

Linked Data and OGD as part of Business Strategy of Wolters Kluwer Germany

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1. **Print is legacy business!**
2. Evolution is not enough!
3. Governance and responsibility are key!

Successful marketing and usage of individual products in print - Booktrade as a „bookshelf“ and high tolerance of heterogeneity



Central Value Proposition of individual products

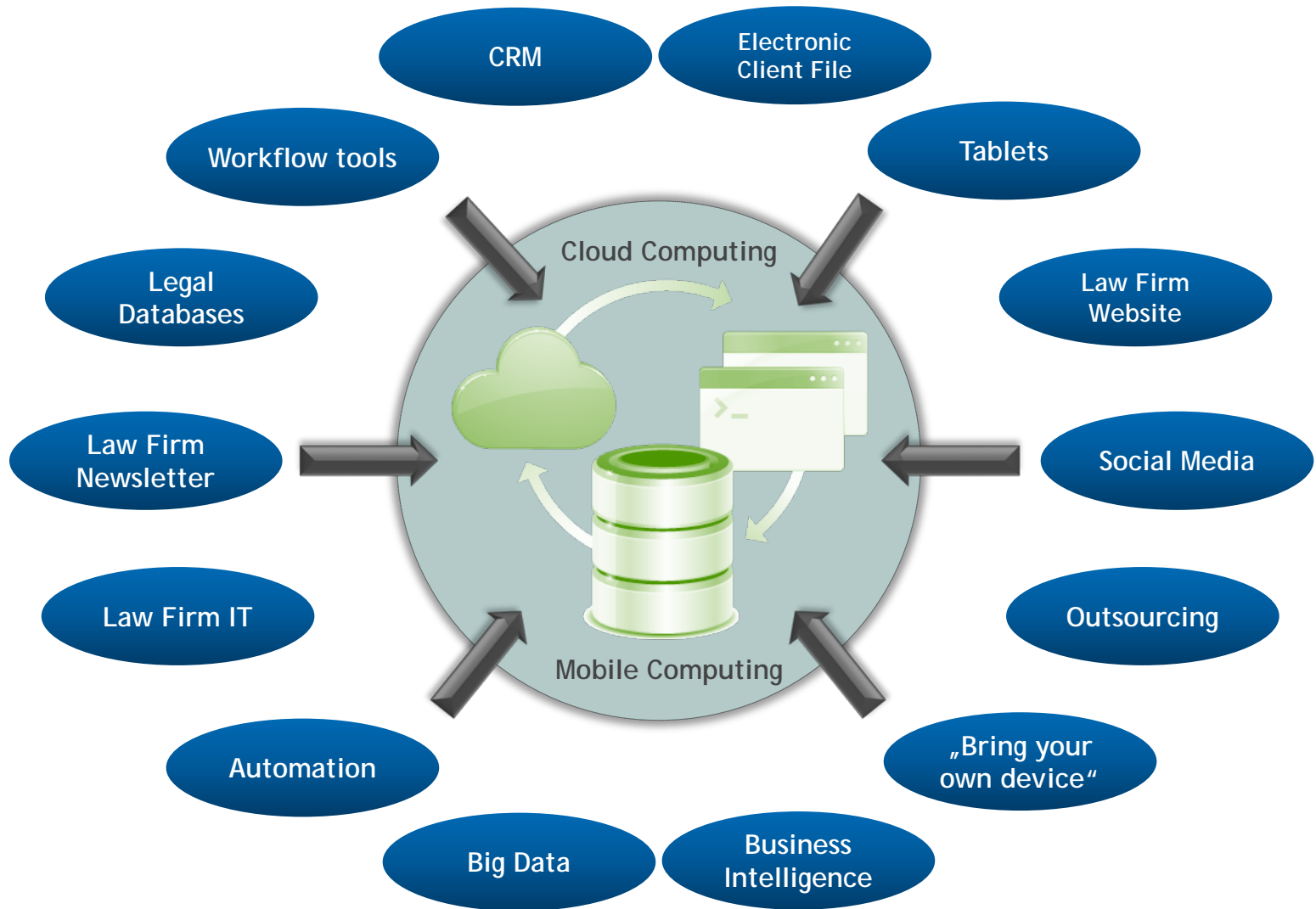
- Renowned authors
- High quality secondary contents
- Well-structured formats
- Highly based on re-use of OGD

Marketing

- Promotion of individual products using traditional methods like mailings, ads etc.
- Sales via booktrade as a „bookshelf“
- Direct marketing and retail distribution of pure subscription products



Main current technology trends change the requirements and processes of our customers ...



