

Future of EULIS

Towards realisation of our ambition

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Agenda

1. Why this topic?
2. Vision and strategic goals
3. Developments and results
4. EU integration
5. Approach for further development

Why this topic and why now?

- Observations state of play EULIS
- e-Justice integration
- Marketing and communication plan

Vision EULIS

- EULIS is the natural and first call for cross-border land information in Europe
- EULIS provides single portal for quick and easy access to land and property information across borders in Europe.
- EULIS service offers unique access for licensed customers online and direct into European land and property registers

Strategic goals EULIS



- Maximise the usage of EULIS by subscribed users of European land and property registers
- Achieve full European coverage (membership and connection)
- Position EULIS as an important element in delivering land administration policy at EU level

Developments EULIS period 2002 - 2014



EULIS
established

EULIS
launched

EULIS
2.0

Feasibility
study
e-Justice

????

2002

2006

2010

2014

2018

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Demand side

•Objective:

- Generate revenues out of cross border land information

•Results:

- Number of requests at very low level
- Number of requests for land information have declined
- Revenues do not recover the costs

•Issues:

- We have not found a way to trigger substantial demand
- We have not intensively researched demand



• Supply side

• Objective:

- Connect the European land administration organisations on line

• Results:

- 6 connected members and 2 new paying members since 2002
- A sustainable business model has not been reached

• Issues:

- Potential members are reluctant to join because of
 - ❖ high recurring costs compared to low revenue levels
 - ❖ because of legal, IT or organisational challenges
- Limited financial resources to support expansion
- No effective way to deal with the supply issues

How to crack the EULIS puzzle and achieve the strategic goals?

- Creating supply while still having limited demand*
- Creating demand while still having limited supply*



How are we going to connect to demand?

“What is the ambition?”

Integration EULIS and e-Justice



We want EULIS to be a land information expert group within e-Justice initiative

We want EULIS to play a significant role in the development of supply and use EU land information and develops a viable business strategy



Ambition: EULIS focuses strictly on supply side issues

Ambition: EULIS focuses on reaching its strategic goals

We accept risk marginalised role EULIS

We want EULIS to play a significant role in the development of supply and use EU land information, wants to mitigate risk of a marginalised role for EULIS, and develops a viable business strategy

No further integration EULIS and e-Justice

e-Justice integration...

e-Justice scenarios	opportunity or threat EULIS	strategic goals EULIS
e-Justice develops own portal. This portal would be positioned as an alternative EULIS	<u>Threat</u> E-Justice will outcompete EULIS. No viable base to further develop	<u>Result</u> Will not be realised with EULIS
e-Justice Portal connects with present EULIS and member state registers	<u>Opportunity</u> To realise strategic goals EULIS if we position ourselves effectively during the feasibility study and the future role of EULIS	<u>Result</u> Seems most flexible model also for non MS Could be realised by presenting a clear business strategy Strong position of EEIG
e-Justice portal integrates and extends the EULIS solution	<u>Opportunity</u> To realise strategic goals EULIS if we position ourselves effectively during the feasibility study and the future role of EULIS	<u>Result</u> Could be realised by presenting a clear business strategy, and marketing plan Reasonable position of EULIS EEIG

