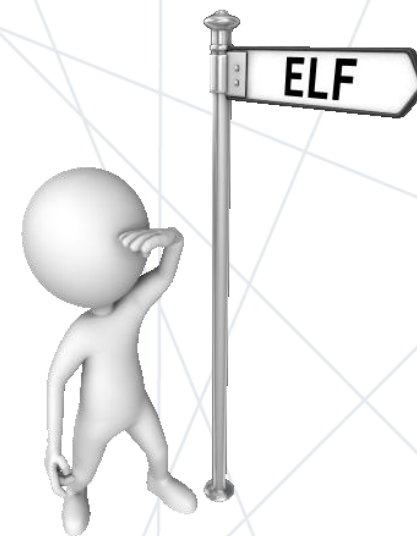


ELF Business Model Road Map



Presentation to: Rozwój metod i technologii geoprzestrzennych

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What is ELF?

- **The European Location Framework is a technical infrastructure which delivers authoritative, interoperable, cross-border geospatial reference data for analysing and understanding information connected to places and features**
- **The goal of ELF is**
 - ★ **To ultimately provide full coverage of Europe**
 - ★ **To Support International Standards and INSPIRE**
 - ★ **To provide good quality and metadata**
 - ★ **To support management of national data through interoperable processes**

The landscape at end of the road




- **ELF will provide access to harmonised services on harmonised condition**
- **ELF will underpin the development of private sector by**
 - ★ Simplify licensing and access to pan-European reference data
 - ★ Increase the amount of SMEs that can easily access and exploit pan-European products for innovation and growth
- **ELF will support public sector in Europe with harmonised and easy access to reference data**

Key concepts in ELF

- **One source for reference geo-information**
 - ★ Harmonisation
 - ★ Cross-border management
 - ★ License management
 - ★ Security
- **Focus on use of services**
- **Georeferencing**
- **Multiple interfaces**
- **Quality**

Offering

Co-operation among
Authoritative Data Providers



User Requirements

Demand

The ELF offering

- **ELF View services (free or paid for)**
 - ★ ELF Administrative units map
 - ★ ELF Basemap (Topographic)
 - ★ ELF Cadastral Map
- **ELF Download services (free or paid for)**
 - ★ ELF Cascaded download service (National services)
 - ★ ELF Global and Regional download services
- **ELF GeoLocator (free or paid for)**
 - ★ Geocoding and reverse geocoding functionality
 - ★ Themes AD, AU and GN

A single point of access to key INSPIRE data

ELF base
platform



ELF cloud
platform



From ELF project to ELF platform



- **Development of business model and technical solutions throughout the project**
 - ★ Requires an application or a desktop solution
 - ★ Dialogue with providers and users
 - ★ Tools for data providers and users
 - ★ Identifying the users – digital signatures, federation based access systems, etc.
- **The ELF project develops a fully operational but never quite finished platform**

Administrative and legal issues



- **A sustainable platform**
 - ★ **Cost versus benefits**
 - ★ **A user focused approach**
 - ★ **Define the correct products and find the needed financing**
- **Building with technology for the future that have a multitude of options to offer**
 - ★ **Simplify access and licensing**
- **Focus on the core: INSPIRE and the European Spatial Data Infrastructure**

A user friendly platform

- **Meet expectations in the market created by similar offerings available**
 - ★ Clear and easy to understand terms for use
 - ★ Easy to combine it with other data
 - ★ Immediate testing available
- **Generate the product you need on the fly**
 - ★ Wizard style user interface in the Geo Product Finder
 - ★ Generate and present the license
 - ★ If payment is required a price will be given
- **A better service for old and new customers**



The road ahead

- **ELF platform launched at the INSPIRE 2014 in Aalborg**
- **ELF pre-operational available on <http://www.locationframework.eu/>**
- **Operational ELF will be launched in 2015**
 - ★ **Evaluation license**
 - ★ **Events and workshops**
 - ★ **Introduction of licensing**



