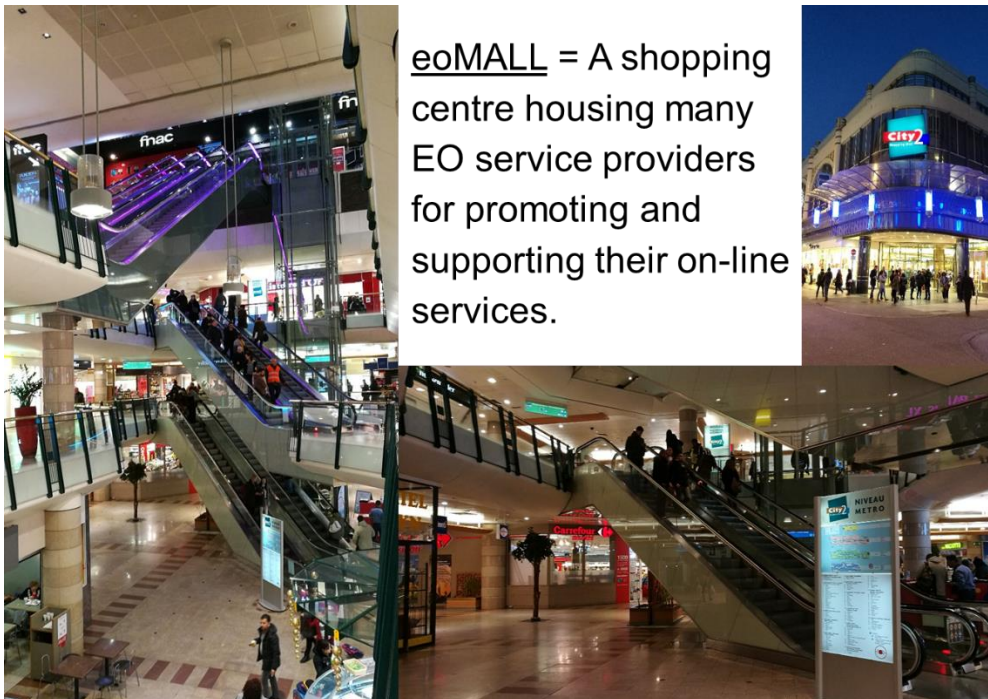


A Marketplace Alliance for EO Services (MAEOS)

**eoMALL:
Boosting
the European EO Services Industry
into the Digital Economy**



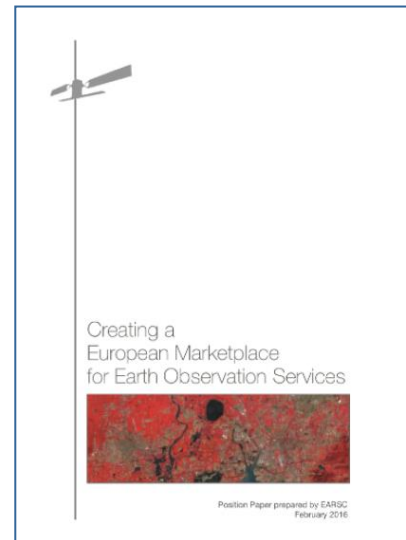
Introduction

Following the [EARSC position paper](#) published in February 2016, EARSC has been studying what concrete steps could be taken to establish a successful Marketplace for European EO Services. This leads us to propose to establish “eoMALL”.

eoMALL will enable European companies to:

- reach new customers & new markets and develop their business
- offer new services meeting customer needs
- develop new partnerships and overcome the strong fragmentation which exists in Europe,
- address the challenges and benefit from the digital economy
- develop in a global market.

eoMALL will provide a strong, web-based, marketing tool for EO companies to promote their services. eoMALL will not offer e-commerce facilities, leaving sales and direct customer relations to individual companies and brokers.



It is our intention to have a first working version of eoMALL by the end of 2017.

Why is eoMALL important now?

The market for EO services is changing rapidly. Up to now it has largely been driven by bespoke services; one product, one customer. Estimates made during the MAEOS study¹ suggest that this represents over 95% of the €2.2b global market².

The advent of many new data sources, an operational Copernicus system, cloud services, and better and faster processing capabilities are making possible the delivery of real on-line services, where all transactions are online and one product can be subscribed to by many customers. Estimates suggest this segment will exceed 25% of the overall market for EO products and services in around 5 years' time.

Overall, this indicates a market worth between €1.3b and €2b and growing at 30% per annum.

Others – including the large IT companies - are seeing this opportunity and, now that the EC has decided to enhance access to the Copernicus data and information through DIAS³, EARSC considers it is time to act and to prepare the ground for this new, and potentially very exciting, market opportunity.

¹ MAEOS; the Marketplace Alliance for EO Services, the acronym for the overall initiative launched and managed by EARSC to promote EO online services. Study conducted by EARSC under sponsorship from ESA.

² EARSC industry survey finds a European market of €910m of which €730m is for EO products and services (the rest is consultancy and software). The European market is generally considered to be 1/3 of the global market. This figure is also supported by surveys from Euroconsult and Research and Markets.

³ Copernicus Data and Information Access Service.

What will eoMALL offer?

