

SPATINEO

**Use of Strategic Indicators to Show the
Impact of Geospatial Information**

**GWf 2021
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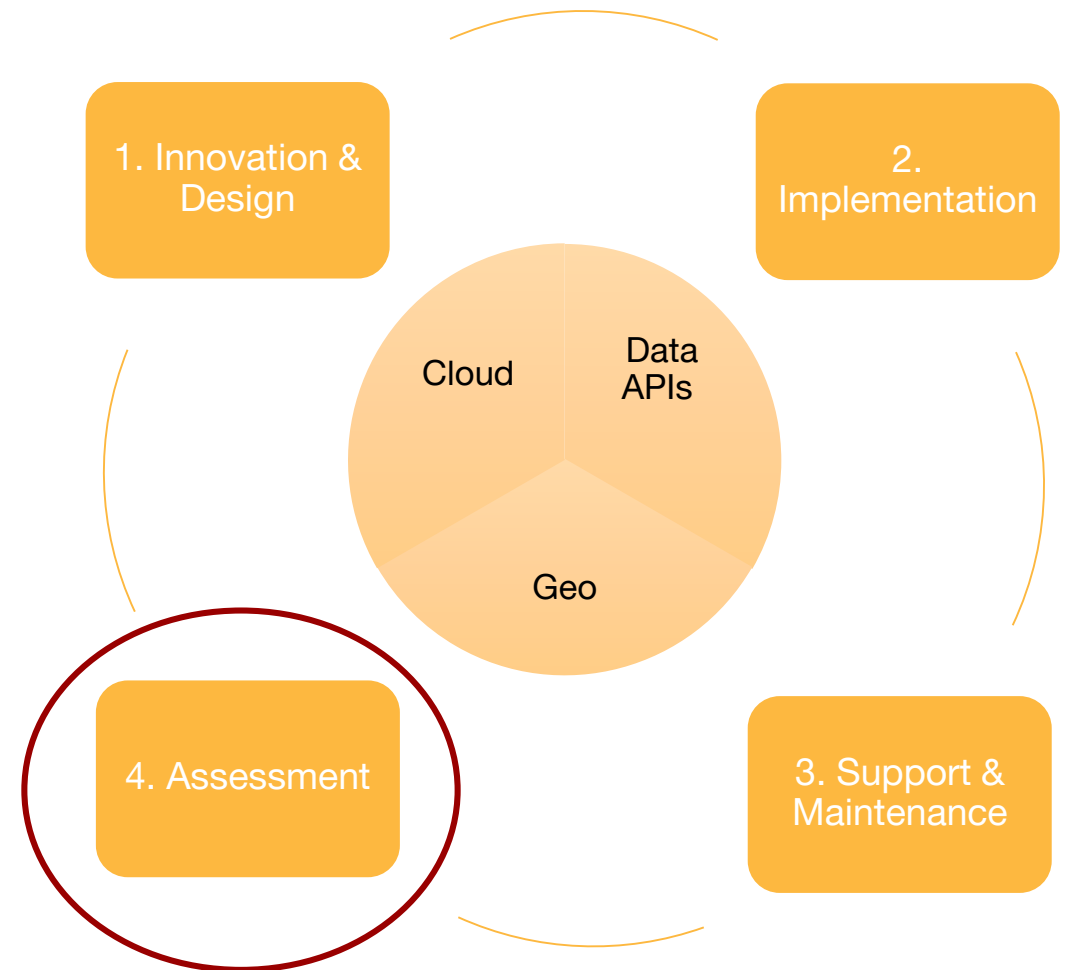
Spatineo

Focus: intersection on Cloud, Data APIs and Geo

We do: Software development, testing, standards, cloud infrastructure, monitoring & analytics, assessments

For: our customers are in the data business, both public and private sector

We are: based in Helsinki, 1.5M revenue for 2021, growing at 50%



Determining success for SDIs

Success of an SDI is dependent multiple factors

- **Organisation:** KPIs and strategic goals
- **Employees:** fulfilling a purpose
- **Users:** serve their needs, directly or indirectly

Ultimate goal: ensure the data and services bring value to society

- **Innovation:** new business, new services

SDIs and responsible organisations have KPIs for these .. ?

Spatineo Impact



Case: Finnish Environment Institute



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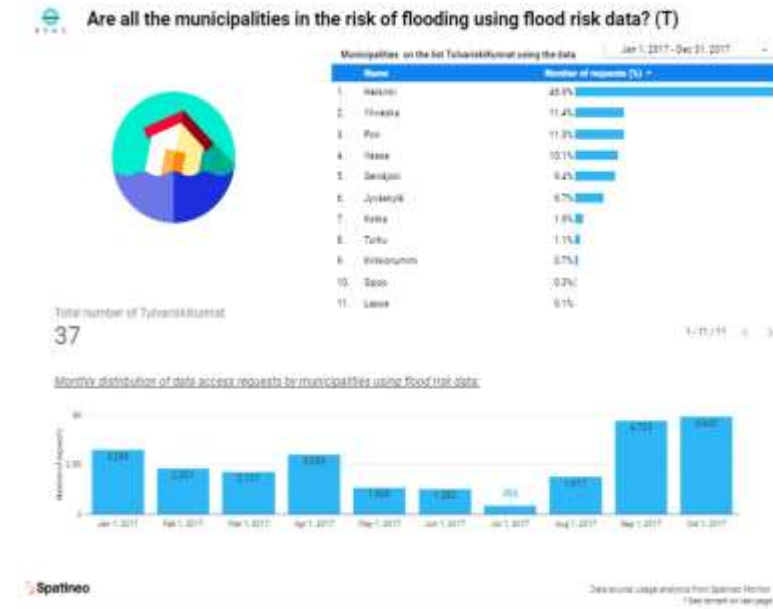
SYKE: open data on environment since 2008

