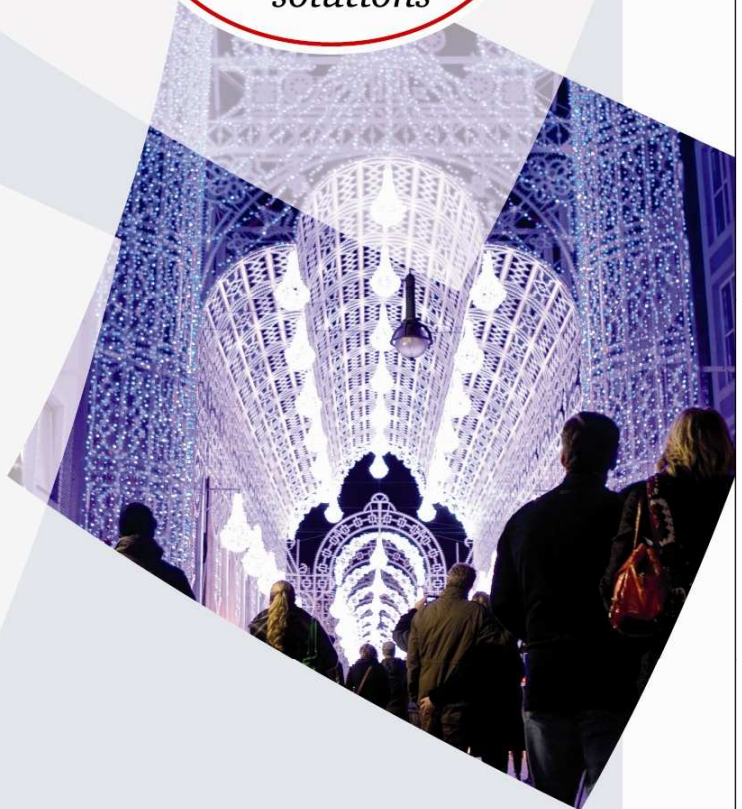




Business Modelling

Open Data



Gerbrand Klijn, prov Brabant, NL

What's a Business model ?

“The plan implemented by a company to generate revenue and make a profit from operations.

The model includes the components and functions of the business, as well as the revenues it generates and the expenses it incurs.”

(Investopedia)

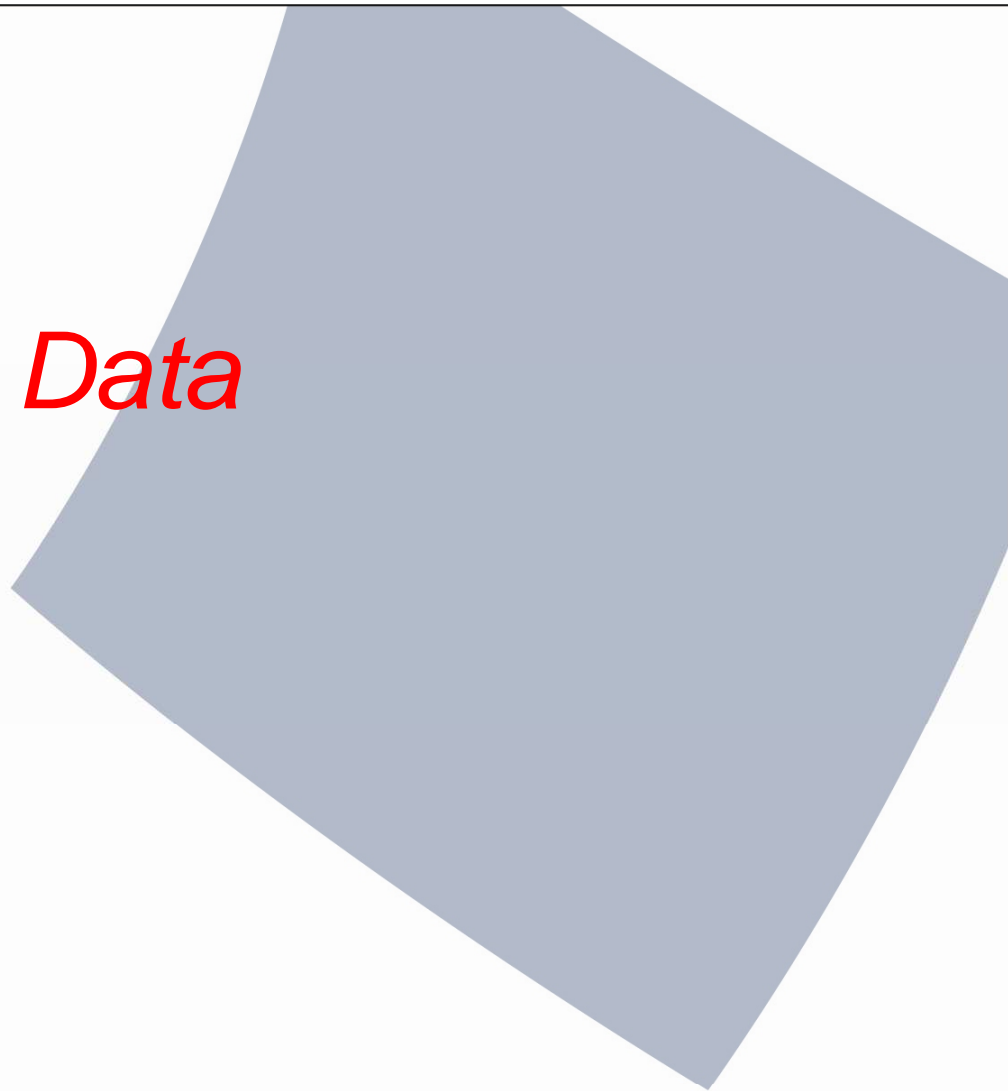
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What's Open Data



What's Open Data (1/3)

OPEN DATA ≠ "OVER THE FENCE" DATA

What's Open Data (2/3)