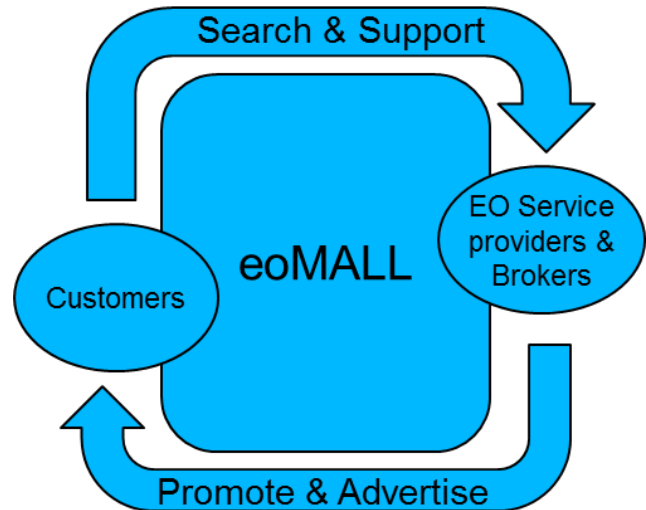
With a strong user-focus, eoMALL will allow prospective customers to find the services they need and suppliers to connect with new customers. **eoMALL will enable companies to promote their on-line services** within Europe and in global markets.

Customers will be able to:

- Search for a service which corresponds to their specific needs, i.e. Service level, information provided, speed of response, quality levels, etc.
- Compare services in a fair, transparent and trusted way,
- Obtain support on what the service means.
- Provide feedback and rate the services

Suppliers will be able to:

- Feature their services on the site and get sales leads.
- Maintain several sales channels i.e. their own web-site and/or brokers, all supported by eoMALL.
- Obtain help to create, promote and sell their services.
- Gain valuable market information on how well their offers meet customer expectations.



Both suppliers and customers will benefit from the support, feedback and ratings on the services offered.

What is eoMALL?

We intend eoMALL to become the foremost web-site on which to find EO on-line services. It is an EARSC initiative run by its members for the benefit of its members. It will be user-focused and will be a vehicle to support and promote quality services in fair and open competition. It will not be a cartel, as it will not set prices. It will not be in competition with its members because neither EARSC nor eoMALL develop and sell EO services. It will be a vehicle for EARSC members to develop new business.

EARSC will continue to maintain and develop eoPages as a service for those EARSC members offering bespoke services. This will be reviewed as eoMALL is rolled out, to find the most complementary approach between the two tools.

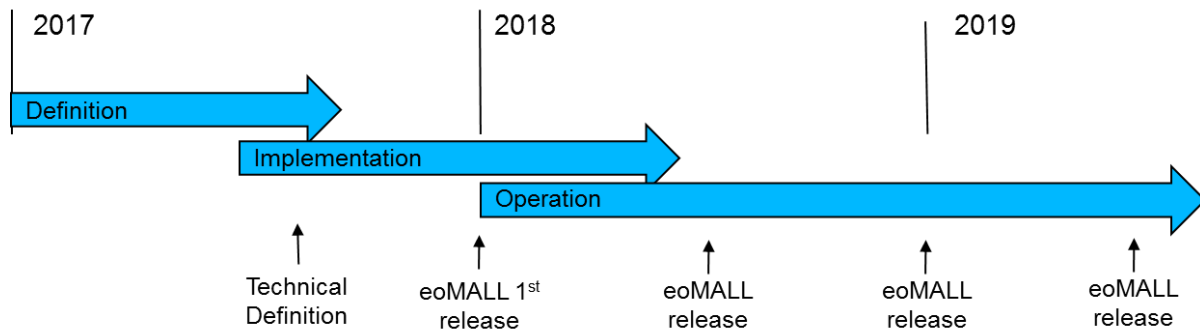
How will eoMALL help companies?

eoMALL is intended to become the go-to-site for EO online services. To achieve this will require a strong brand and significant promotional activities, which EARSC can provide through its market development programme. Whether to commercial or governmental customers, whether in Europe or globally, EARSC

will promote the values and capabilities of European service providers. Both for classical (bespoke) customers and for those seeking new, on-line services, EARSC market development actions will help member companies to grow their business.

eoMALL Development and Sustainability

EARSC sets itself a target **to achieve initial eoMALL operation by end of 2017 and commercial sustainability within 5 years**. An eoMALL development roadmap will be prepared for agreement by a MAEOS group - to be formed within EARSC. The MAEOS group will oversee the eoMALL development and operation. A progressive development is foreseen, with new versions of the eoMALL incorporating new features being rolled out on a regular basis.



How can I join eoMALL?

Joining eoMALL is very simple. Any company which is a full member of EARSC will be able to join the MAEOS group by signing a simple agreement - the MAEOS charter - so committing to comply with the MAEOS policy & governance. They will then qualify to place their services on eoMALL.

The MAEOS charter will involve a small membership fee (to be decided upon by EARSC members) and the obligation for members to present their services in a way which will conform with the eoMALL set-up. Other fees will be based on results and eoMALL must generate sufficient additional business for companies for it to become sustainable.

To influence the design, operation and governance of eoMALL, you should join the MAEOS group as soon as it will be established in March 2017.

For more information.

More information is available in the forthcoming MAEOS study Final Report, or directly from the EARSC secretariat.

EARSC today has 85 members throughout Europe. Membership is open to all companies in Europe engaged in EO services. Details can be found on the [EARSC web-site](#).