

Marketplace for EO Services (MAEOS) Stakeholders consultation

1. Introduction

EARSC has proposed to help establish a Marketplace for EO Services to promote the offerings of European companies on a global basis. A key element in this is the establishment of the so-called Marketplace Alliance for EO Services or MAEOS.

Now that the concept is embraced by (both) key institutional stakeholders - ESA and the EC have both shown that they are willing to support this initiative - we need to understand, in more detail, "what do companies as potential stakeholders of the Marketplace really want?"

This comes down to "what are the key functions that MAEOS should provide? Where should the boundaries be set and synergies be developed between MAEOS and existing players in the market? How should MAEOS operate so as to maximise the benefit to EO service providers (and brokers), whilst minimising any negative impacts?".

Through this questionnaire, we seek to capture your views on these questions.

GUIDELINES

Once past the first page you can go right through the survey and you can return to complete the survey on several visits. If you wish to get an overview of the entire survey you can download it in pdf.

Use of the data: The data you provide using this survey will be seen only by the project team. The data you provide here will NOT be presented to other parties or made public - only cumulative or statistical formats (totals, averages, variances, etc) of the data provided by all of the respondents will be provided, to ensure that no confidential data is revealed.

All data collected will be held under password protected and secured control and every effort will be taken to ensure that it is secure.

We open the survey now to provide you with enough time to give us accurate information. We will leave it open until the end of July, but we would appreciate your response as early as possible.

Points of Contact: Please feel free to contact EARSC at any time if you have any questions. Lefteris Mamais, EARSC Project Officer (lef@earsc.org) or Ariane Dubost EARSC Project Assistant (projects@earsc.org).

Thank you for completing this survey!

* 1.1 About your company

Company Name

Respondent Name

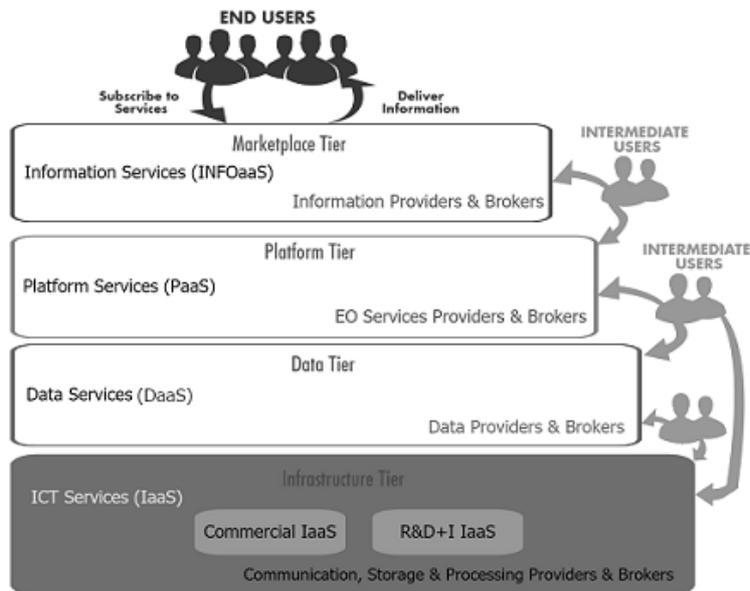
Position

Contact Telephone

Contact E-mail

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2. Value Chain & Business Model



IaaS (Infrastructure as a Service): A service providing customers with capabilities such as processing, storage, networks and other fundamental computing resources on the cloud.

DaaS (Data as a Service): An on-demand service providing customers with easy, timely and protected access to raw or processed Earth Observation data (space-borne, air-borne, in-situ) regardless of their geographic location.

PaaS (Platform as a Service): An on-line service providing users with an environment (incl. tools and software) where they can discover, visualise and process Earth Observation data.

INFOaaS (Information as a Service): An on-line service providing customers with information (e.g. reports, maps or business intelligence) extracted from the analysis and processing of Earth Observation data.

Bespoke service: A service providing customers with tailor-made EO products on the basis of their own specifications.

* 2.1 Which of the following describe your position in the EO value chain today? (multiple answers possible)

- User of INFOaaS and/or EO services (non-geospatial role) - could be considered as an end-user
- User of INFOaaS and/or EO services (geospatial role) - could be considered as an intermediate user
- Information Supplier (i.e. Information Provider or INFOaaS broker - top tier of the architecture picture)
- EO Services Supplier (i.e. EO Services Provider or EO Services broker - middle tier of the architecture picture)
- PaaS Supplier (i.e. components Provider - such as Open Source, COTS, toolbox, expertise - or platform Provider or broker - middle tier of the architecture picture)
- DaaS Supplier (i.e. Data Provider or Broker: EO, open or commercial, and/or other data - middle tier of the architecture picture)
- IaaS Supplier (i.e. ICT Provider or Broker: storage, communication and/or processing components - lower tier of the architecture picture)
- None of these (please describe)

2.2 What is your primary business model today and how do you see it in the future (12 months+)?

	Today	12 months +
I plan to be selling bespoke products/services tailored to each customer's needs.	<input type="checkbox"/>	<input type="checkbox"/>
I plan to be selling pre-developed products (including data) to many customers.	<input type="checkbox"/>	<input type="checkbox"/>
I plan to be selling on-line services to many customers through a 3rd party platform	<input type="checkbox"/>	<input type="checkbox"/>
I plan to be selling on-line services to many customers through my own platform	<input type="checkbox"/>	<input type="checkbox"/>
I plan to be selling the products / services of others through my own platform.	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>

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3. On-line platforms

3.1 Are you using or planning to use on-line platforms for developing, promoting or selling your products / services to the market(s)?

