**Marketing Strategy LocationTech 2017-2020;**

**Co-developing technology and markets. (Concept June 2017)**

**Intro**

These initial findings and tentative conclusions result from collating desktop research, my own insights/ideas and individual members’ input into a comprehensive and shared view of LocationTech-as-is and the way forward.

While working from the bigger strategic picture to value propositioning to individual activities.

This proposal is kept relatively concise for the sake of brevity. More detail to be provided in a quick call in a couple of days. First comments per mail, please.

Once the SC agrees on the marketing strategy a more detailed marketing plan will be developed to agree upon.

**Trends and Competitors**

A comprehensive listing of the major trends and developments in the spatial IT sector is to be found at: [**https://www.geospatialworld.net/blogs/top-industry-trends-to-watch-out-for-in-2017/**](https://www.geospatialworld.net/blogs/top-industry-trends-to-watch-out-for-in-2017/)

Key words: real-time, big data, interoperability, standardization and integration.

Although the Eclipse Foundation faces competition, LocationTech itself has no direct competitors, yet. The OSGeo Foundation may be perceived as a competitor, however it differs significantly in terms of its mission, offerings, organization, financing, membership and level of professionalization. The Apache Foundation may be considered an attractive place for our Spark based cloud computing projects.

**LocationTech as-is: a SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths**  ● Mature and future oriented projects  ● Participation/interest first movers  ● Leverage Eclipse Foundation brand/services | **Weaknesses**  ● Lack of brand awareness & offering in the geospatial industry  ● Limited mass & ecosystem   * Some technical and process requirements have been a burden for contemporary projects   ● Constrained budget and resources |
| **Opportunities**  ● Only home for open spatial businesses  ● Projected growth spatial sector  ● Existing LT Big Data projects  ● Increased business relevance  ● Growth of ecosystem in Global | **Threats**  ● Little understanding/appreciation spatial value with eg Machine Learning, IoT, AI sectors  ● Too many brands & events, diluting recognition and focus  ● Few traditional mapping projects  ● Data companies may render LT projects secondary |

**Where do we want to be in 2020?**

Organizations like LocationTech can strive to become the biggest (LocationTech is the only one, still), the most innovative (however, being such usually hinders broad traction) and/or the most in touch with the ecosystem needs (this ties in with its Charter). Usually 2 out of 3 focusses can reasonably be combined. LocationTech should exploit its ‘first mover’ advantage and cater to the demands of both individual developers and businesses.

Our mission:

* ***‘The international platform for sustainable technical and commercial collaboration for open geospatial’***

**LocationTech strategy**

Exploit our ‘first-mover’ advantage by growing a diverse LocationTech ecosystem a.s.a.p.:

· Build upon and extend existing ecosystem of organizations

· Build a comprehensive, collaborative suite of projects

Through increased focus on:

· Commercial and technical relevance to (potential) members

· Diversity of small/large service suppliers, (non-)gov end-users, partnerships

By means of:

· Pushing the brand, projects and offerings in/outside geospatial space

· Growing the developer base

· Recruit projects for gaps in portfolio (e.g. geocoder)

· Create projects in house (JTS2, RPE)

· Adding commercial value to members

· Enlisting member and partner participation

· pursue opportunities by recruiting or starting projects

And focus on:

· Projects with sufficient member support

· Added value for targeted verticals, including automotive, industrial IoT, transportation, etc.

· Balance of traditional mapping and newer spatial projects (e.g. uDig vs GeoTrellis et al.)

· Components, applications to increase end-user value

**Marketing: leverage existing resources**

Proposed combination of marketing strategies:

1) Marketing communications:

· Blanket: Push the LocationTech brand and value in conjunction with individual/packaged projects’ brands and related offerings in North-American & European traditional GIS sector

· Targeted: Verticals with Big Data/LIDAR/BI/RS requirements

2) Co-marketing

· Branding opportunities available only to member organizations.