Opportunities to play a significant role

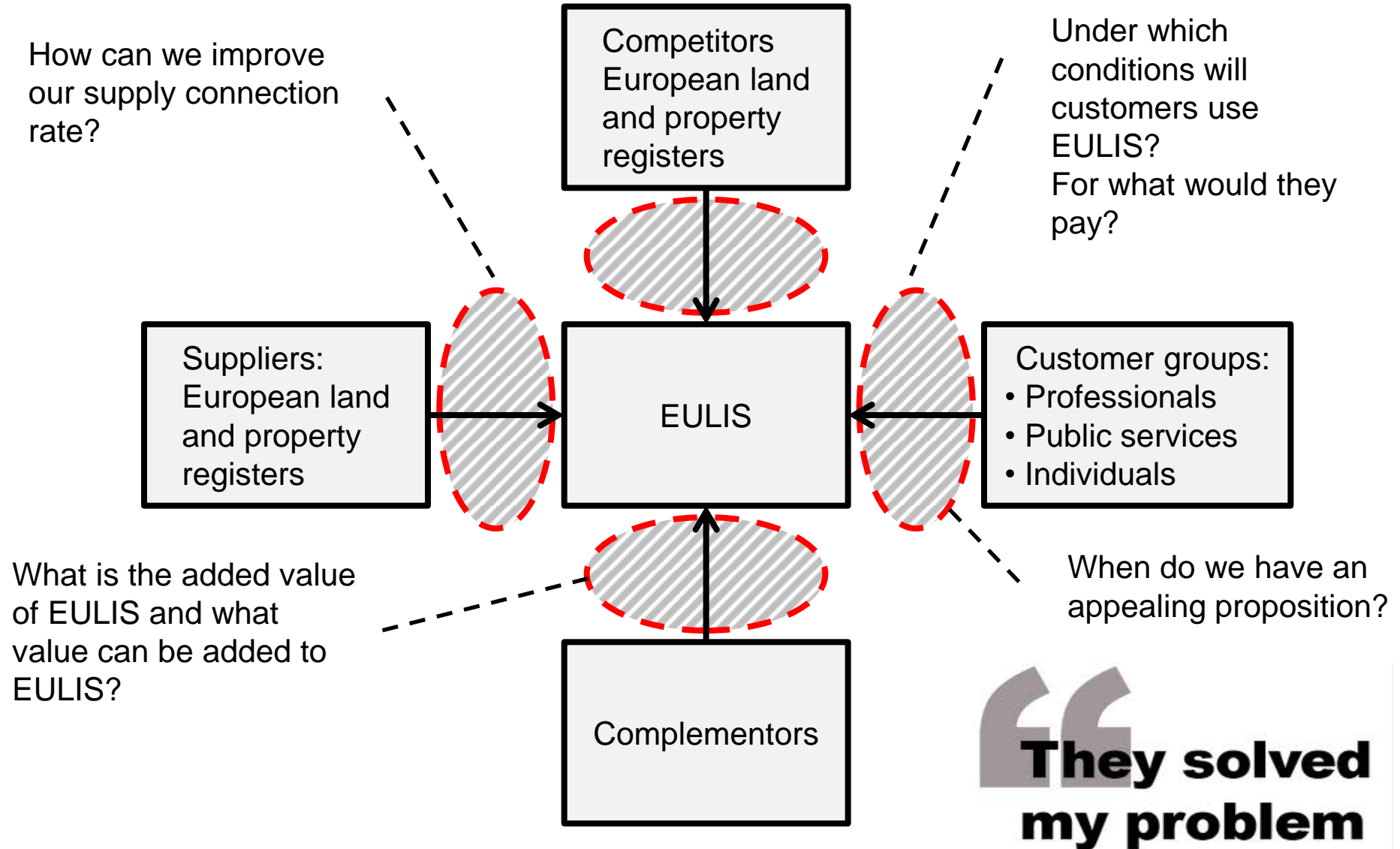
EULIS EEIG being the driving force

- the development of use of cross border land information in EU/Europe
- to establish a sustainable business model or motivation