... require new products and services with additional values ...

Print



Digital



Workflow



Services



... and their interlinking and integration



... and their interlinking and integration

Integration



... and their interlinking and integration

Integration

Timeliness



... and their interlinking and integration



... and their interlinking and integration

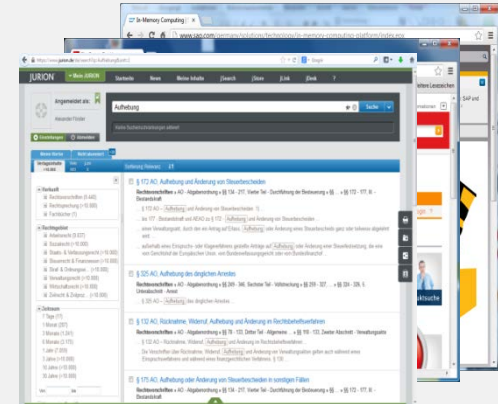


The demand for professional information solutions changes

Traditional work environment



New digital work environment



Integration

Manual/intellectual covering products of various publishers

Integrated access to all relevant contents and sources, covering various publishers and supported by a consistent search logic

Productivity

Limited on adequate design of individual titles

Integrated Workflows and Tools (e.g. document processing), direct access to OGD sources

Timeliness

Fast release of titles related to reforms etc. anticipated

Daily Updates from all sources, news and analysis de-coupled from release dates

Mobility

Limited usage, restricted locally to libraries, lawyer's offices etc.

Ubiquitous use and processing of information

Agenda

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Move from incremental improvements to changing the market

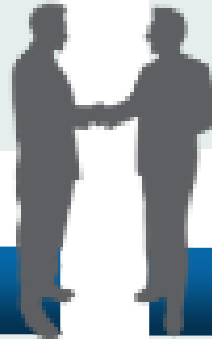
Make work processes easier and more efficient

Content integration in enterprise software

New business models with modules/bundles

Contents available online/eBook

Mobile cooperation and ubiquity



Move from incremental improvements to changing the market

Make work processes easier and more efficient

Content integration in enterprise software

60% of customers use software solutions from competitors

New business models with modules/bundles

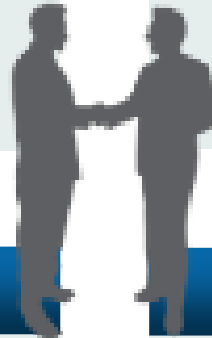
Customers buy content across brands

Contents available online/eBook

Only 20% of required content is online

Mobile cooperation and ubiquity

Strong position of market leaders



Move from incremental improvements to changing the market

Make work processes easier and more efficient

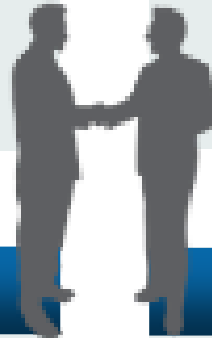
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Public interfaces for technical platform

Integration of existing solutions

Minor investments for partners

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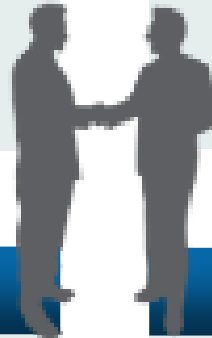
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Flexible business models similar to print