Yes

No

3.2 If so which ones?

	Developing	Promoting	Selling
<u>Airbus Geostore</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amazon (<u>Web Services</u> and/or <u>AWS Marketplace</u>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>ArcGIS On-line</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ATOS SparkIndata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>CloudEO Store</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>DigitalGlobe GBDX</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>ESA TEP's</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Geocento EO Data Store</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google (Cloud and/or <u>Earth Engine</u>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Hexagon Store (Smart M.App)</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Planet Platform</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Urthecast Platform</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others; please list in comments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments

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4. European alternative ?

The background to the proposal for the establishment of MAEOS is the dramatic entry into the picture of Google and Amazon which today offer an easy to use alternative for accessing and even processing Copernicus Sentinel data. Some companies may regard this as an opportunity whilst others see it as a risk. Our belief is that it can be both and that we should seek to ensure that there is an alternative approach built upon European strengths, without exposing companies to the possible business risk of depending on US companies that possess the resources to completely dominate a market should they wish to do so.

* 4.1 Do you foresee the need for a European Solution at any of the four Tier levels below?

	Yes	No	I don't have a preference
Marketplace Tier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Platform Tier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data Tier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure Tier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

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5. Role of MAEOS

In that context, EARSC proposes the establishment of a Marketplace Alliance that will support a collaborative effort across Europe to promote and help the European EO service companies to develop their business both in Europe and around the world. It will seek to increase co-operation and be open to everyone. Various options are possible which EARSC is currently studying (supported by ESA).

Please rate the following propositions from 0 to 5 (0 being no agreement and 5 being very favourable)

* 5.1. You would consider MAEOS as an initiative supporting the establishment of

	0	1	2	3	4	5
a policy and governance framework to enable the development of a marketplace	<input type="radio"/>					
a common identity i.e. joining forces and sharing costs for market development, promotion, outreach and business development	<input type="radio"/>					
an operational platform (ie an on-line marketplace front-end)	<input type="radio"/>					

none of the above (please explain why below)

* 5.2 Which of these services would you look to MAEOS to provide to your business?

	0	1	2	3	4	5
Finding new customers within the EO industry	<input type="radio"/>					
Finding new customers in specific vertical markets (through targeted marketing and promotions)	<input type="radio"/>					

	0	1	2	3	4	5
Simplifying the selling process (automation, simpler value-chain, one-click, etc.)	<input type="radio"/>					
Providing and operating a marketplace front-end for my business	<input type="radio"/>					
Providing and operating a marketplace back-end for my business	<input type="radio"/>					
Simplifying the buying process for customers (procurement processes)	<input type="radio"/>					
Providing a broker service where potential customers can find your and others products/services	<input type="radio"/>					
Helping to build partnerships with other EO service companies	<input type="radio"/>					
Helping to build partnerships with end-user customers	<input type="radio"/>					
Helping to develop new markets eg. insurance, carbon, energy, agriculture services, health services, marine information. etc.	<input type="radio"/>					
Making it easier to access all data types from a single source	<input type="radio"/>					
Establishing common purchasing / licensing conditions for resources (data, information, software) with key suppliers	<input type="radio"/>					
Ensuring inter-operability (implementation, service description, language, etc.) between service providers and brokers	<input type="radio"/>					
Providing better information on the market and customer needs	<input type="radio"/>					

	0	1	2	3	4	5
Reducing the business risk of dealing with large, dominant infrastructure/platform players	<input type="radio"/>					
Providing measures to distinguish quality of products/services i.e. QA, validation, certification	<input type="radio"/>					
None of these	<input type="radio"/>					

Others (please specify)

5.3 What are your current target customers and which ones (not necessarily the same ones) do you see as your main targets through MAEOS?

	your current target customers	main targets through MAEOS
value added service companies (intermediate users)	<input type="checkbox"/>	<input type="checkbox"/>
geo-professionals in private companies (intermediate users)	<input type="checkbox"/>	<input type="checkbox"/>
geo-professionals in public organisations (government agencies etc) and/or NGO's (intermediate users)	<input type="checkbox"/>	<input type="checkbox"/>
end-users in private companies	<input type="checkbox"/>	<input type="checkbox"/>
end-users in public organisations (government agencies etc) and/or NGO's	<input type="checkbox"/>	<input type="checkbox"/>
other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

5.4 Do you believe that MAEOS should be focused on creating a marketplace for:

- fully automated geospatial web services (i.e. no human intervention in the end-to-end workflow from subscription to delivery - Off the shelf - "Build once Sell many")
- semi-automatic geospatial services (i.e. limited human intervention - subscription and delivery using web services but production and/or quality control done with human intervention)
- bespoke services (i.e. full human intervention - traditional project approach to create products tailored to the needs specified by one customer)

5.5 What do you NOT want MAEOS to do?

* 5.6 Of the market for Earth Observation services, what percentage - in your view - is comprised of fully automated web services (i.e.products which are more than purely data)?

	Today	In 5 years
less than 1%	<input type="checkbox"/>	<input type="checkbox"/>
less than 10%	<input type="checkbox"/>	<input type="checkbox"/>
less than 25%	<input type="checkbox"/>	<input type="checkbox"/>
More than 50%	<input type="checkbox"/>	<input type="checkbox"/>
I don't know	<input type="checkbox"/>	<input type="checkbox"/>

Comments

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6. Next steps

6.1 A possible outcome following the stakeholder consultation is the establishment of a MAEOS legal entity.

Would you be prepared, under the right conditions, to be part of this legal entity?

- yes
- no
- maybe

Comments

6.2 In your view what could be the appropriate legal form of this entity?

- Limited liability company
- Co-operative
- Non-profit Association
- I don't have enough information to decide

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7. Additional info

7.1 Would you be willing to have a short phone discussion about your views above?

yes

no

7.2 Any other comments/views you wish to provide as part of this consultation?