OPEN DATA ≠ JUST FOR STUDENTS & FOR FUN

What's Open Data (3/3)

OPEN DATA SHOULD BE BASIS FOR PROFESSIONAL
SERVICES

What's Open Data (3/3)

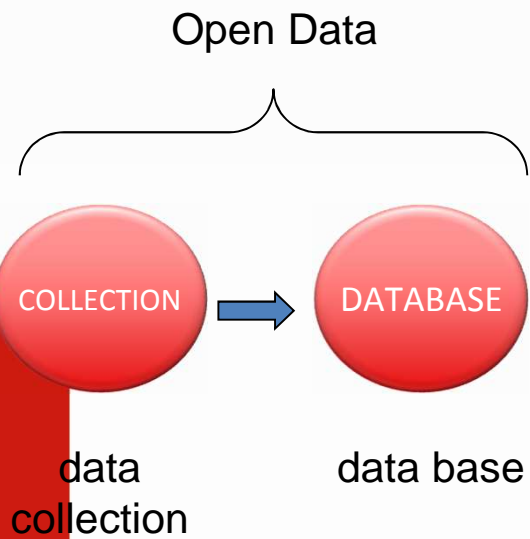
OPEN DATA SHOULD BE BASIS FOR PROFESSIONAL SERVICES

so that :

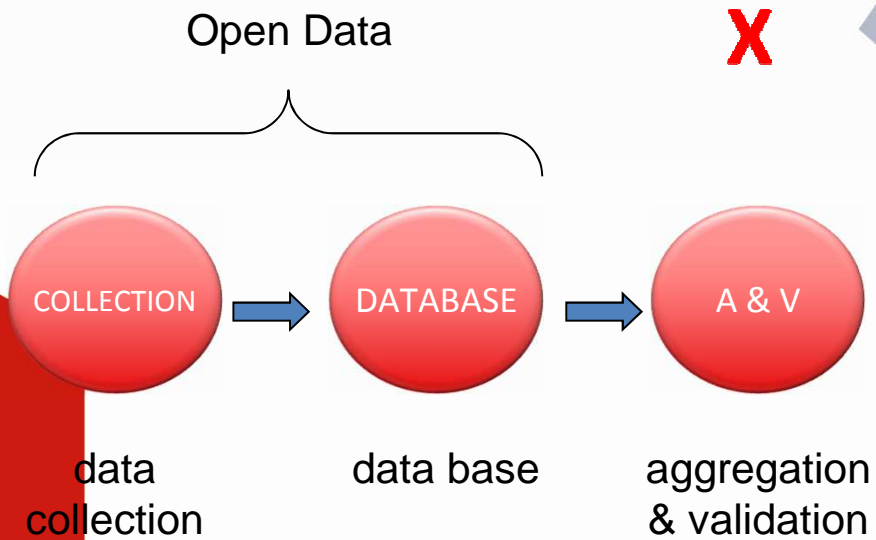
- The public sector can save money
- Societal goals are met
- And get a better service level at the same time

Data-chain costs money (1/6)

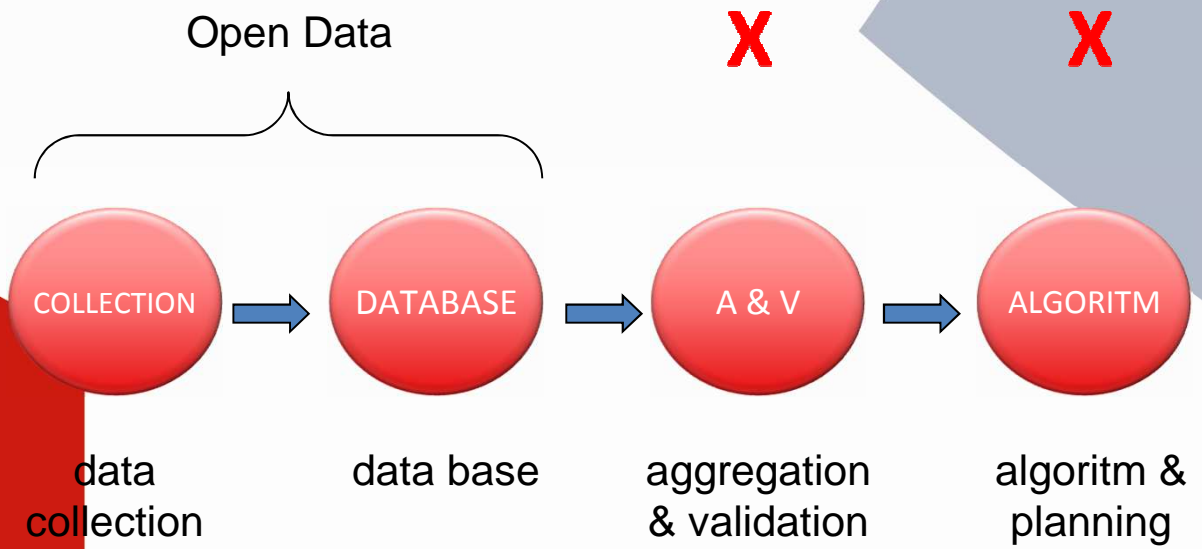
Data-chain costs money (1/6)



