



## Impacts of e-Government for surveyors

### Aspects of e-Government

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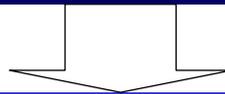


The traditional task for publicly appointed surveyors - cadastral surveying - has become a difficult market segment

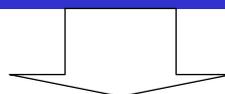


#### There appear some major changes:

- declining market for cadastral surveying due to decreasing construction activities
- new technologies (for example SAPOS)



Publicly appointed surveyors need to develop additional services/ new market segments



eGovernment provides innovative business perspectives!

One key segment of eGovernment will be GeoBusiness:

- Online-availability of geo-information is increasingly gaining importance
- Provision of value-added services, based on public geo-information can be Best Practice of eGovernment

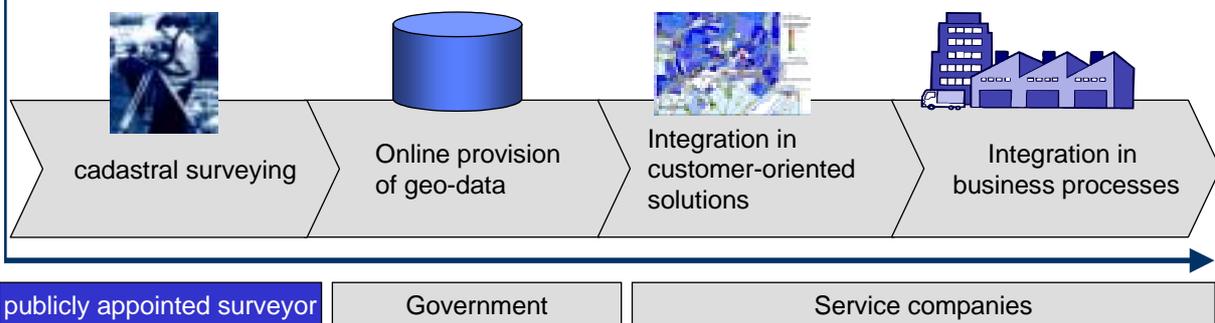


**Publicly appointed surveyors** perfectly comply with three requirements for successful market entry:

- detailed knowledge about local markets
- close contacts to local authorities
- as a whole, the publicly appointed surveyors are represented area-wide, offering nationwide market success

The aim should be to occupy additional elements on the value chain

value chain for geo-information products



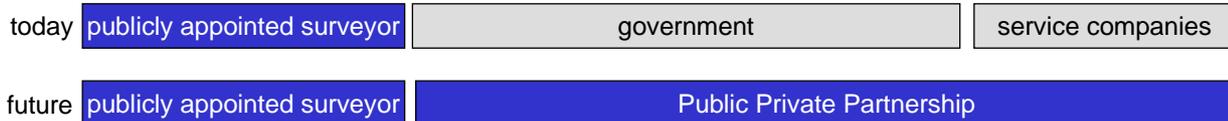
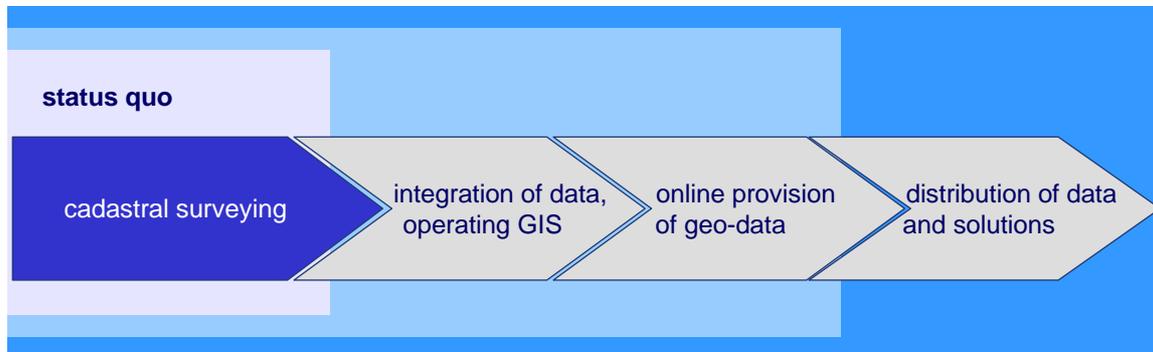
Precondition for successful GeoBusiness: consideration of value added



