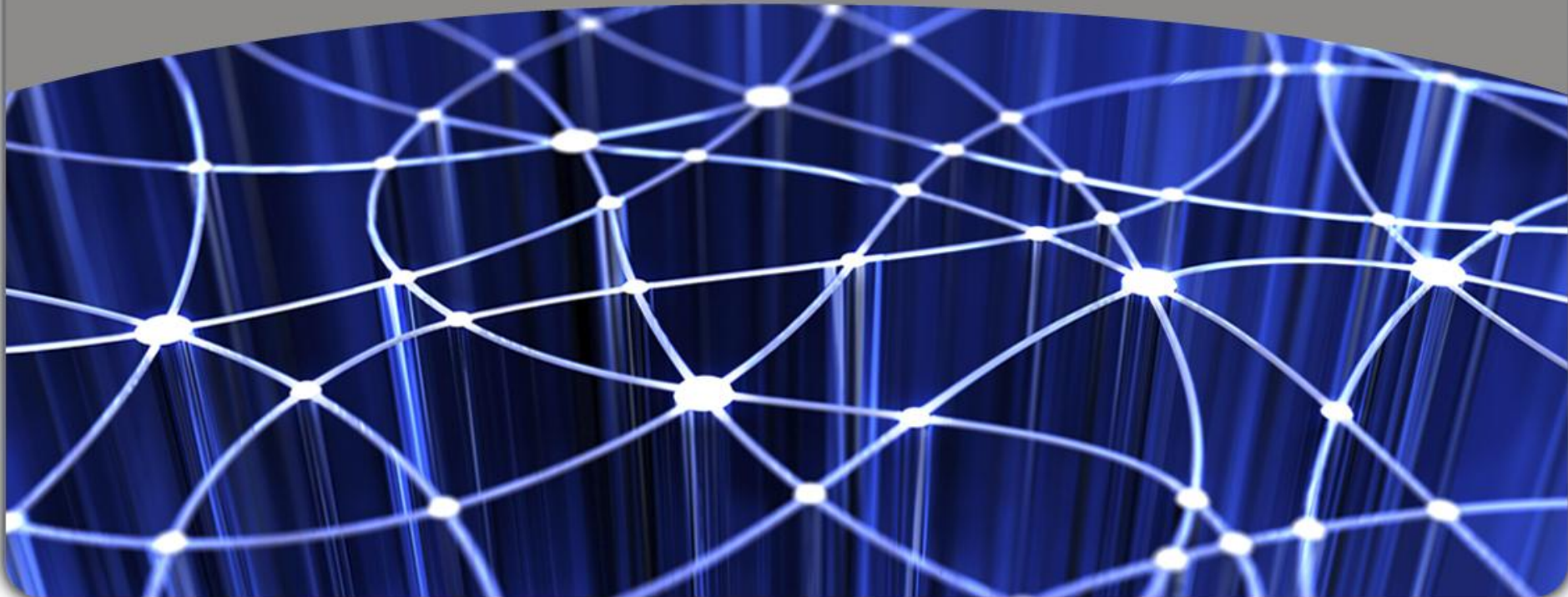


A white star icon with a long tail pointing towards the top left corner of the slide.

## Making EGN Sustainable

*David Overton*

*Project Manager(EGHO)*



## The journey since the end of the project

- Funding runs out
- A business case to keep going
- An education in Names services
  - Agreement over hosting
  - Increasing connections
  - Test programme
  - Aligning with ESDIN project
  - Improving and testing the functionality
- Building of business case(s)



## Our approach

- Sequential workshops
- Creative problem solving on the below;-
  - Business case development
  - Usability issues
  - A sustainable business model
  - Ease of connectivity



## Understanding of the markets (2010)

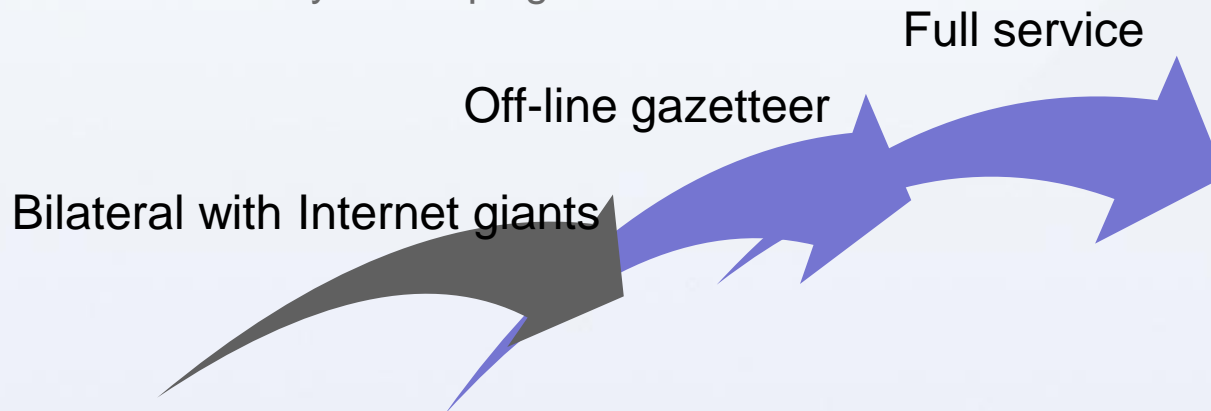
- Competitive forces
  - GeoNames – an improving and pre-existing service based on USA data
  - Internet Giants – bilateral agreements with NMCAs
  - “Do it yourself” reference services
- Market needs
  - Referencing the worlds information/ context awareness
  - On-line development tools with unrestricted use by 3<sup>rd</sup> parties enable innovation
  - Perpetual license is desired
  - Incorporation into EC portals (INSPIRE portal)
- Market Sizing (Top down & Bottom up)
  - A market of €7M is estimated in specific sectors for on and off-line data
  - Known prospects are interviewed and estimated attainable prices