EULIS EEIG being an organisation

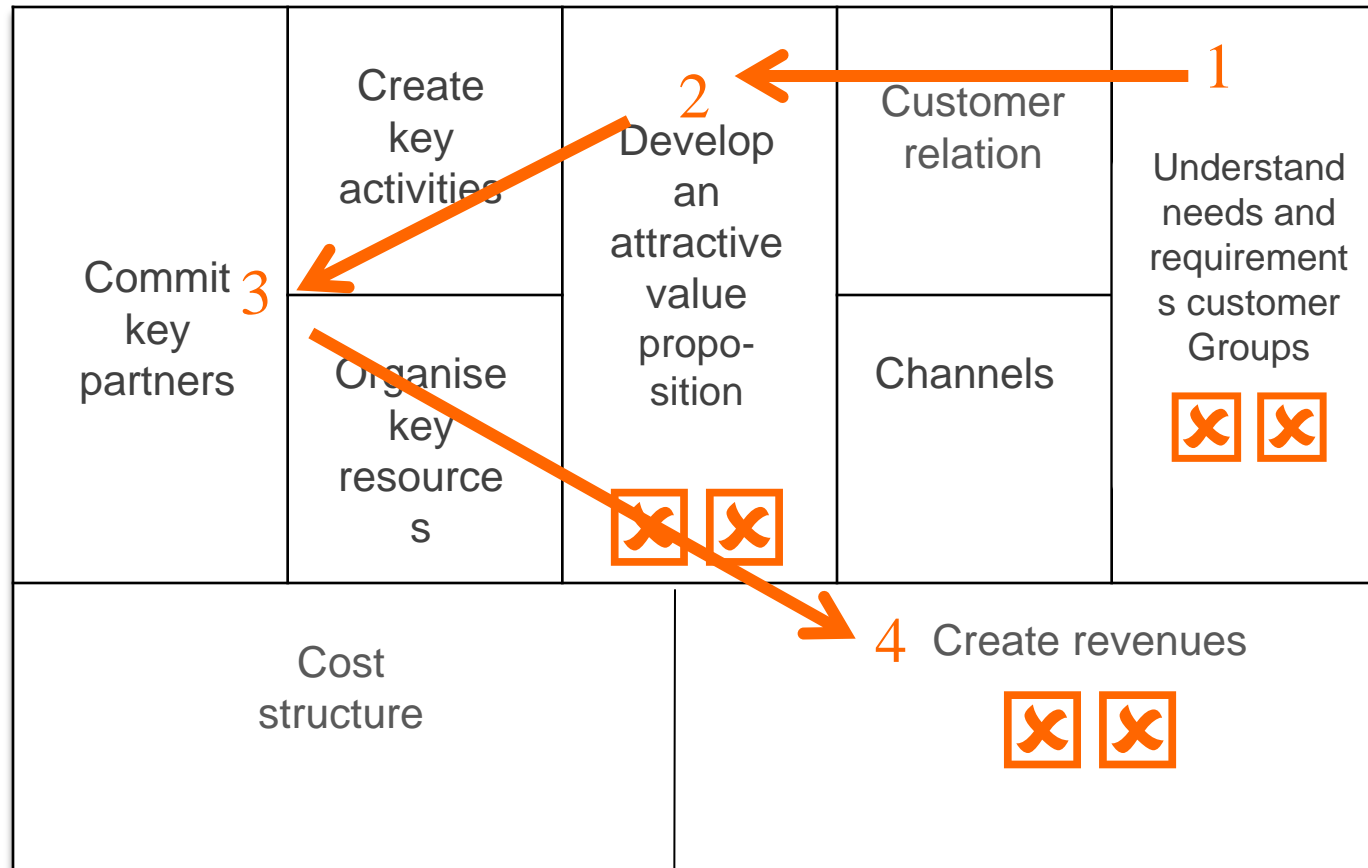
- for solving EU supply and demand issues in land and property information
- for further innovation initiatives for EU land and property information