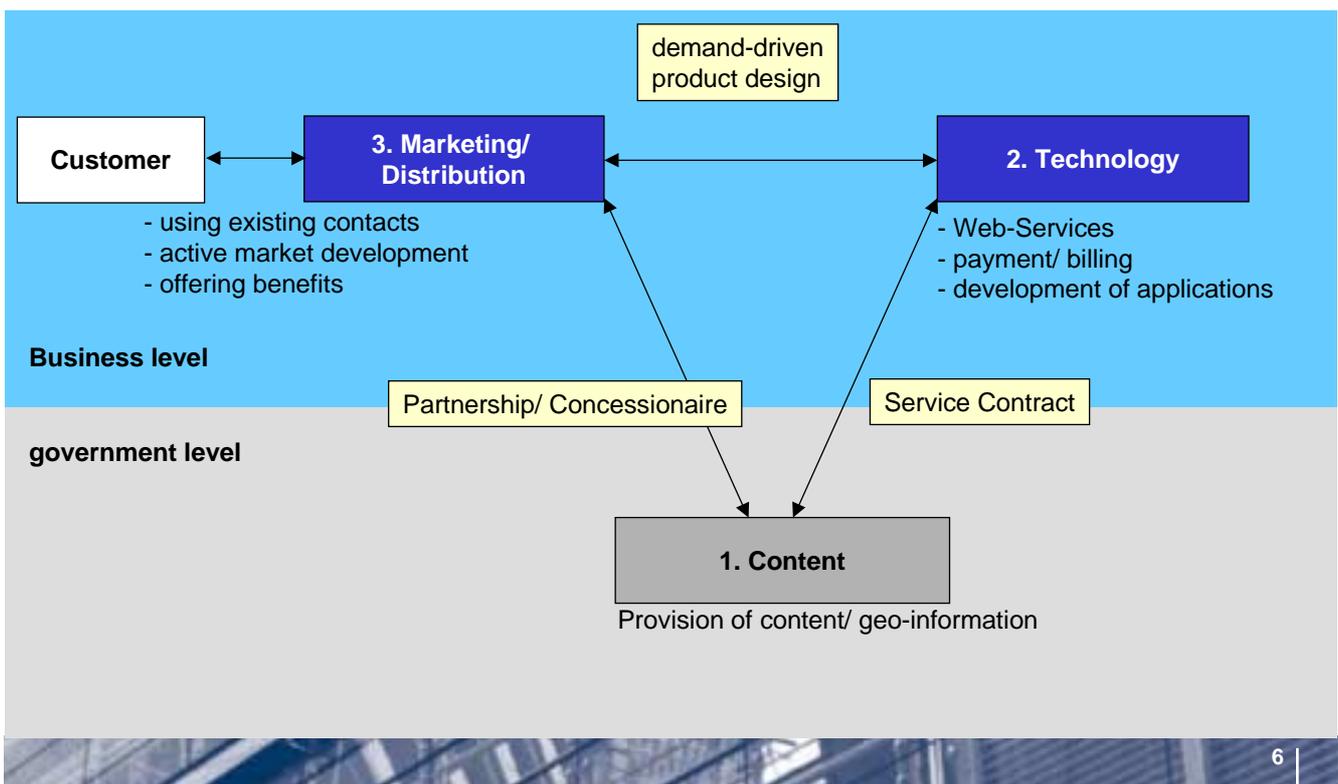
For entering new market segments, partnerships with public data suppliers are necessary

