

Open Data Re-use by eVineyard

January 2017



EUROPEAN
DATA PORTAL

“Open Data is data which can be freely used and built upon to provide further value”

The Company

eVineyard is a startup project of *Elmitel*, a company from Slovenia founded in 2012. They are active in the Agriculture, forestry and fishing sector and provide vineyard management services

www.SmartAppcity.com

Key Facts



Type & Ownership

- For-profit organisation
- Family owned

Employees

- 6 – 10 FTE internal
- 0 – 5 FTE external

Open Data



Importance

- 6 – 10 % turnover linked to Open Data
- 0 – 5 FTE working on Open Data

Data

- From which domain?
 - Geospatial & earth observation
- From which countries?
 - Slovenia, Spain, United Kingdom and Canada
- From which countries?
 - Regional or local Open Data portals
 - Directly from the public organisation

The Business Model: eVineyard is an aggregator and enricher

Clients

- B2B

Sources of revenue

- Selling products & services

Distribution mechanism

- Via the website

“eVineyard provides a software system to help wine producers produce better grapes with less use of pesticides, by combining IoT technologies with other (Open) sources and analyses as Software as a Service.”



The challenges with Open Data

Finding Open Data

- Is sometimes difficult to find the data they need

Working with Open Data

- Requires a lot of homogenisation

Commercialising Open Data

- eVineyard commercialises Open Data by using it to optimise processes and for the provision of information as a service

Jobs and Open Data

Profile

- With a marketing, data scientist, or developers profile

Skills

- Employees need technical skills and business insights

Training

- Mostly via inter-colleague knowledge sharing between the various experts

Language

- English or the original language of the set

Open Data for eVineyard



Most important benefit

“The abundance of environmental (weather and geospatial) Open Data needed for their platform and the global availability of Open Data on certain subjects which facilitates a quick expansion”



Most important barrier

“The low quality and heterogeneity in many of the Open Data sets. With a wide diversity in formats, implementing new sources also often requires manual pre-processing of the data”



Wishlist

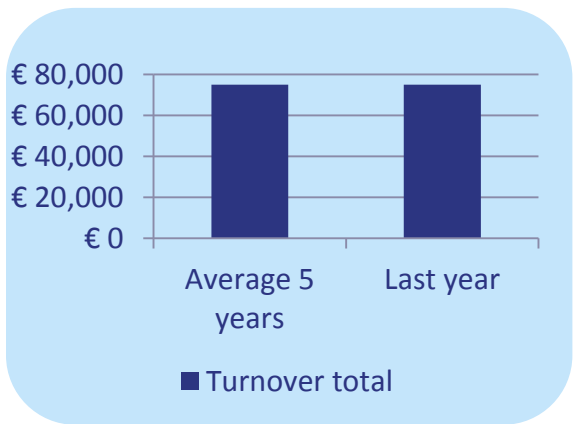
“More Open Data on the content of and regulations about pesticides in the European Union and an aggregated database with weather data from all European national weather agencies”



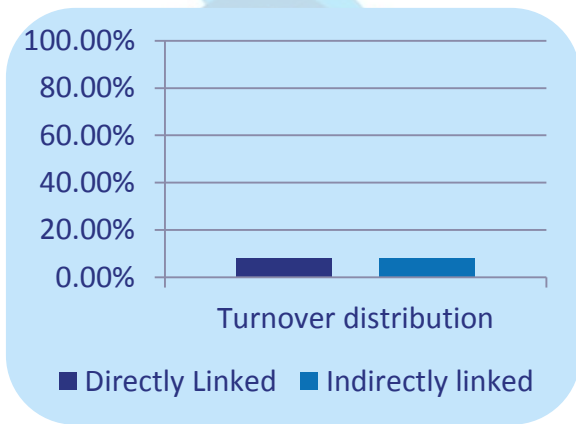
Success factor

“The success factor for eVineyard will be to use Open Data in combination with IoT technologies to provide value to its customers with their platform”

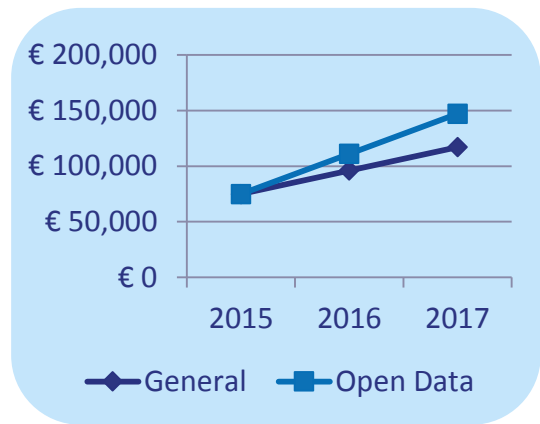
Turnover total



Turnover linked to Open Data



Forecasted growth



With eVineyard wine producers can analyse a number of (Open) Data sources to optimise their vineyard!