Public Data in the Private Sector
APDU 2014
Corporate Intelligence

- Internal:
  - Historic: Business Intelligence
  - Future: Corporate plans, projections & forecasts

- External:
  - Historic: Market Intelligence (trackers, surveys)
  - Future: Strategic intelligence (forecasts, outlooks, predictions)
Corporate Intelligence

- **External**
  - CMO's World
  - Market Intelligence (trackers, surveys)
  - Strategic intelligence (forecasts, outlooks, predictions)

- **Internal**
  - Business Intelligence
  - Corporate plans, projections & forecasts

- **Historic**
- **Future**
Corporate Intelligence

- **External**
  - Historic: Market Intelligence (trackers, surveys)
  - Future: Strategic intelligence (forecasts, outlooks, predictions)

- **Internal**
  - Historic: Business Intelligence
  - Future: Corporate plans, projections & forecasts
Corporate Intelligence

- Market Intelligence (trackers, surveys)
- Strategic intelligence (forecasts, outlooks, predictions)
- Business Intelligence
- Corporate plans, projections & forecasts

External
- COO’s World

Internal
- Historic
- Future
Corporate Intelligence

- **External**
  - Historic: Market Intelligence (trackers, surveys)
  - Future: Strategic intelligence (forecasts, outlooks, predictions)

- **Internal**
  - Historic: Business Intelligence
  - Future: Corporate plans, projections & forecasts
Source: Iceland Telecom
Iceland Telecom

Sources: Iceland Telecom, Statistics Iceland
Sources: Iceland Telecom, Statistics Iceland, Capacent (Gallup, Iceland)
Unified Intelligence

Decision makers

PHILIPS
Coca-Cola
EMC²
Lenovo
YOU

* Market research + STM information
Unified Intelligence

Market research + STM information

Business Intelligence

- Tableau
- BusinessObjects (an SAP company)
- Oracle Business Intelligence
- Microsoft Business Intelligence
- QlikView

Decision makers

- PHILIPS
- Coca-Cola
- EMC²
- Lenovo
- YOU

* Market research + STM information
Unified Intelligence

Business Intelligence

Tableau

Business Objects

Oracle Business Intelligence

Microsoft Business Intelligence

QlikView

Decision makers

PHILIPS

Coca-Cola

EMC²

Lenovo

YOU

Market Intelligence *

IDC

Gartner

Nielsen

Informa Telecoms & Media

E·I·U

* Market research + STM information
Unified Intelligence

Business Intelligence
- Tableau
- Business Objects
- Oracle
- Microsoft Business Intelligence
- QlikView

Decision makers
- Philips
- Coca-Cola
- EMC
- Lenovo
- YOU

Market Intelligence*
- IDC
- Gartner
- Nielsen
- Informa
- EIU

*$ Market research + STM information

$13.8B

$64.6B
Unified Intelligence
Unified Intelligence

Business Intelligence

- Tableau
- Business Objects
- Oracle
- Microsoft Business Intelligence
- QlikView

Decision makers

- Philips
- Coca-Cola
- EMC²
- Lenovo
- YOU

Firewalls

- IDC
- Gartner
- Nielsen
- Informa
- The Economist Intelligence Unit

Market Intelligence

- DataMarket

Suppliers:
- Eurostat
- United States Census...
250+ data providers, including...

- CDIAC
- Eurostat
- International Labour Organization
- International Monetary Fund
- United Nations
  - FAO
  - UN Service Trade
  - UNESCO
  - UNICEF
  - United Nations Office On Drugs and Crime
  - United Nations Statistics Division
- World Bank
- World Economic Forum

- 30+ National statistics offices
- 50+ National agencies
- 40+ NGOs
- 100+ Private sector providers

- Bureau of Transportation Statistics
- Federal Highway Administration
- Federal Reserve Bank of St. Louis
- National Oceanic and Atmospheric Administration
- National Renewable Energy Laboratory
- Oak Ridge National Laboratory
- Office of Energy Efficiency and Renewable Energy
- U.S. Bureau of Justice Statistics
- U.S. Census Bureau
- U.S. Department of Agriculture
- U.S. Department of Transportation
- U.S. Energy Information Administration
- U.S. Environmental Protection Agency
- U.S. General Services Administration
- U.S. Geological Survey
- U.S. Government Printing Office
- U.S. Navy
- U.S. Social Security Administration
- University of Wyoming
Find, understand and share data
The open portal to thousands of datasets from leading global providers. Explore, upload your own data, create beautiful visualizations and reports in seconds – it's free!