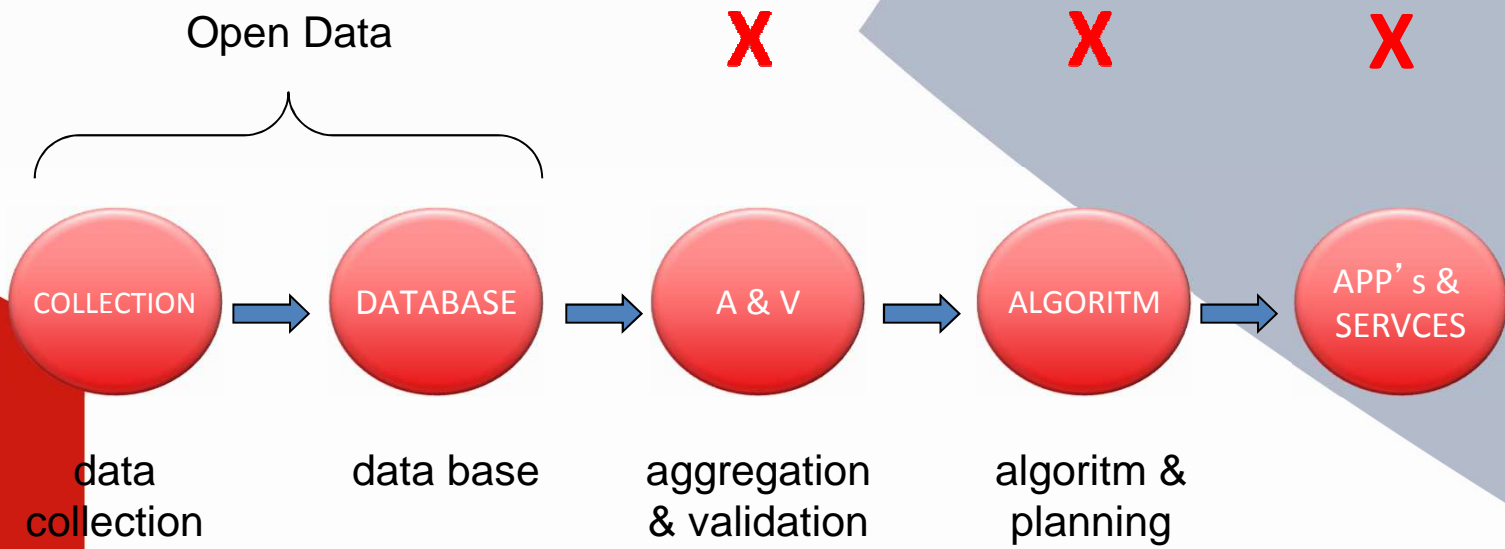
Data-chain costs money (2/6)



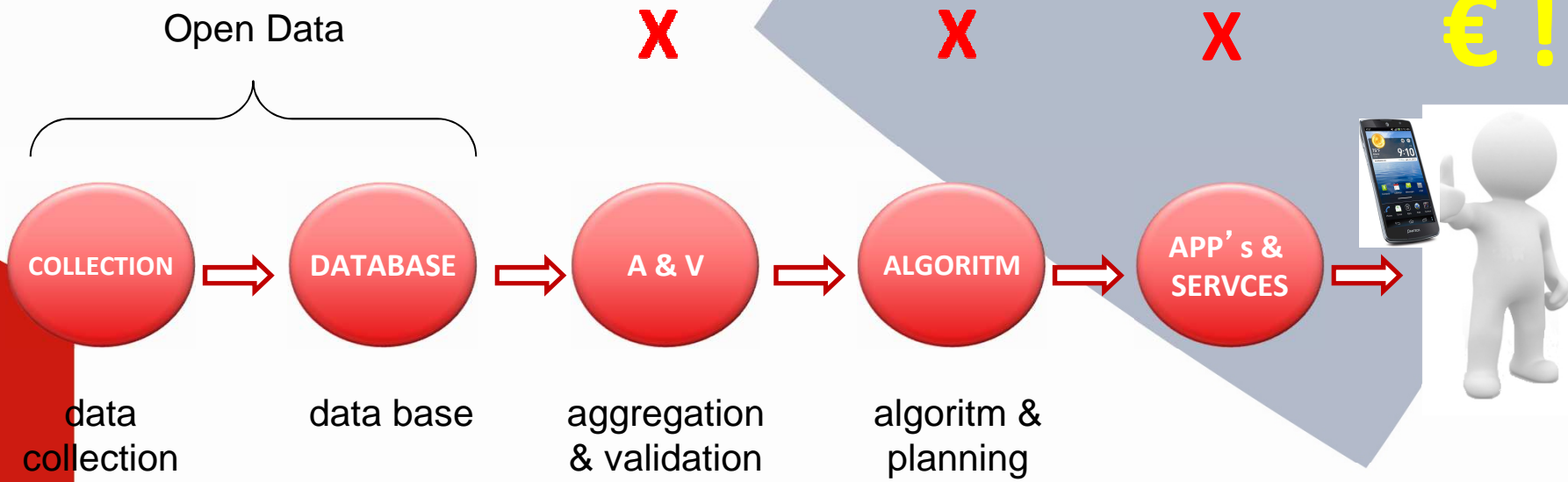
Data-chain costs money (3/6)