**current situation:**

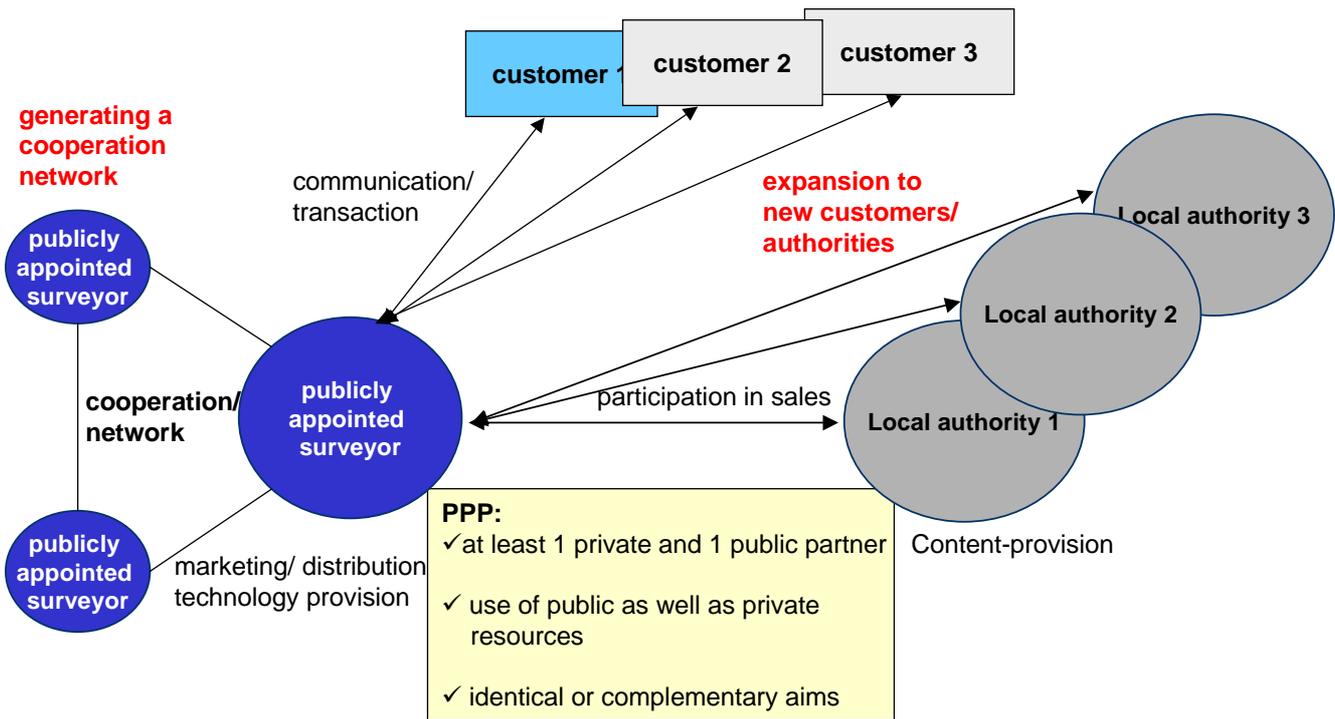
- government: low financial capacities for expansion of data supply
- publicly appointed surveyor: no market access



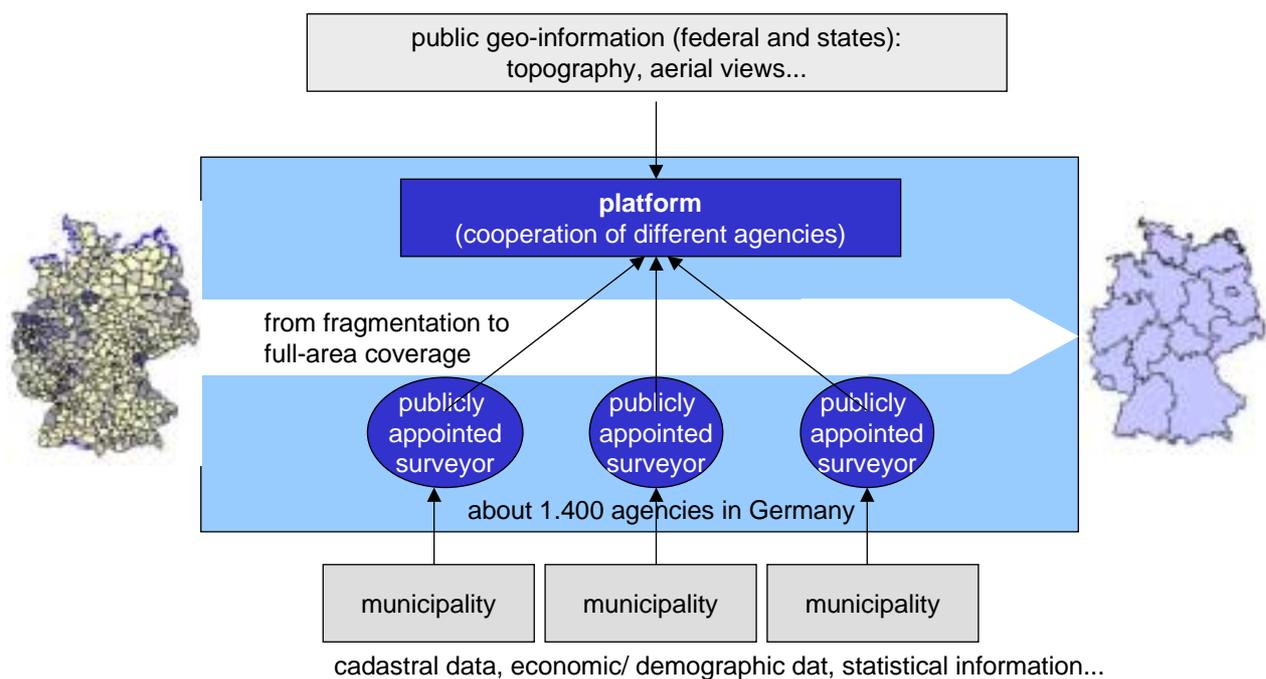
GeoBusiness means new division of labour



