Open Data Re-use by
Zimmerman & Zimmerman

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Zimmerman & Zimmerman
Dutch company providing Open Data visualisations

"Open Data is data available for everyone, and re-useable depending on the licence"

The Company

Zimmerman & Zimmerman is a company from the Netherlands which was founded in 2010. They are active in the Information and communication sector and provide both products and services to visualise data.

www.zimmermanzimmerman.nl

Key Facts

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

Employees
- 0 – 5 FTE internal

Open Data

Importance
- 96 – 100 % turnover linked to Open Data
- 0 – 5 FTE working on Open Data

Data
- From which domain?
  - ➤ Development aid
- From which countries?
  - ➤ Global
- From which sources?
  - ➤ Zimmerman & Zimmerman accesses the Open Data from the IATI Registry

The Business Model: Zimmerman & Zimmerman is an aggregator

Clients
- B2B and B2G

Sources of revenue
- Open Data visualisations

Distribution mechanism
- Website

"The development of, and consultancy on, transparency portals where data from the International Aid Transparency Initiative (IATI) or other Open Data can be visualised to provide insights in the financial flows of international aid"

The challenges with Open Data

Finding Open Data
- They do not experience difficulties finding the data they need

Working with Open Data
- Needs to be driven by ideology

Commercialising Open Data
- Zimmerman & Zimmerman commercialises Open Data by using it to enhance services and by using it to provide data and information as a service

Jobs and Open Data

Profile
- Front and backend developers with a strong ideological drive

Skills
- Asking the question 'how' and 'why' behind the data sets

Training
- Continuously by sharing experiences with peers, stakeholders or clients

Language
- No preference

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Open Data for Zimmerman & Zimmerman

Most important benefit

"Open Data enables to visualise the payments and relations both within and outside of an organisation"

Most important barrier

"The culture of data creation and publication in the organisations providing the data"
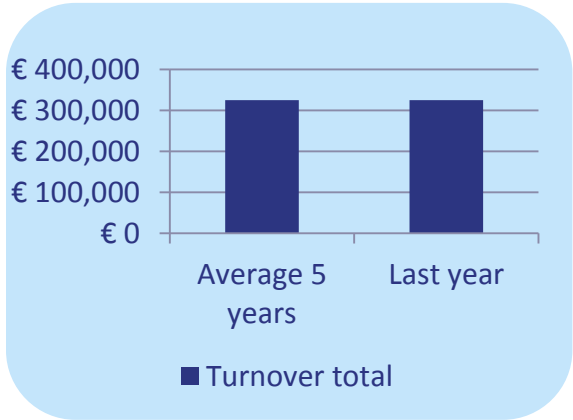
Wishlist

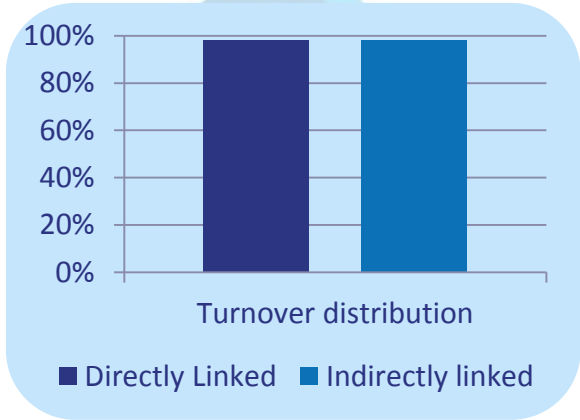*"Detailed data from the organisations receiving financing for development work"*

Success factor

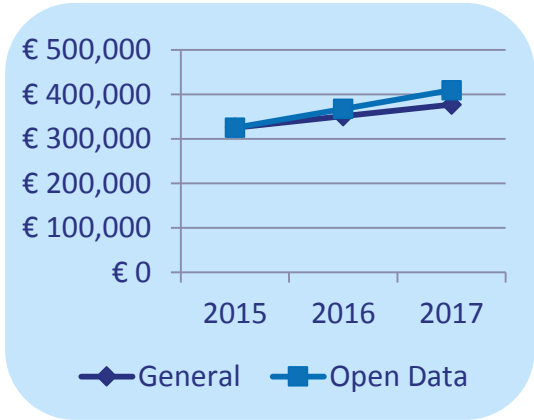*"To have an ideological conviction to do the work you are doing"*

Turnover total

Average 5 years — Last year

■ Turnover total

Turnover linked to Open Data

Turnover distribution

■ Directly Linked ■ Indirectly linked

Forecasted growth

2015 2016 2017

◆ General ■ Open Data

For Zimmerman & Zimmerman the ideology of openness and transparency is key success factor