

Open Data Re-use by Smartbow



January 2017

“Open Data is (meta-) data that is freely available and can be used in applications”

The Company

Smartbow is a company from Austria which founded in 2009 and is active in the agriculture, forestry and fishing with the provision of smart cattle management services.
www.smartbow.at

Key Facts



Type & Ownership

- For-profit organisation
- Shareholders, the CEO & management

Employees

- 26 – 50 FTE internal

Open Data



Importance

- 0 – 5 % turnover linked to Open Data
- 0 – 5 FTE working on Open Data

Data

- From which domain?
 - Agriculture, forestry and finishing
- From which countries?
 - Germany
- From which sources?
 - Smartbow makes use of Data collected via their own sensors

The Business Model: Smartbow is a developer, enricher & enabler



Clients

- B2B and B2C

Sources of revenue

- Selling the system and the data

Distribution mechanism

- Software and data around IoT

“Smartbow provides smart ear tags and IoT system for farmers to monitor and analyse the behaviour of cattle and adapt its management accordingly. The aggregated data is disseminated to third parties for the development of new applications”

The challenges with Open Data

Finding Open Data

- Is very difficult for Smartbow

Working with Open Data

- Requires flexibility to deal with the uncertainty around the quality and provision of the data

Commercialising Open Data

- Smartbow commercialises Open Data by using it to enhance products and to optimise processes for its clients and by facilitating other parties to make use of it

Jobs with Open Data

Profile

- Smartbow is looking for developers and sales profiles

Skills

- With statistical, analytical and technical skills

Training

- Not at the moment as the required skills are already in house

Language

- German and English

Open Data for Smartbow



Most important benefit

“The main benefit for Smartbow is that Open Data enables companies to use information without the need to extract the particular data themselves, and therefore limited costs”



Most important barrier

“The most important barrier for Smartbow is when there is uncertainty about the interval with which the data is updated or when the metadata does not sufficiently clarifies the content of the data”



Wishlist

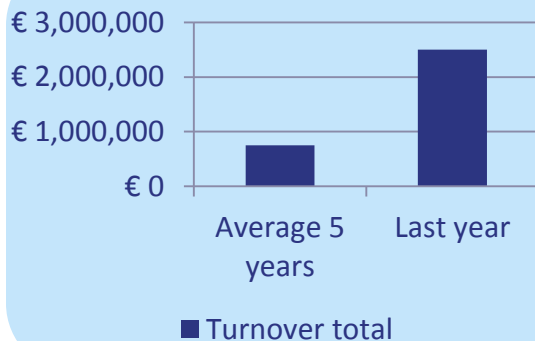
“All the possible information on stakeholders in their sector, such as farms, dairies, animal medicines and other agricultural information”



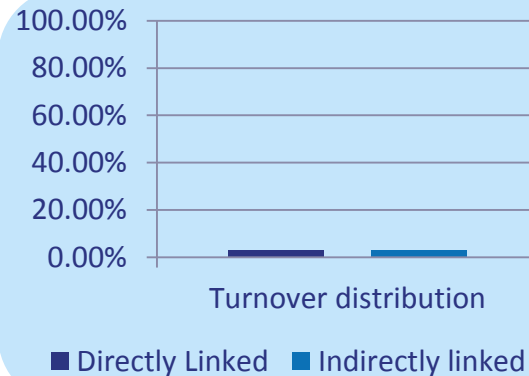
Success factor

“When businesses decide to use the platform or service as it adds value to their work. This requires a good understanding of the customer’ needs”

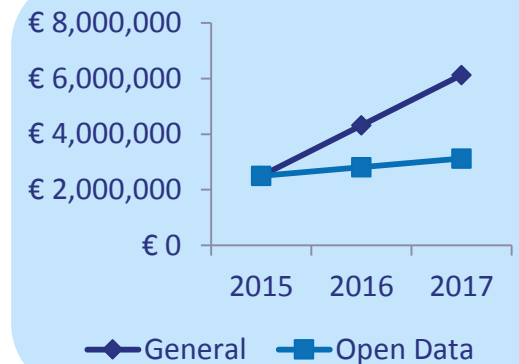
Turnover total



Turnover linked to Open Data



Forecasted growth



Smartbow provides a complete IoT system to help farmers with the management of their cattle!