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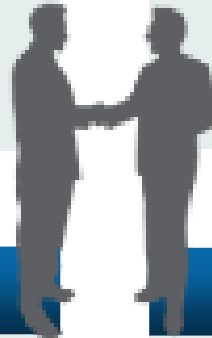
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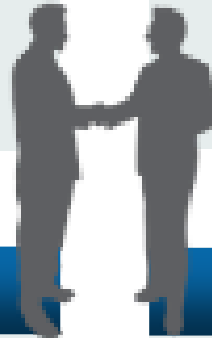
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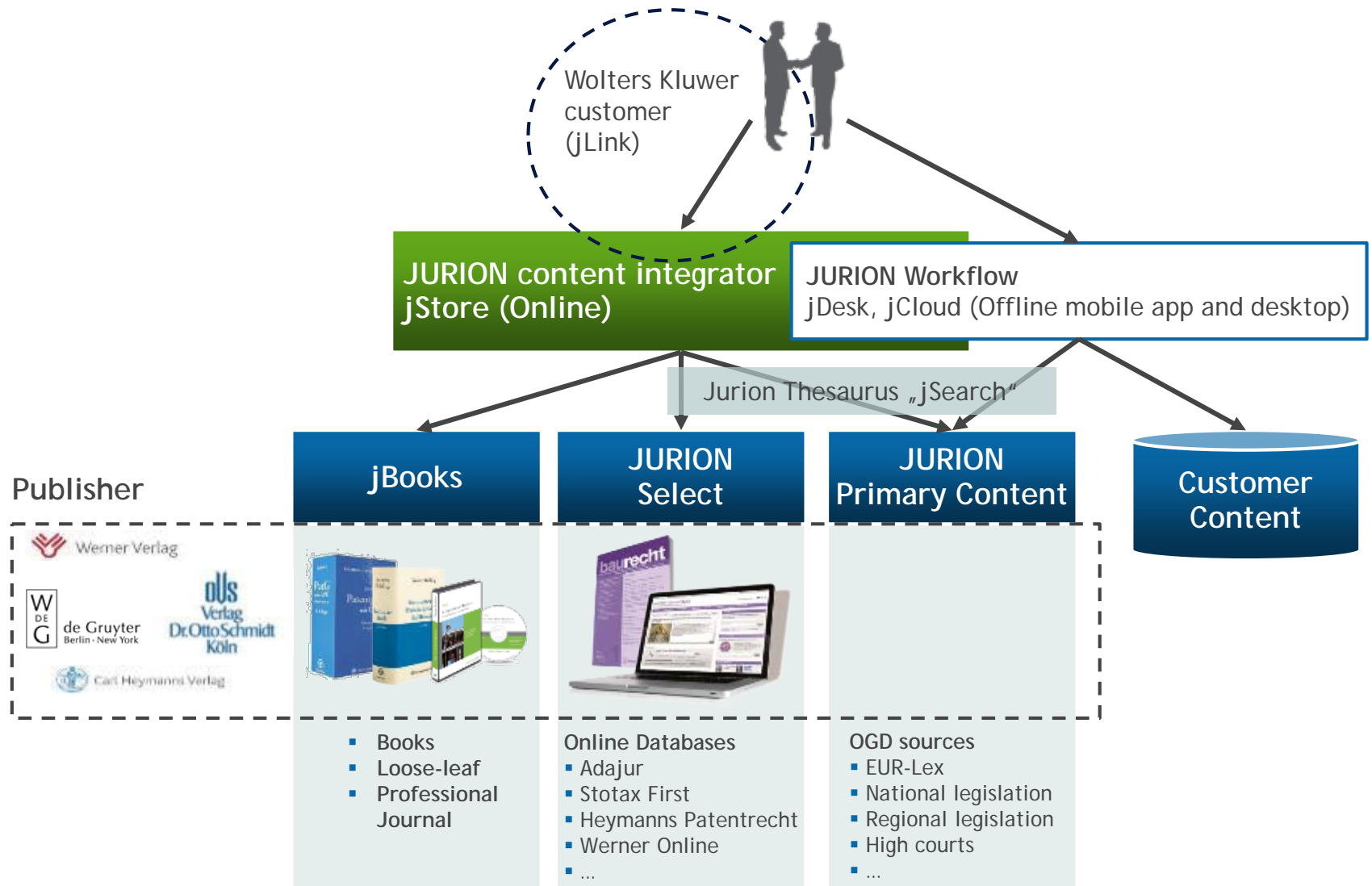
Content coverage across publishing houses