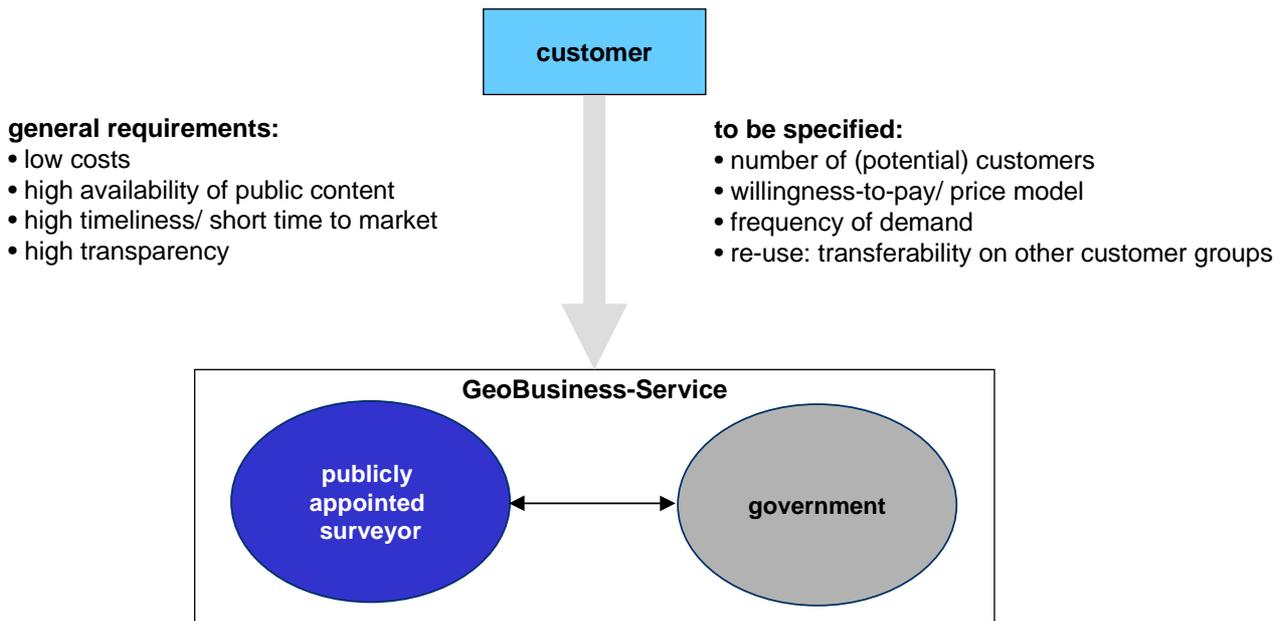
The basic business model:  
sustainable service provision by PPP, establishing of a cooperation network



