

Open Data Re-use by Wise Town



January 2017



“Open Data is valuable information which you can use in a simple way and share with others”

The Company

Wise Town is a project from TeamDev, a company from Italy which was founded in 2008. They are active in the information and communication sector and provide communication tools and services

Wise.town

Key Facts



Type & Ownership

- For-profit organisation
- The management team (more than 2)

Employees

- 16 – 25 FTE internal
- 0 – 5 FTE external

Open Data



Importance

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

Data

- From which domain?
 - Geospatial
- From which countries?
 - All EU countries
- From which countries?
 - European Data Portal
 - National Open Data Portal
 - Regional or local Open Data portal

The Business Model: Wise Town is a Data Developer

Clients

- B2B and B2G

Sources of revenue

- Selling projects and products

Distribution mechanism

- Applications and website

“Wise Town brings together multiple (Open) Data sources and provides several tools to help municipalities with their citizen communications, urban and social planning or citizen participation in policy making”



The challenges with Open Data

Finding Open Data

- Is difficult for Wise Town

Working with Open Data

- Requires a lot of homogenisation

Commercialising Open Data

- Wise Town commercialises Open Data by aggregating diverse data sources on one platform to manage communications, enhance services and develop applications

Employing with Open Data

Profile

- In marketing, data scientists, manager or developer

Skills

- Employees need the technical and communication skills to deal with the heterogeneity

Training

- Yes, by a specific training and development project to enhance the skills of the team

Language

- English and Italian



Open Data for Wise Town



Most important benefit

“The main benefit of Open Data for Wise Town are the geographical references found in the sets, this information improves their services and the resulting data can be shared back to the providers”



Most important barrier

“The most important barrier is the lack of standardisation among the authorities and different approaches to Open Data. This leads to heterogeneity in the data which require many manual transformations”



Wishlist

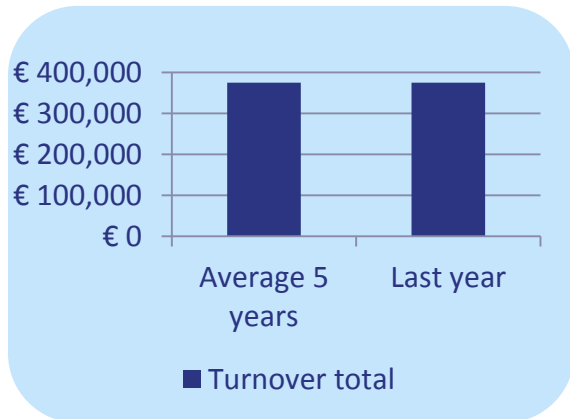
“To strengthen the application of Wise Town, more real-time or geographical Open Data in standardised formats would be useful. Also cadastral data is on the wish list of the company”



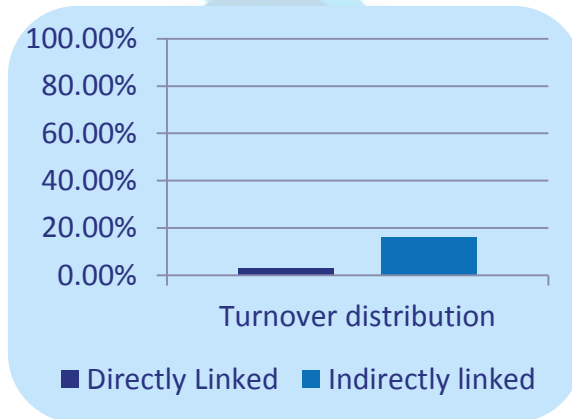
Success factor

“To create a platform with valuable Open Data which can be used by both the public and private sector, creating both value for Wise Town and the government”

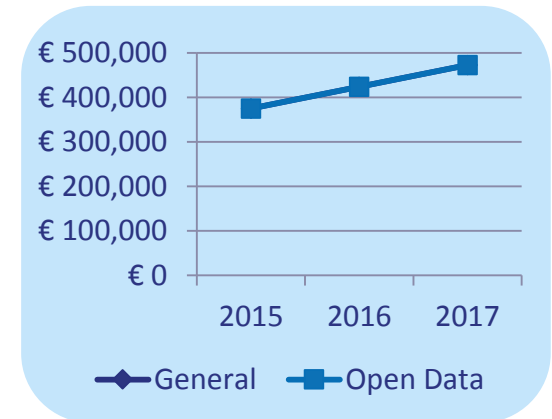
Turnover total



Turnover linked to Open Data



Forecasted growth



Wise Town helps municipalities harness Open Data by bringing it together and offering tools for it!