- Strategic goal is to respond proactively to society's ever-changing information needs

- (1) Indicators derived from strategic goals set by governing ministry
- (2) Produced survey data and analyzed data usage information
- (3) Custom data processing
- (4) Built comprehensive dashboards to visualise indicators
- (5) Recommendations to increase their SDI's impact

Key takeaways

- Social impact should be part of strategic goals of the organisation => makes it a priority for management
- Best strategic goals are measurable and have clear goals
 - Unfortunately goals often missing, unclear or not measurable
- Analysis combining information and knowledge leads to insights on what data & services serve users best
- Dashboards breathe life into data



Flood information for at-risk municipalities: an example of a clear, measurable goal

Case: Finnish Meteorological Institute FMI

One of the largest open data providers in Finland, weather information open data since 2013.

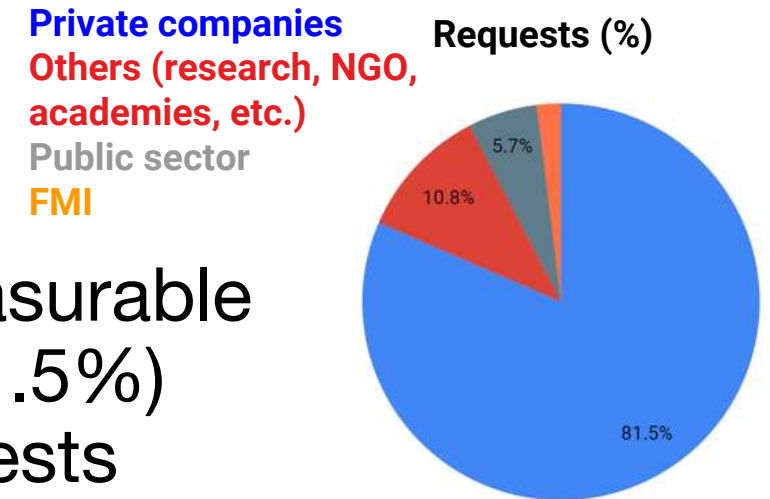
Main goals for FMI:

- understand the impact of open data
- prioritize which data sets to open next

Combined user surveys, API access, Google Analytics

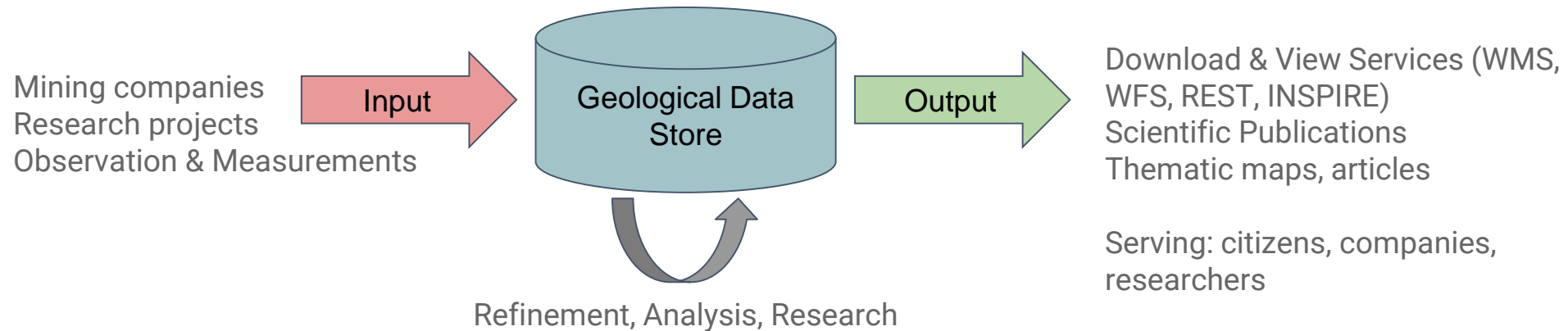
Key takeaways

- Many strategic goals unfortunately not measurable
- Largest user of data: private companies (81.5%)
- Regular users (0.015%) make 33% of requests
- 14% of companies reported indicated new business on account of FMI open data in the previous 3 years
- More work required for advanced analytics:
 - identifying usage related to specific projects or themes (climate crisis, autonomous car development)



2021: started the design of operationalised dashboards

Case: Geological Survey of Finland



PoC (2018): indicators developed based on internal requirements

=> GTK negotiated new, measurable goals with their governing ministry

Operational platform: 2019 - ongoing

- Management dashboards for internal reporting, development
- Clear indicators for reporting to ministry

Our vision

- Organisation KPIs and strategic goals will include data business
 - Best indicators are measurable and have clear goals
- SDI, and data business, indicators will be part of organisations' management dashboards
- Data driven & operational data flow
 - Providing up-to-date information enables quick response to change

=> increase value from data, serve users and society better

More information at
www.spatineo.com



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