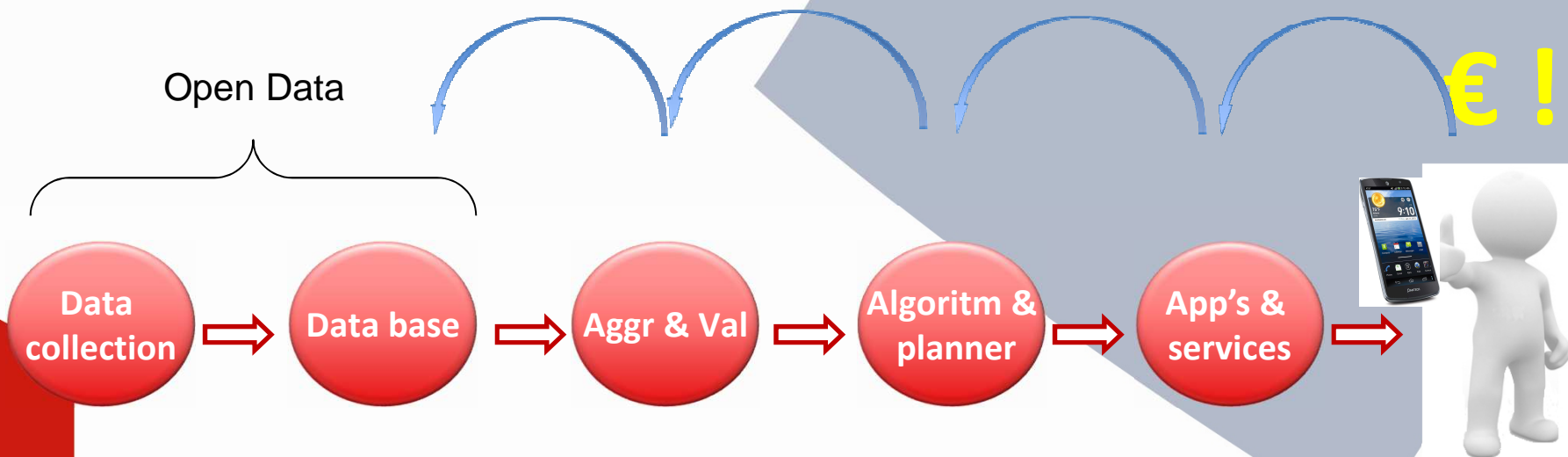
Data-chain costs money (4/6)



Data-chain costs money (5/6)



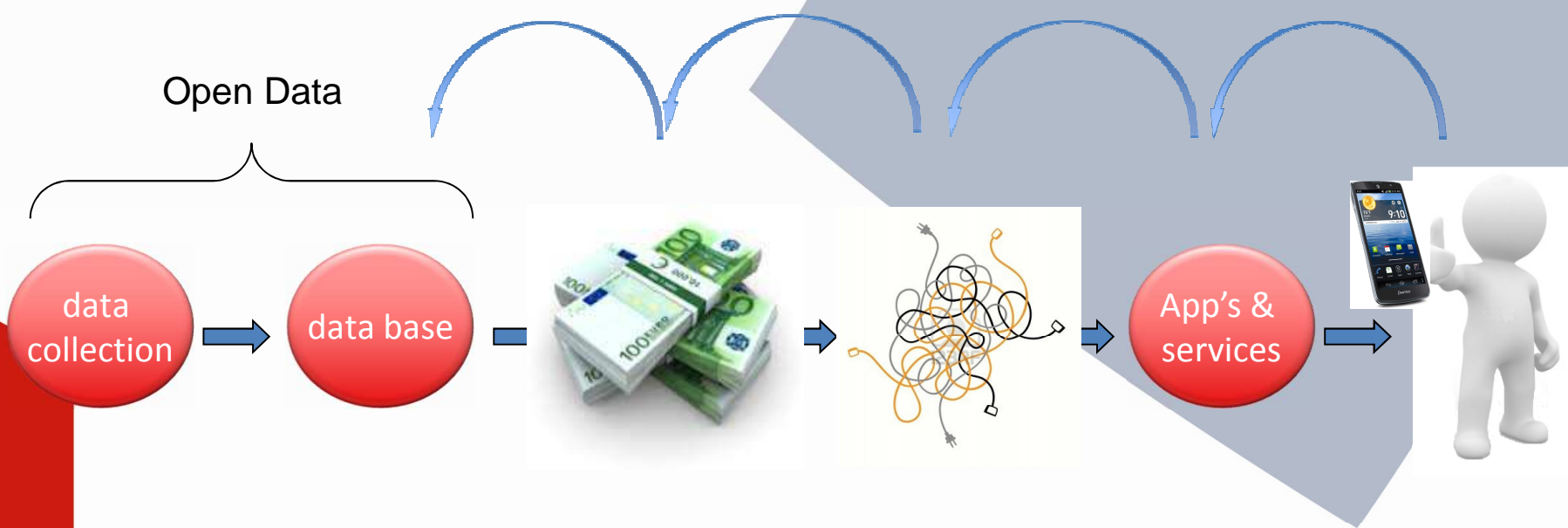
Data-chain costs money (6/6)



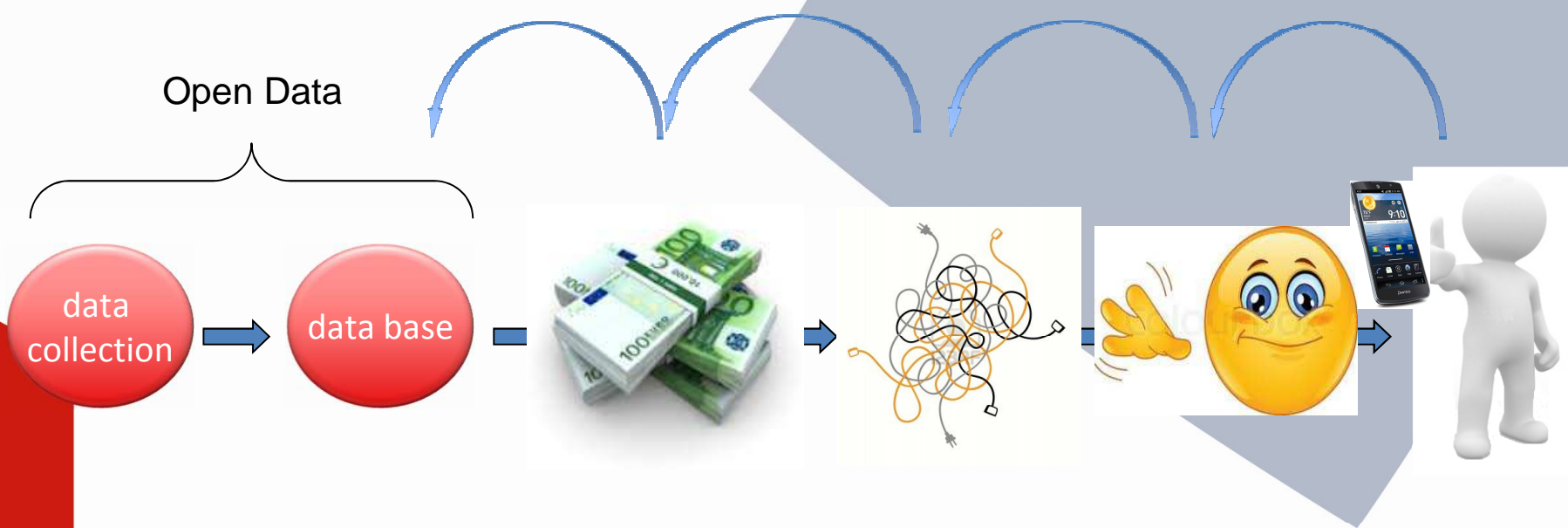
Data-chain costs money (6/6)