The data you need - at your fingertips

DataMarket brings complex and diverse data together so you can search, visualize and share data in one place and one format

Find the numbers you need, in reports or in-house or third-party datasets. Get your point across by rendering your data in beautiful charts in just one click. Deliver dynamic, branded content to your team, clients or website.
Find, understand and share data
The open portal to thousands of datasets from leading global providers. Explore, upload your own data, create beautiful visualizations and reports in seconds – it's free!

The data you need - at your fingertips
DataMarket brings complex and diverse data together so you can search, visualize and share data in one place and one format

Data Hub  Data Delivery Engine  Open Data Portal
Average Retail Price of Electricity
Quarterly time series (15 Feb 2001–15 May 2014), provided by U.S. Energy Information Administration. It was last modified on 30 Aug 2014 at 15:05.

Search match: West Virginia; Virginia; customers Virginia: All end-use sectors that consume electricity Virginia: Electricity sold to commercial customers Virginia: Electricity sold to industrial customers Virginia: Electricity sold to the other category (rolled into the transportation category in 2002) Virginia: Electricity sold to residential customers Virginia: Electricity sold to transportation customers Vermont: All end-use sectors that consume; category in 2002) West South Central: Electricity sold to residential customers West South Central: Electricity sold to transportation customers West Virginia: All end-use sectors that consume electricity West Virginia: Electricity sold to commercial customers West Virginia: Electricity sold to industrial customers West Virginia: Electricity sold to the other category (rolled into the transportation).

Average Retail Price of Electricity
Monthly time series (Jan 2001–Jun 2014), provided by U.S. Energy Information Administration. It was last modified on 30 Aug 2014 at 15:06.

Search match: West Virginia; Virginia; customers Virginia: All end-use sectors that consume electricity Virginia: Electricity sold to commercial customers Virginia: Electricity sold to industrial customers Virginia: Electricity sold to the other category (rolled into the transportation category in 2002) Virginia: Electricity sold to residential customers Virginia: Electricity sold to transportation customers Vermont: All end-use sectors that consume; category in 2002) West South Central: Electricity sold to residential customers West South Central: Electricity sold to transportation customers West Virginia: All end-use sectors that consume electricity West Virginia: Electricity sold to commercial customers West Virginia: Electricity sold to industrial customers West Virginia: Electricity sold to the other category (rolled into the transportation).
Average Retail Price of Electricity

Month: Jun 2014  Sector: All Sectors  Units: Cents per kWh

- Hawaii
- Alaska
- Connecticut
- New York
- California
- New Hampshire
- Massachusetts
- Vermont
- New Jersey
- Rhode Island
- Illinois
- District of Columbia
- Maryland
- Maine
- Michigan
- Delaware
- Wisconsin
- Arizona
- Florida
- Colorado
- Georgia
- Minnesota
- Nevada
- New Mexico
- Kansas
- Pennsylvania
- Ohio
- Texas
Average Retail Price of Electricity

Month: Jun 2014 Sector: All Sectors Units: Cents per kWh

Source: U.S. Energy Information Administration
Average Retail Price of Electricity

Month: Jun 2014 Sector: All Sectors Units: Cents per kWh

Source: U.S. Energy Information Administration

34.5 18.4 15.1 12.1 9.5 6.8

DataMarket's Office in the U.S.A.
DataMarket, Inc
101 Federal Street, Suite 1900
Boston, MA 02110
U.S.A.
3 challenges to wider adoption

Find

Understand

Utilize
3 challenges to wider adoption

Find → Directories / Search / SEO

Understand

Utilize
3 challenges to wider adoption

Find → Directories / Search / SEO

Understand → Visualizations and meta-data

Utilize
3 challenges to wider adoption

Find  →  Directories / Search / SEO

Understand  →  Visualizations and meta-data

Utilize  →  Formats, standards and reliable updates
DataMarket

FIND AND UNDERSTAND DATA

Hjalmar Gislason, founder & CEO

Twitter: @datamarket  ·  Facebook: DataMarket
E-mail: hg@datamarket.com