Open Data Re-use by
Wripl Technologies

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Capgemini Consulting · ODI open data institute · INTRASOFT INTERNATIONAL · time.lex · SOGETI · University of Southampton · con·terra · Fraunhofer FOKUS

Wripl Technologies
Irish company providing online personalisation and content prediction tools

"Open Data is data that is openly accessible in a standardised form and readable by machines"

The Company

Wripl Technologies is a company from Ireland which was founded in 2013. They are active in the Information and communication sector and provide products.

www.wripl.com

Key Facts

Type & Ownership
- For-profit organisation
- Two business owners

Employees
- 0 – 5 FTE internal
- 0 – 5 FTE external

The Business Model: Wripl Technologies is a Supplier

Clients
- B2B and B2C

Sources of revenue
- SaaS and consulting

Distribution mechanism
- Website

"Wriple technologies provides access to its subscription based SaaS platform and consulting services, to enable website owners the monitoring and analysis of visitor behaviour and preferences to adapt their content accordingly"

Open Data

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

Data
- From which domain?
  - Statistics and companies
- From which countries?
  - Ireland and the United Kingdom
- From which sources?
  - Wripl accesses Open Data by Dbpedia, a machine readable version of Wikipedia

The challenges with Open Data

Finding Open Data
- Is difficult due to bad promotion or not specialised enough

Working with Open Data
- Requires a lot of background knowledge

Commercialising Open Data
- Wripl Technologies commercialises Open Data by using it to enhance products and services

Jobs and Open Data

Profile
- Typically someone with a background in research

Skills
- Specialised skills to work with Open Data and business insight

Training
- Done on the job and by trial and error

Language
- All languages in machine learning but English for the business

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Open Data for Wripl Technologies

Most important benefit

"The richness found in (Linked) Open Data, enabling content analysis. A richness which is only possible by allowing others to participate and contribute"

Most important barrier

"Technologically, to find the right data and use it the most effective way. The challenge for the business is linking their services to tanglible business goals"
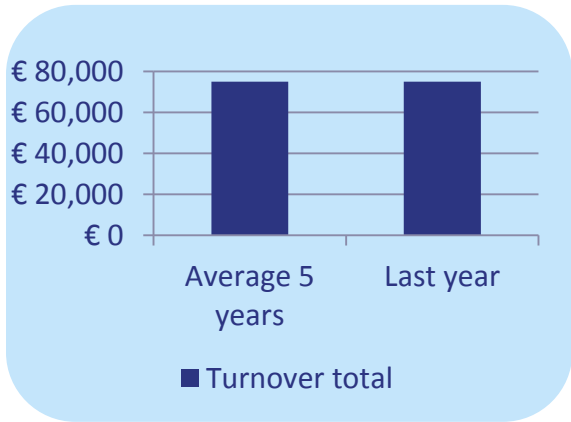
Wishlist

"Not a specific subject but the release of more specialised databases reflecting a certain domain or subject"
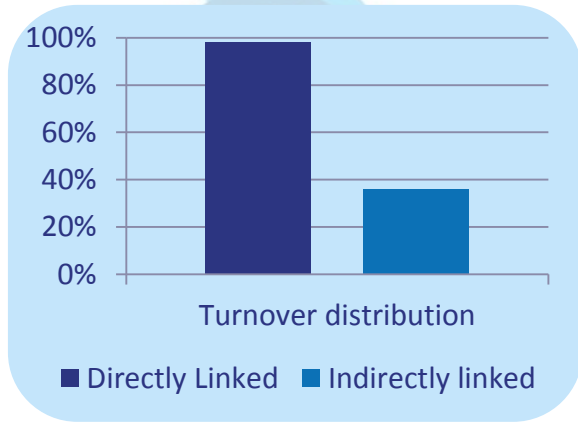
Success factor

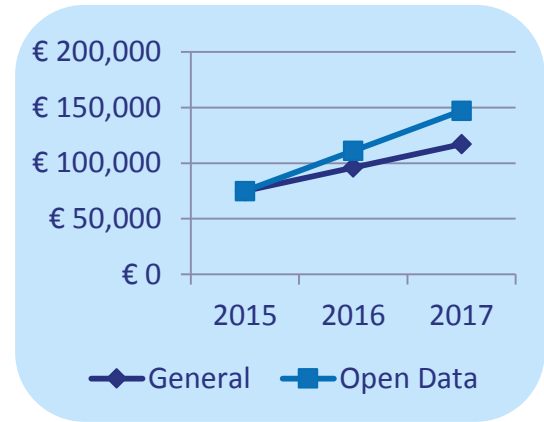*"When you can solve business challenges with specialised Open Data sets"*

Turnover total

Categories: Average 5 years, Last year

Legend: Turnover total

Turnover linked to Open Data

Turnover distribution

Legend: Directly Linked, Indirectly linked

Forecasted growth

Years: 2015, 2016, 2017

Legend: General, Open Data

By helping websites to provide relevant content to their visitors, Wripl technologies is expected to grow 51-60%!