Open Data Re-use by
OpenMove

January 2017

OpenMove
Italian company providing a mobile ticketing service for citizens and agencies

"Open Data is information in a codified format that is available for everybody"

The Company

OpenMove is a company from Italy founded in 2014. They are active in the Information and communication sector and provide ticketing services

www.OpenMove.com

Key Facts

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

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

Open Data

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

Data
- From which domain?
  - Geospatial, transport and infrastructure
- From which countries?
  - Italy
- From which countries?
  - Regional or local Open Data portals

The Business Model: OpenMove is a developer

Clients
- B2C, B2B and B2G

Sources of revenue
- Software products & services

Distribution mechanism
- Websites and via their offices

"OpenMove provides a mobile ticketing suite with an application for users to buy (public transport, parking or other) tickets and a dashboard for transport agencies for the management. An API is available for integration with inspection systems"

The challenges with Open Data

Finding Open Data
- Is made easy for OpenMove because of their local providers

Working with Open Data
- Frequently requires translations of the data into the right format

Commercialising Open Data
- OpenMove commercialises Open Data by using it for the developments of mobile applications and services

Jobs and Open Data

Profile
- OpenMove looks for Software and business developers

Skills
- With technical skills and domain knowledge

Training
- Is not institutionalised but done on a day-to-day basis

Language
- English and Italian

OpenMove
Italian company providing a mobile ticketing service for citizens and agencies

Open Data for OpenMove

Most important benefit
"the possibility Open Data brings to scale the application, apply the same programme in different cities and develop business activities in new markets"

Most important barrier
"is dealing with the implementation of heterogeneous sets, for example in multiple dialects, which need to be homogenised to work with the application"
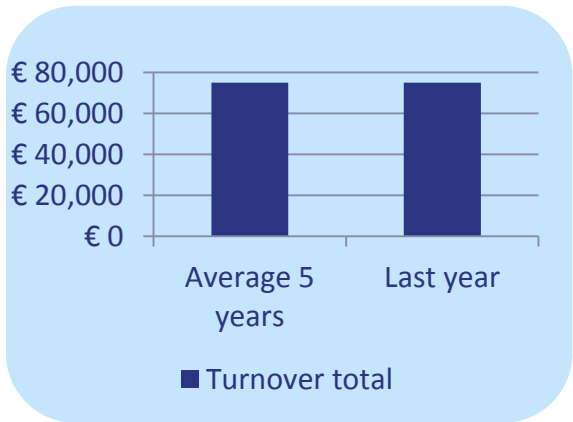
Wishlist
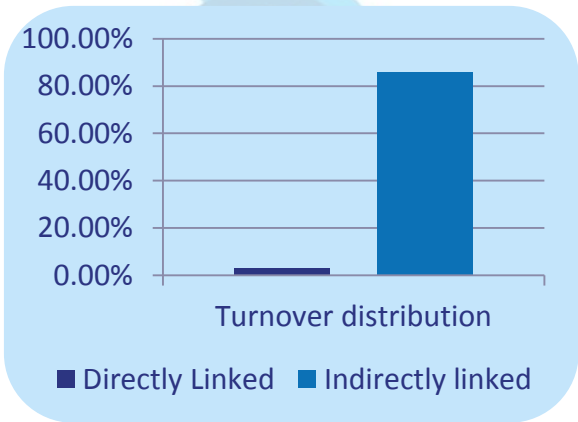*"OpenMove would like to see more Open Data being published in the field of (public) transport"*

Success factor
"For a successful Open Data application it is key to understand and identify the value which can be found in Open Data"
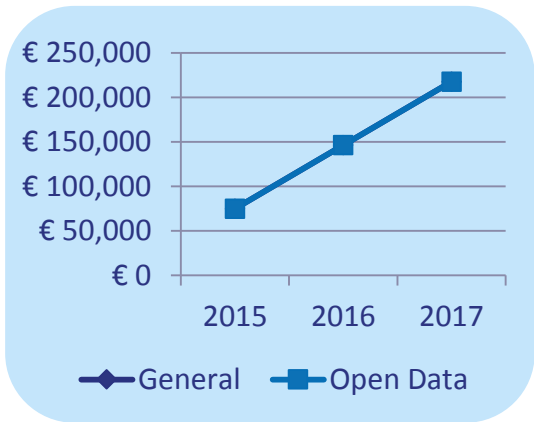
Turnover total

€ 80,000
€ 60,000
€ 40,000
€ 20,000
€ 0

Average 5 years | Last year

■ Turnover total

Turnover linked to Open Data

100.00%
80.00%
60.00%
40.00%
20.00%
0.00%

Turnover distribution

■ Directly Linked ■ Indirectly linked

Forecasted growth

€ 250,000
€ 200,000
€ 150,000
€ 100,000
€ 50,000
€ 0

2015 2016 2017

◆ General ■ Open Data

OpenMove uses Open Data to integrate both users and transport agencies on their platform!