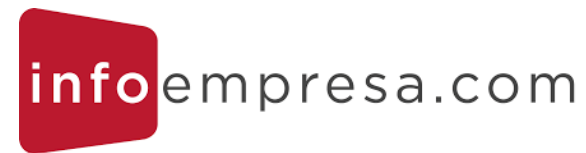


Open Data Re-use by Infoempresa



January 2017

“Open Data is the base of the company”

The Company

Infoempresa is a company from Spain which was founded in 2014. They are active in the Information and Communication sector and provide products, services and advertisements.

www.infoempresa.com

Key Facts



Type & Ownership

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

Employees

- 0 – 5 FTE internal

Open Data



Importance

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

Data

- From which domain?
 - Companies
- From which countries?
 - Spain
- From which countries?
 - National Open Data Portal
 - Directly from the public organisation

The Business Model: Infoempresa is a supplier

Clients

- B2C & B2B

Sources of revenue

- Products, services & advertisements

Distribution mechanism

- Website



“Infoempresa transforms data into information and this information into working knowledge that is useful for everyone but in particular to support business decisions”

The challenges with Open Data

Finding Open Data

- The finding is not difficult but making it accessible is

Working with Open Data

- Making data comparable

Commercialising Open Data

- Transforming the otherwise inaccessible data to provide insights needed for business decisions

Jobs and Open Data

Profile

- Marketing

Skills

- An analytical mind set and creativity to think of possible applications

Training

- All employees receive training fitting their personal needs.

Language

- Spanish and English

Open Data for Infoempresa



Most important benefit

"Adding value by facilitating the spread of knowledge, in particular for business decisions"



Most important barrier

"The technological barrier is found in the diversity"



Wishlist

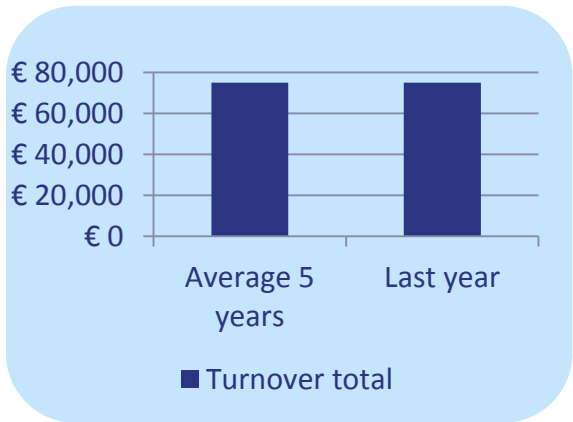
"More regularly updated financial, staff and economic information about Spanish companies"



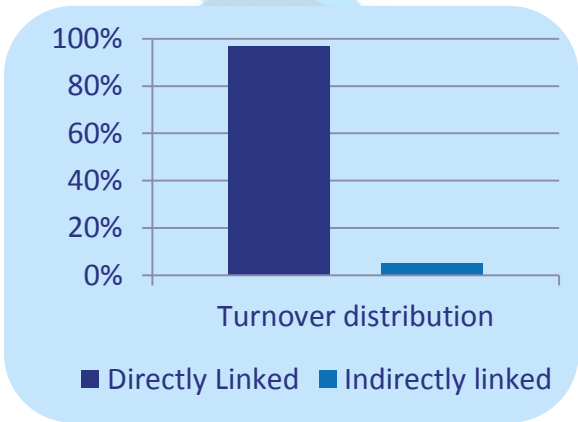
Success factor

"Is to process Open Data to ensure a continuous publication of new data"

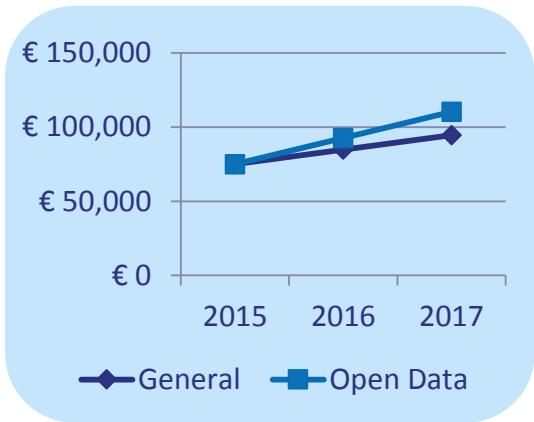
Turnover total



Turnover linked to Open Data



Forecasted growth



For Infoempresa their Open Data employees need to have digital skills but also creativity!