· Joint events with members and partners through LocationTech Tour

3) Ingredient marketing to

· “Build on LocationTech/Eclipse technology”

4) Affiliate marketing

· Affiliation and collaboration with partner organizations (e.g. OSGeo)

· Joint large scale events with partners through LocationCon

· Joint industry vertical presence with members & partners

**Marketing mix**

**LocationTech target audiences to create value for**

Individual developers:

· Retention of present LocationTech projects

· Invitation for new LocationTech projects

· Outreach on how open source (license, contributor license agreement, governance)

· Recruit new committers coming from more traditional projects (GeoServer etc.)

(Potential) member organizations:

· Industrial partners: solution providers, integrators & end-

· End-users: traditional mapping & big data/etc.-verticals

· Research: academic and research institutes

End-user organizations/project sponsors:

· Verticals within the spatial market: e.g. BI, RS, LIDAR, IoT

· (Semi-) Governmental agencies: DoD, Space,

· Vertical markets: e.g. Automotive, Transportation, Energy, IoT

Other stakeholders:

· Institutional partners: e.g. OSGeo, OGC, GIS & Geographical societies

· (Applied) research and academic partners: institutes and universities

**Value propositions and offerings**

Technical/developers:

· Integration of geospatial analytical and visualization services e.g. IoT

· IT- development infrastructure (repositories, build chains, test facilities)

· Governance (community, open process, peer exposure)

· IP management (provenance, dependencies)

Value we bring: Innovative spatial tech, credibility, infrastructure and peer group

Commercial:

· Visibility and networking: brokering, online marketplace, events

· Leverage Eclipse Foundation/LocationTech branding

· Commercial tooling: RFP text-formats, co-brand collateral, white papers

· Value packaging for Big Data: e.g. GeoTrellis + GeoMesa + GeoWave

Value we bring: shop window to the market, trusted source for members’ business development, market definition

End-users:

· Legal risk mitigation through licensing, IP process, provenance tracking

· Add-ons to the standard PostGIS/GeoServer stack

Value we bring: scale data consumption, proven stable technology

Partners:

· Participation in relevant project communities

· Reciprocal access to networks and platforms

Value we bring: access to latest open spatial technology and eco-system

Other:

· Open Data (OSM, ICANN, others?)

· ?

Value we bring: comprehensive environment for application development (?)

**Key channels and activities**

How do we reach our audiences?

Event organization/presence/attendance/presentations:

· LocationTech Tour: around members & partners plus code sprints

· LocationCon: (depending on available resources)

· FOSS4G-NA: production (eg FOSS4G-EU with OSGeo EU)

· FOSS4G2017: presence B2B, booth, presentations (members)

· IoT/Big Data/BI/etc. events: presence in conjunction with members

· Presentations at other geo-related events by staff and members

Online promotion:

· Website: update, overhaul and addition of marketplace & blog

· Quarterly Newsletter and/or Eclipse Newsletter

· Twitter: LocationTech, Eclipse and individuals’ accounts

· LinkedIn: Besides LocationTech, Eclipse groups also related (BI etc)

· Various mailing lists: LocationTech, OSGeo, Eclipse Working Groups

· Meetups: in targeted markets a forum for users to meet and build community

· Press list spatial sector and related media: news releases/media relations

Collateral:

· LocationTech brochures: stand alone

· Flyers: a value packaged and a co-branded with members

· Booth: banners, cloth, stickers, OSGeo-Live USB (!!!)

Marketplace members:

· Offline: personal brokerage, events

· Online: website, lists

**Resources and Planning**

Presently available, without prioritization of the above choices:

· (Thea Aldrich): developer community growth, projects and events

· (Marc Vloemans): events, ecosystem growth, marketing, brokering

· (Eclipse various): Legal, System admin, General management

· Individual member participation: community and ecosystem growth, events

Planning to be determined after approval of the above.