features before products are formally released
 - ★ Report identified bugs and defaults
 - ★ Obtain quotes and case studies
 - ★ Obtain initial references
 - ★ Gain publicity and competitive advantage
 - ★ Understand fitness for purpose and benefits
 - ★ Opportunity to provide feedback, include customer specific changes
 - ★ Get buy in from businesses

Plans ahead – we need you!

- **ELF is combines technical, legal and administrative components to provide a new solution for reference data from the NMCA's**
 - ★ **Cannot present a solution that does not work**
 - ★ Only way to know is to test with actual users
 - ★ **Plans for engaging users are necessary**
 - ★ Early Adopter Program and ELF Awareness Tour
- **No testing without data**
 - ★ **In CA project partners accepts only use of their data in the project**
 - ★ **Data Provider Agreement is necessary for the EAP and EAT**



The timing is crucial



- **Stepwise approach**
 - ★ Only what is absolutely necessary now
 - ★ Only one additional commitment to the ELF CA
 - ★ Permission to use for Evaluation and Development license
- **Why now?**
 - ★ We can't give users access without agreement
 - ★ We can't test without giving users access
 - ★ We can't make a business model without actual user testing
 - ★ We can't plan for the EAP and EAT without knowing we can give access to data

ELF – the Unique Selling Points (USP)

- **Reduced cost from**
 - ★ **No discovery costs**
 - ★ **Harmonised licensing and One-stop shop**
 - ★ **Not having to make disparate datasets consistent**
- **Acquiring from a trusted public source**
 - ★ **Authoritativeness of content**
 - ★ **Certainty of long-term commitment to supply**
 - ★ **Greater predictability of uptodateness**
- **“Not a competitor” alternative to existing data providers**



Results of the user survey



- **Content more important than delivery mechanisms**
 - ★ Many would prefer download to viewing
 - ★ Master data at higher LODs is required for many
 - ★ Addresses, buildings and transport networks
 - ★ European-wide coverage (EU 28 minimum) is often required
- **Getting them away from existing solutions could be an issue**
 - ★ How will the market react?
- **There is a degree of scepticism as to whether the consortium can deliver what ELF promises**

Financing alternatives

- What are the costs?
- Organisational model: Federated approach
 - ★ Using the strength of the NMCAs to support ELF
 - ★ Less vulnerable and probably more cost-efficient
 - ★ Legal issues
- Currently working from plan B: financed by income
 - ★ Conservative approach: mostly existing customers
 - ★ Small activity but also small income
 - ★ More bold approach: find new customers
 - ★ Product package which may include free products



Questions?