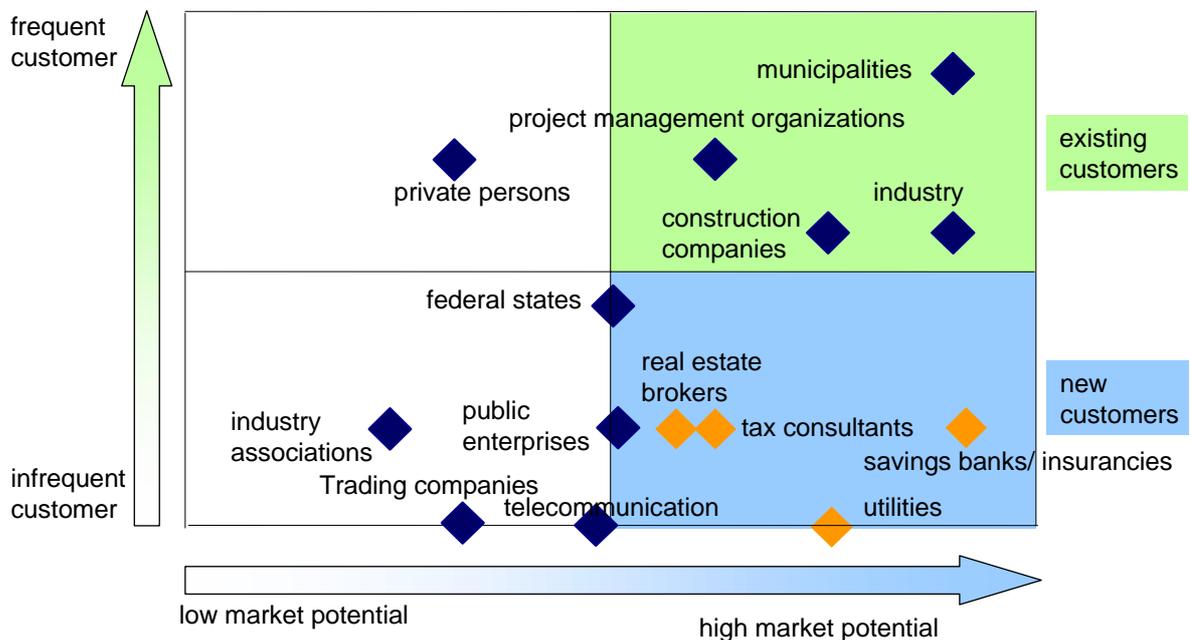
We need a cooperation network to supply a full-area coverage on a platform, operated by the publicly appointed surveyors

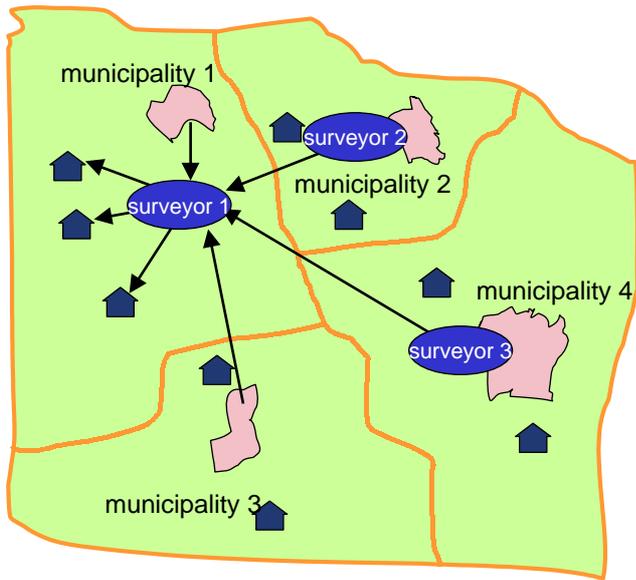


For a successful business case the offer should be in line with the customers requirements



The customer portfolio: additional customers have to be acquired





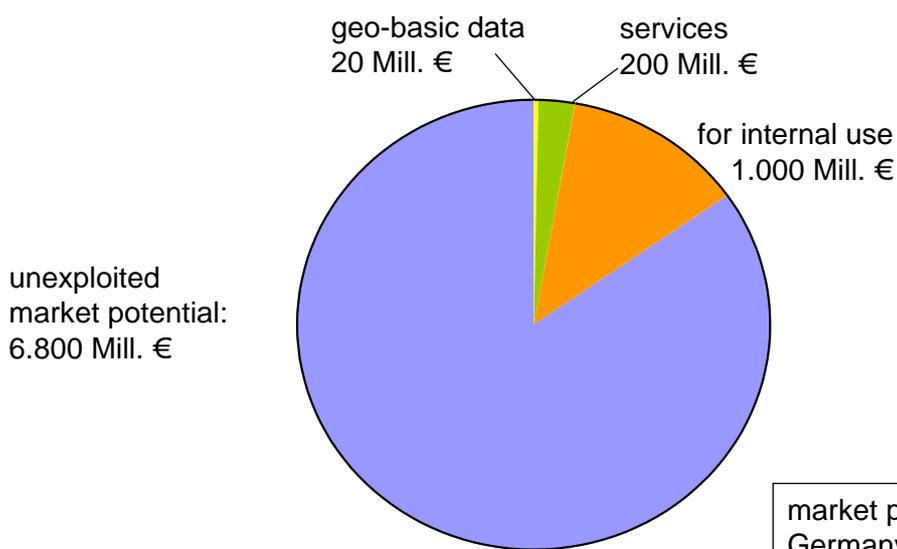
**potential customers in Germany:**

tax consultants, auditors	42.000
attorneys	67.000
architects	49.000
engineers	148.000
notaries	10.000
real estate brokers	12.000
communal savings banks	2.200

customers: architects, engineers, attorneys, notaries, tax consultants, real estate brokers