Mobile cooperation and ubiquity

Strong position of market leaders

Full integration and linking

Jurion as an open platform, enabling content integration of various publishers and sources



Key Features / Value Proposition Jurion (customer)

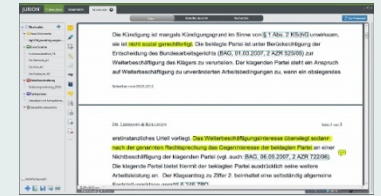
Integration

- All relevant contents from one source
- Integration of different formats (comments, loose-leafs, ...)
- Integration of different IT solutions in one system



Productivity

- Improvement of workflow processes
- Increased effectivity to solve interdisciplinary problems
- Savings of time and effort due to improved search



Timeliness

- Fast product updates
- Direct updates of news and industry developments
- Direct updates of legislations, jurisdictions, comments etc.



Mobility

- Ubiquitous use - no local limitations
- Synchronisation of all data „on the go“
- Independent from devices, working across platforms



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Value Proposition Implementation

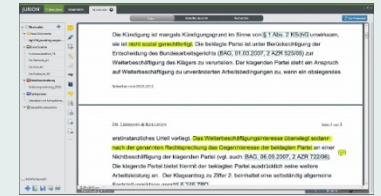
Integration

- Creation of domain knowledge models as semantic backbone
- Semantic web technologies as intelligent integration layer
- Ingestion of OGD data in a machine-readable standard format



Productivity

- Streamlined processes spanning from acquisition to usage
- Enrichment of contents by interlinking, contextualisation and disambiguation



Timeliness

- Direct links to primary sources and their information assets
- Updates creating alerts direct from the source



Mobility

- Information on changes processable everywhere
- Extensive use of contextual information (geolocation)



Multitude of enablers for getting the job done

Technology

- Semantic Web technologies and standards
- Common APIs
- Tools to support Data and Information life cycle

Information

- OGD direct from source prepared for automatic processing
- Responsibility for data quality and governance remains with data owner
- Proper licensing and IPR strategy implemented