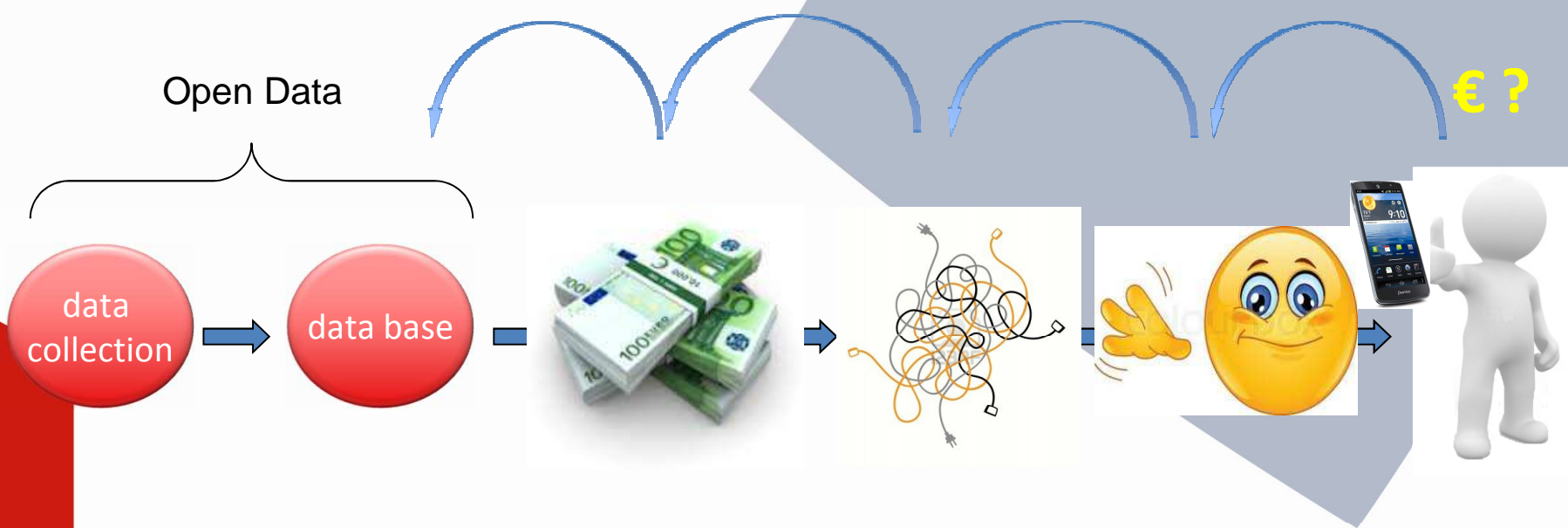
Data-chain costs money (6/6)



Data-chain costs money (6/6)



Data-chain costs money (6/6)



So....

OPEN DATA should be good quality data”

Example project: MM RTTP



Example project: MM RTTP

- National project
- PPP between 5 consortia en and 6 govt bodies
- Pre Commercial Procurement (PCP)
- Developing together and investing together