Source: Statistisches Bundesamt, 2003

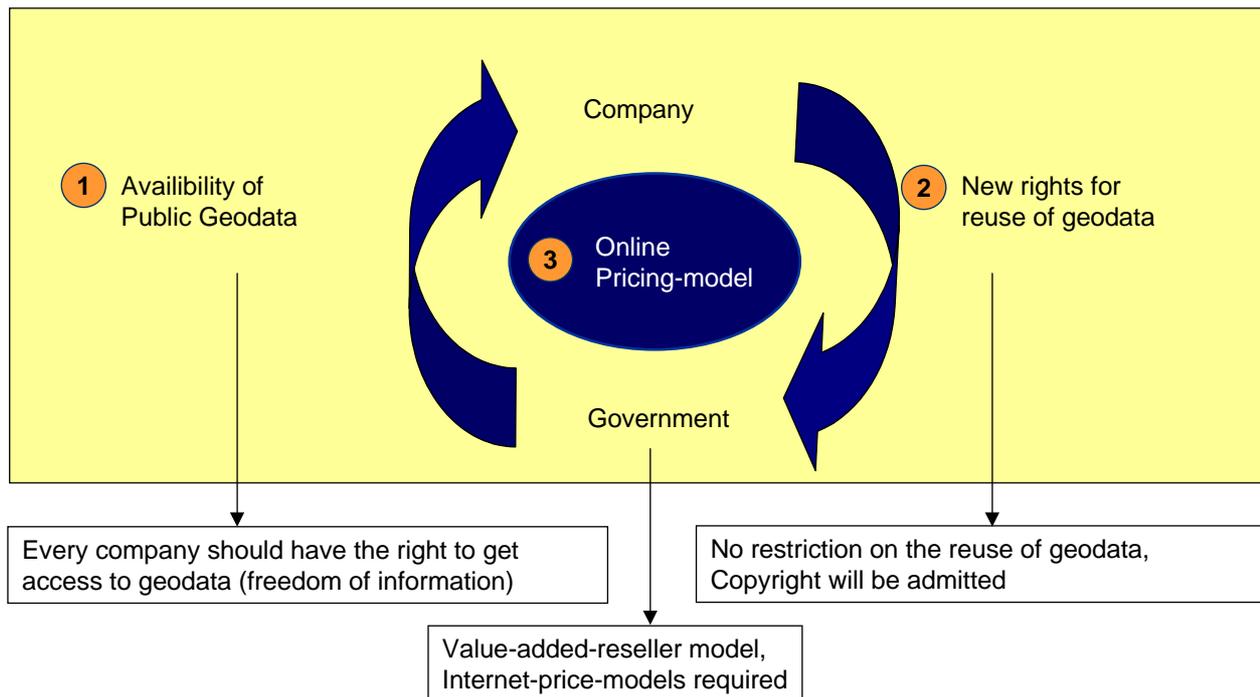
Currently, only 15% of the market potential are exploited (1.220 Mill. €)



market potential in Germany: 8.020 Mill. €

For developing the market, cooperation between public authorities and companies/ service providers are necessary

For a successful geobusiness three measures are required



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Five actions for successful market entry

- **Development of new business models with public and private partners**
- **Setup of capable financial and technical platforms**
- **Make use of the own strengths of surveyors: local expertise, local contacts**
- **Provision of new products/ services**
- **Acquisition of new customers with high market potential: architects, engineers, attorneys, notaries, tax consultants, real estate brokers, savings banks**

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## The four most popular studies on geo-information

Staatskanzlei des Landes  
Nordrhein-Westfalen

### **Produktkonzept zur Öffnung des Geodatenmarktes**

Staatskanzlei des Landes  
Nordrhein-Westfalen

### **Marktstudie: Aktivierung des Geodaten- Marktes in Nordrhein-Westfalen**

**MICUS**

Bundesministerium für Wirtschaft  
und Technologie

### **Der Markt für Geoinformationen: Potenziale für Beschäftigung, Innovation und Wertschöpfung**

**MICUS**

European Space Agency ESA

### **Der Markt für Satelliten- gestütztes Pipeline-Monitoring**

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