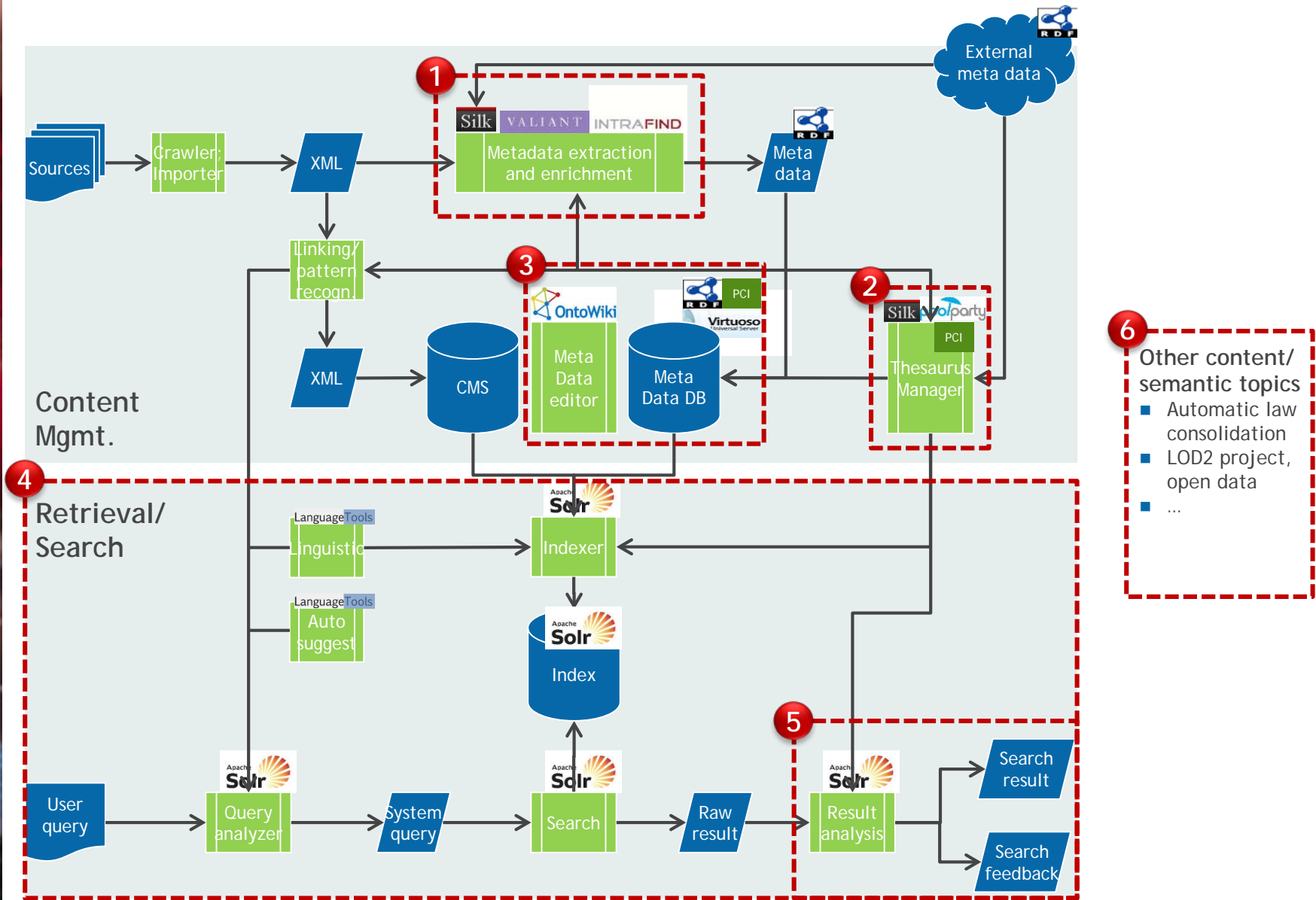
Knowledge

- Domain knowledge made accessible as important asset
- User generated content as new input stream for knowledge sharing
- Data curation and development as widely supported core process

Application

- Mashups connecting data from different sources to support e.g. European job market
- Accelerating innovation cycles by enabling fast application development
- Introducing new paradigms for information usage in multiple environments

Content and semantic search architecture WK Germany - Initiatives



Demo PO data and WKG data

Add primary source reference as linked data



Cellar Integration Application Help

Lang: de Full Text (cellar only): cellar only Title: titles, abbrev, etc. start date end date Arbeitsrecht Thesaurus: Besteuerung

Search WKD **Search Cellar**

WKD Documents			Cellar Documents		
ISSUED	TITLE	RELATED	ISSUED	TITLE	RELATED
1985-07-25	Verordnung (EWG) Nr. 2137/85 über die Schaffung einer Europäischen wirtschaftlichen Interessenvereinigung (EWIV)	1	1989-10-04	90/197/EWG: Entscheidung der Kommission vom 4. Oktober 1989 über eine durch die Erstattung besonderer Steuerabgaben oder steuerähnlicher Abgaben finanzierte Beihilfe an die Viehhaltungsbetriebe mit Getreideerzeugung in Frankreich (Nur der französische Text ist verbindlich)	X
			1993-07-22	93/454/EWG, Euratom: Entscheidung der Kommission vom 22. Juli 1993 zur Festlegung der Definition der Produktionssteuern und Einfuhrabgaben im Zusammenhang mit der Anwendung von Artikel 1 der Richtlinie 89/130/EWG, Euratom des Rates zur Harmonisierung der Erfassung des Bruttosozialprodukts zu Marktpreisen	X
			1993-10-04	93/570/EWG, Euratom: Entscheidung der Kommission vom 4. Oktober 1993 bezüglich der Abgrenzung der "sonstigen Produktionssteuern" von den "Vorleistungen" im Zusammenhang mit der Anwendung von Artikel 1 der Richtlinie 89/130/EWG, Euratom des Rates zur Harmonisierung der Erfassung des Bruttosozialprodukts zu Marktpreisen	X
			1993-11-22	Verordnung (Euratom, EGKS, EG) Nr. 3606/93 des Rates vom 22. November 1993 zur Änderung der Verordnung (EWG, Euratom, EGKS) Nr. 260/68 zur Festlegung der Bestimmungen und des Verfahrens für die Erhebung der Steuererträge der Europäischen Gemeinschaften	X