bedatadriven

andes



adviseurs
mobiliteit
**Goudappel
Coffeng**



Kinkrsoftware



BRADON

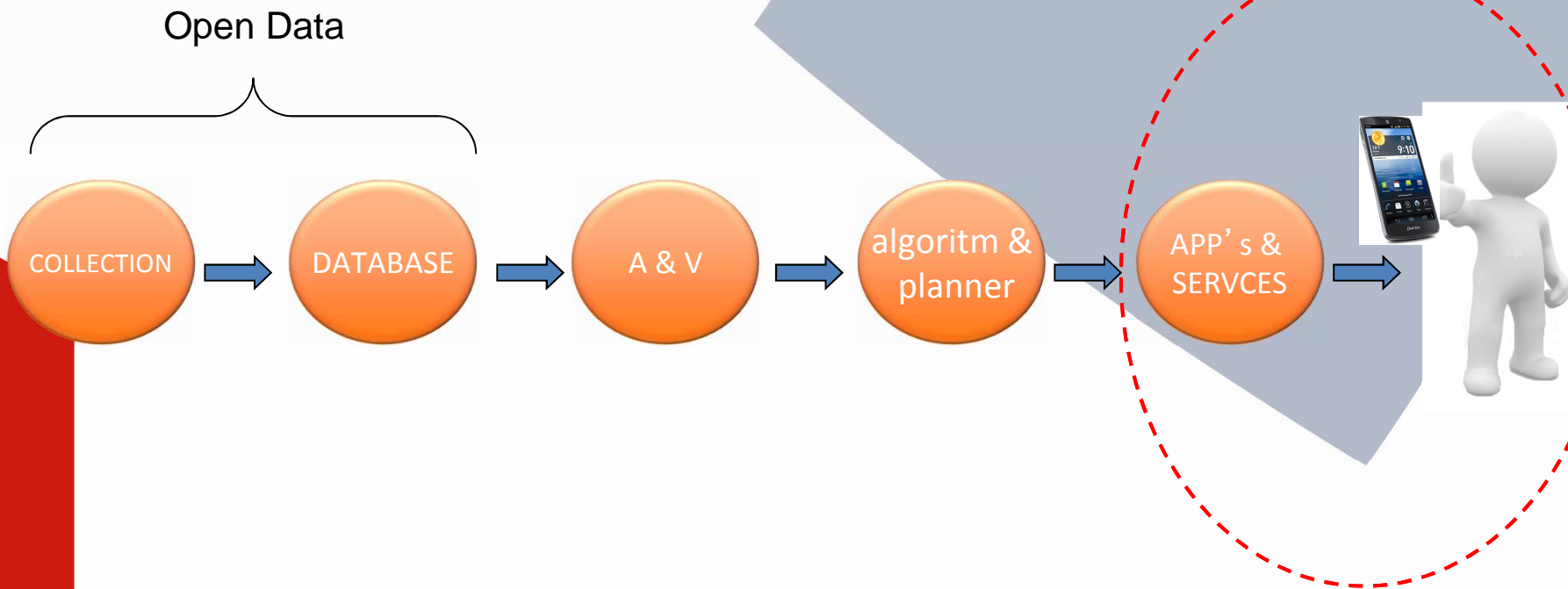
Example project: MM RTTP

- National project
- PPP between 5 consortia en and 6 govt bodies
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Products

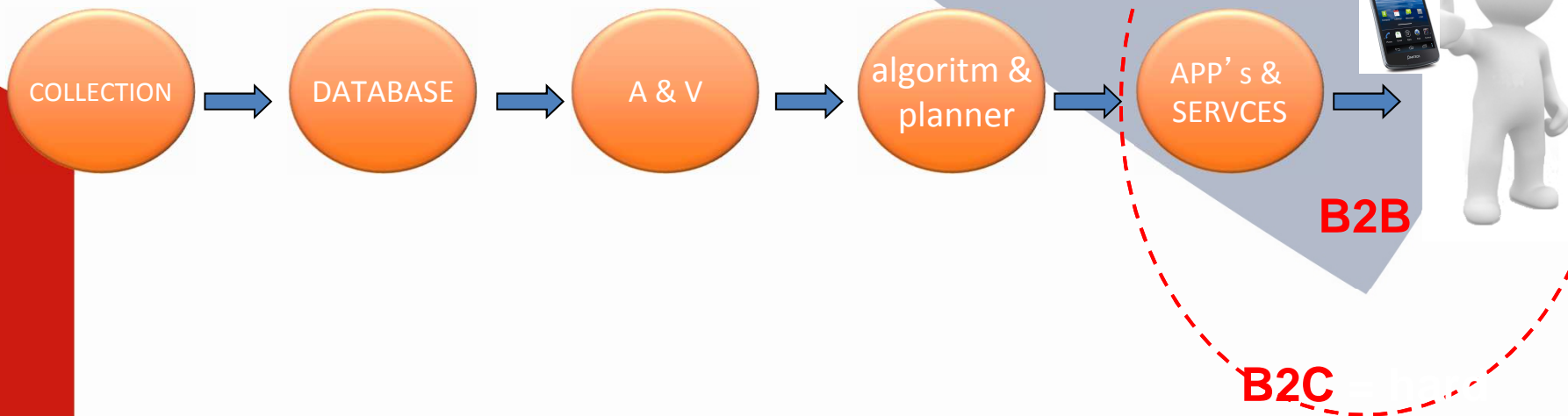
- Planners
- Business (models)
- Working together towards favourable conditions