## Unique Selling Propositions

USP	Effect
Created by organisations with a national obligation to maintain names.	<ul style="list-style-type: none"><li>•Reliability</li><li>•Accuracy of location</li><li>•Cultural diversity</li></ul>
Expert linkage of name variants (eg. exonyms) to names.	<ul style="list-style-type: none"><li>•Search by 25 official languages</li><li>•Assures quality</li></ul>
One agreement for multiple nations	<ul style="list-style-type: none"><li>•Saves effort</li></ul>

## The Phased Strategy

- Proposed because;
  - Service is not production ready,
  - Most unique selling propositions stem from the data,
  - More near term demands are for data not service.
- Proposes;
  - Data first and pilot service,
  - Service potentially developed in collaboration,
  - Continually developing service and data.



## Usability - Deterrents

- The number of accesses allowed
- The rather hidden nature of the service
- Non contribution leads to holes in the coverage
- Not full coverage



## Usability solutions

- Alternative sources
  - Geonames.org to fill gaps
- Promote use in known portals
  - Tests with Internet Giants
  - Engage with the JRC INSPIRE portal
- Understand NMCA's usability issues
  - Survey use of WFS
  - Survey NMCA's on NMCA improvements
- Understand Users issues
  - Test



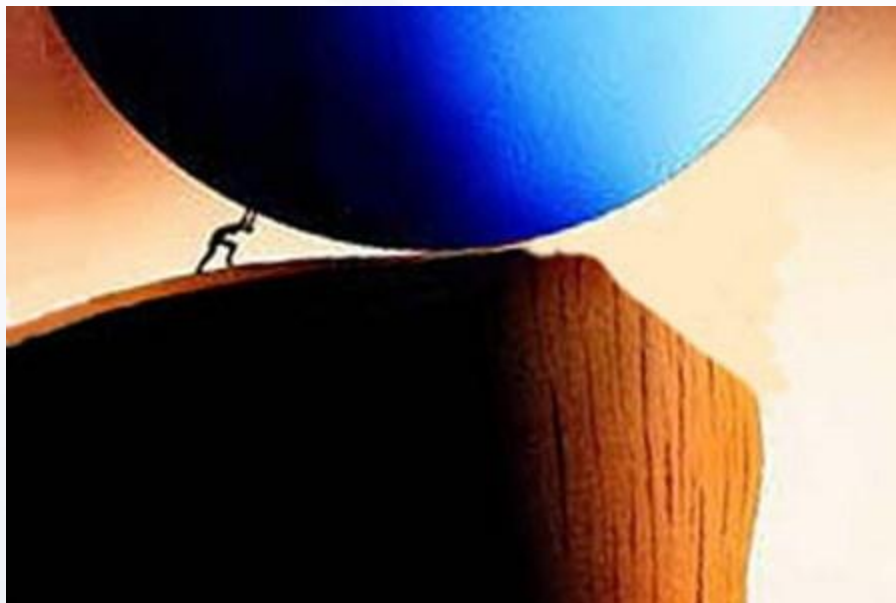


## Sustainable business model

- ESDIN Licensing WP
  - Freemium used and tested as an approach
  - Multiple tests for EGN model
  - Rationalised with Business Interoperability Group
- ESDIN Interoperability WP
  - EGN incorporated as theme
- Names experts to influence NMCAs
  - UNGEGN



## Getting to the tipping point



## Development and Distribution licenses



## Technical Support needed

- BKG cannot continue
- We seek regional
- We seek central assistance



## Let us know

- On-line survey <http://www.surveymonkey.com/s/7DBFR2R>
- Preferences for connection
- Reasons for/ for not connecting
- What would help?
- Your responses to our propositions



## Conclusions

- The NMCA's will need to respond positively to accessibility questions we ask if this is to succeed
- Free access is a necessary pre-cursor to significant use
- Many cannot connect/ or will not
- Demand is there
- A case needs convince not just on Rol
- You can help