

Open Data Re-use by SmartAppCity



January 2017

“Open Data is public information made accessible, useful and transparent for the people”

The Company

SmartAppCity is a company from Spain which founded in 2003. They are active in the Information and communication sector and provide services to local public and private sector organisations

www.SmartAppCity.com

Key Facts



Type & Ownership

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

Employees

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

Open Data



Importance

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

Data

- From which domain?
 - Transport and infrastructure
- From which countries?
 - Mostly Spain, Chile and Mexico
- From which sources?
 - National Open Data Portal
 - Regional or local Open Data portal

The Business Model: SmartAppCity is a developer and enricher

Clients

- B2C, B2G and B2B

Sources of revenue

- eCommerce and mobile applications

Distribution mechanism

- Applications for municipalities

“SmartAppCity creates mobile applications for municipalities which aggregate all available Open Data to inform the citizens and visitors. Local private companies can be included in the application for a fee.”



The challenges with Open Data

Finding Open Data

- Is difficult

Working with Open Data

- Requires frequent examination, as sometimes the data is useless or not in the right format

Commercialising Open Data

- SmartAppCity uses Open Data for the development of mobile applications and the provision of information as a service

Jobs and Open Data

Profile

- They look for data scientists and software developers

Skills

- With domain knowledge and technical, communication skills

Training

- Not organised by the company but internally and with the community of developers

Language

- English and Spanish

Open Data for SmartAppCity



Most important benefit

"of Open Data is that it is officially from the city, making it reliable for the citizens. Real-time Open Data, such as traffic camera's, further strengthen the trustworthiness of statements by a municipality"



Most important barrier

"The most important barrier is when the data is not homogenous, in terms of providers, formats or standards. This prevents the automated integration into their applications."



Wishlist

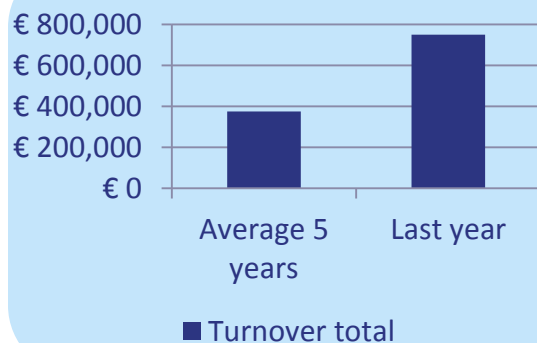
"SmartAppCity has a different wish list for each city it is active, overall it would like to see more real-time Open Data becoming available"



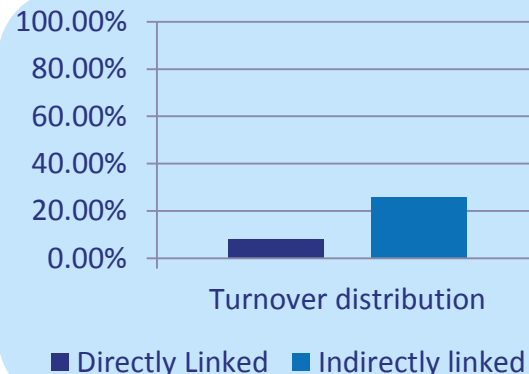
Success factor

"Gaining the appraisal and recognition from the market and peers, for example through conferences or support by an accelerator like Finodex to create a name for the company"

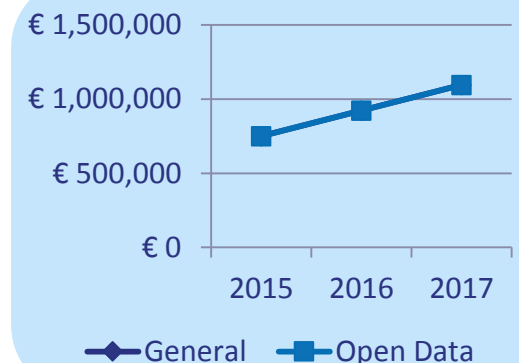
Turnover total



Turnover linked to Open Data



Forecasted growth



SmartAppCity involves both the public and private sector in the development and maintenance of its app!