Example : business modelling



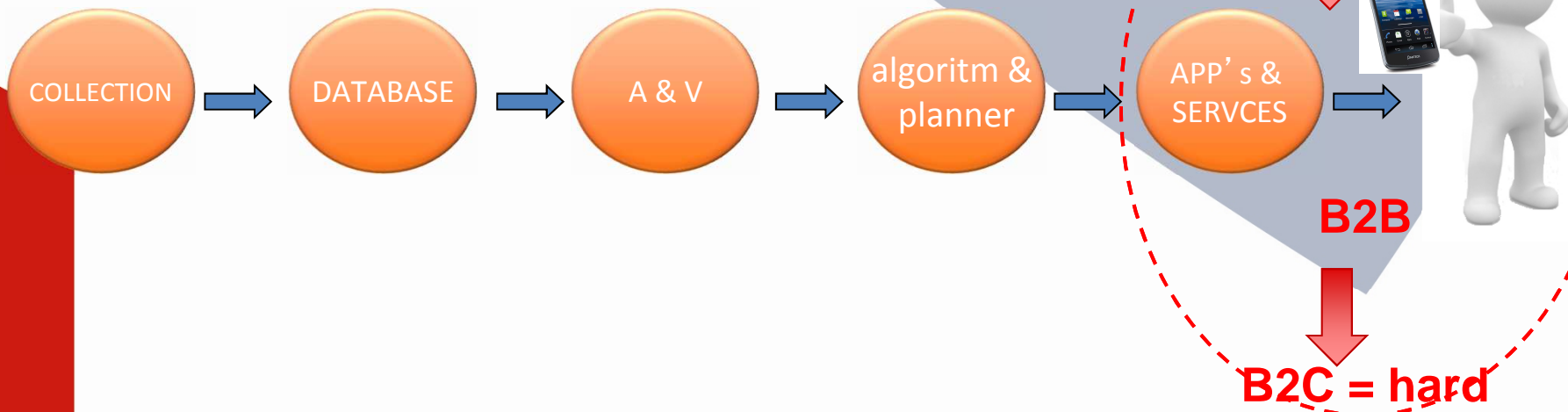
Example : business modelling

Open Data



Example : business modelling

Open Data



Example : business modelling

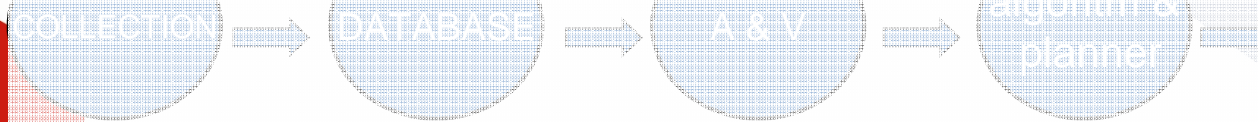
B2G

- National App, customized for local needs

Open Data

B2B

- Greenwheels wants service for customers

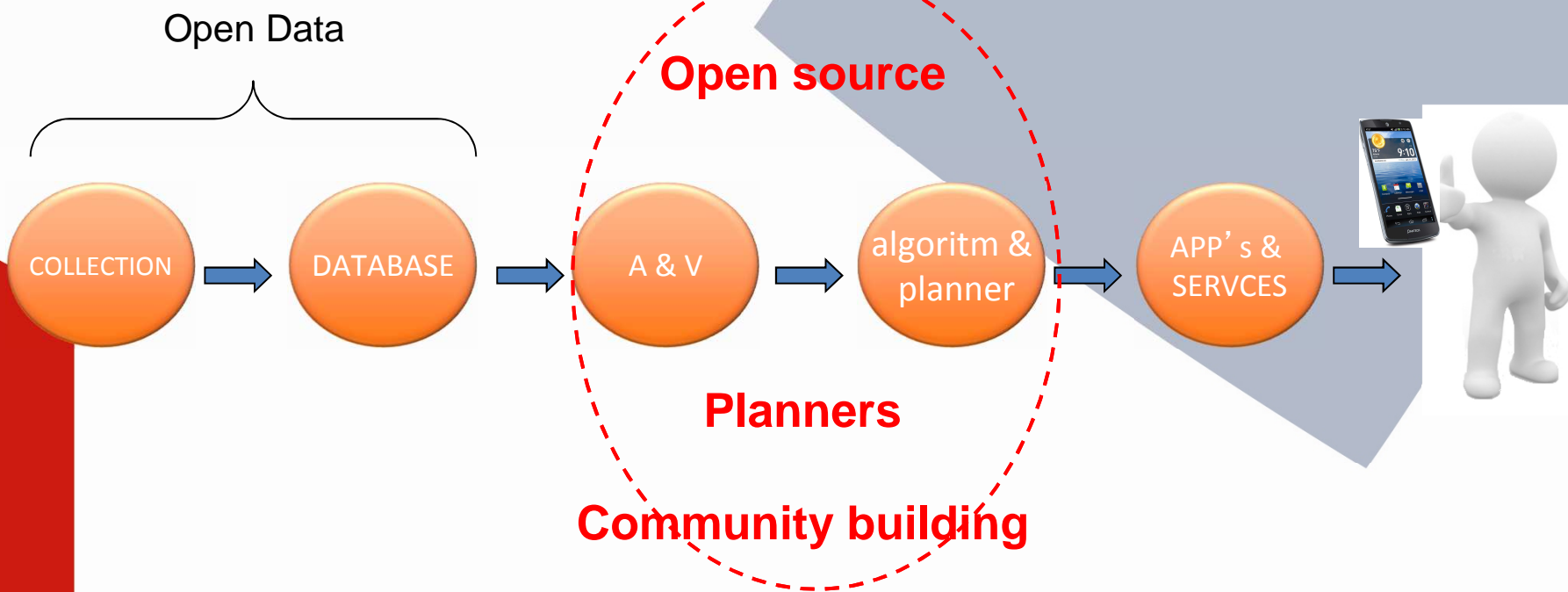


B2C

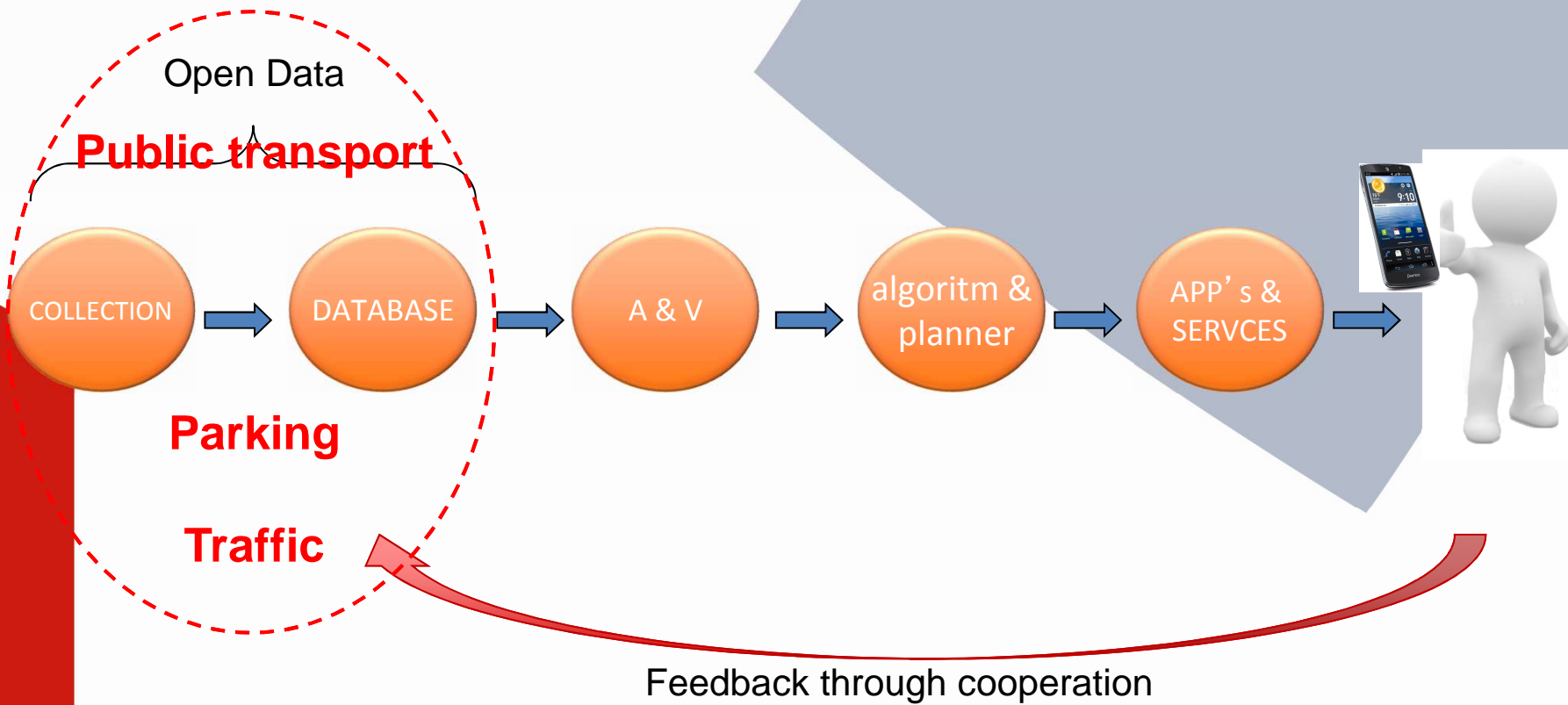
- Integration with personal agenda



Example : our main efforts



Example : data quality



Requirements for (open) data

- Availability (geographically)

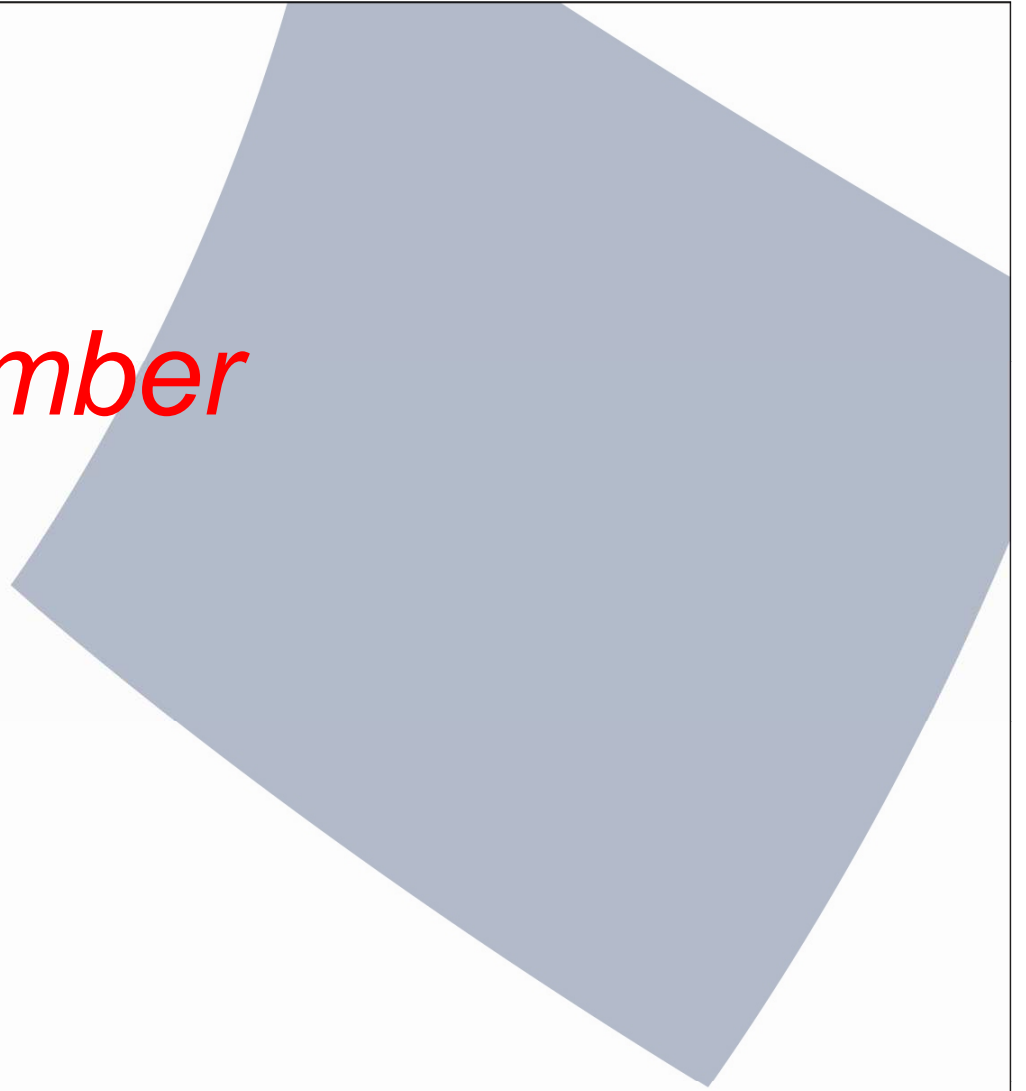
Requirements for (open) data

- Availability
- Quality
- Continuity
- And preferably: one format or standard

Requirements for (open) data

- Availability
- Quality
- Continuity
- And preferably: one format or standard
- And most of all: *Cooperation !*

So.... remember



So.... remember

- OPEN DATA ≠ “OVER THE FENCE DATA”

So.... remember

- OPEN DATA ≠ “OVER THE FENCE DATA”
- It's about closing the “data-chain” together

So.... remember

- OPEN DATA ≠ “OVER THE FENCE DATA”
- It's about closing the “data-chain” together
- Starting with good quality data

Thank You !

I invite you...

- To join us on ITS Europe in Helsinki
- In our interactive session/workshop
- We're open to new partners
- gklijn@brabant.nl
- +31-6-277 45 175