We need answers to the challenges EULIS is facing



“
**They solved
my problem**

Developing a sustainable business model. Steps 1 and 2 are missing



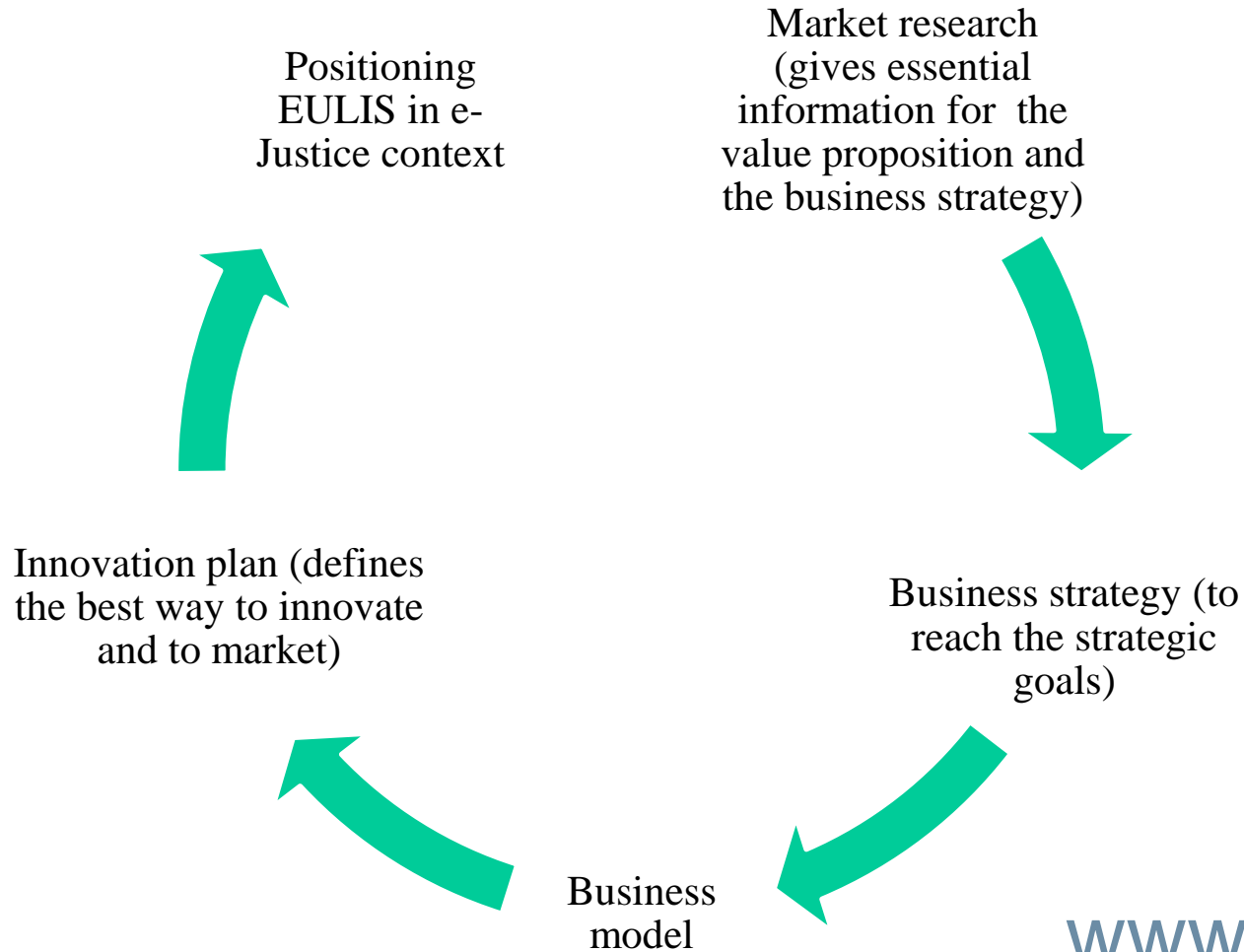
What is needed?

- 1 Understand the needs, requirements, benefits, processes at the demand side
- 2 Understand the value of the alternatives (competitors, substitutes) available to the customers
- 3 Understand financing options (fee, subscription, sponsoring, funding, etc)

and

- 4 Define our added value, target market, have a business strategy, develop a sustainable business model and develop an aligned innovation plan
- 5 Position our business strategy, business model and innovation plan and our future role within the e-Justice context

Steps in reaching the goals



Thank you for your attention!

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