WKD Document Law Fragments

DETAIL	VALUE
Title:	Verordnung (EWG) Nr. 2137/85 über die Schaffung einer Europäischen wirtschaftlichen Interessenvereinigung (EWIV)
Abbrev:	EWG-V 2137/85
Short Title:	Verordnung (EWG) Nr. 2137/85 des Rates vom 25. Juli 1985 über die Schaffung einer Europäischen wirtschaftlichen Interessenvereinigung (EWIV)
Issued:	1985-07-25
URL:	http://resource.wolterskluwer.de/legislation/eu_v-2137-1985-ewg
primary source	86/519/EWG: Entscheidung der Kommission vom 20. Oktober 1986 zur Verbesserung der Effizienz der Agrarstruktur in Griechenland gemäß Verordnung (EWG) Nr. 797/85 des Rates (Nur der griechische Text ist verbindlich)
Subject	Ausscheiden aus einem anderen Grund als dem der Abtretung seiner Rechte
Subject	Gründung der europäischen wirtschaftlichen Interessenvereinigungen

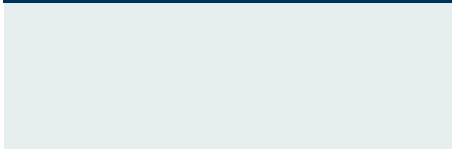
Employment Scenario Dashboard for Applicant

(always comparing the current location with the one across border in a single widget)

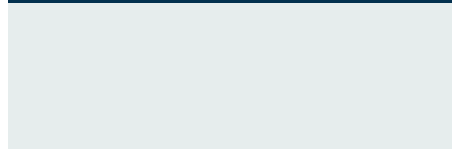


Job View

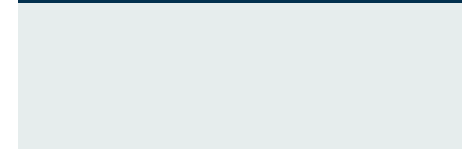
Job search widget



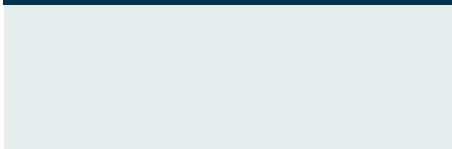
Prospective Income calc



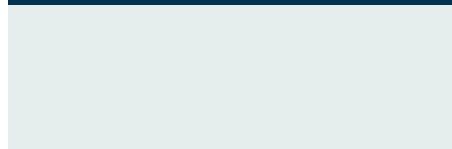
Average retirement provisions



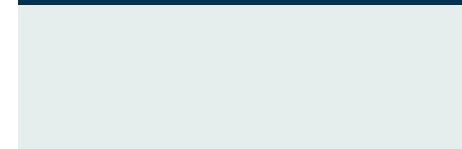
Future job trends



Specific national regulation

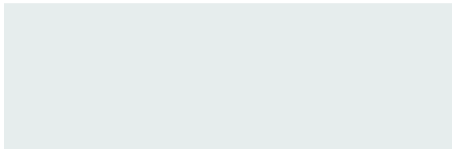


No. fellow countrymen in area

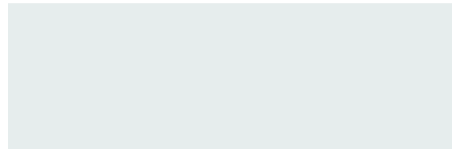


Feelgood factor View

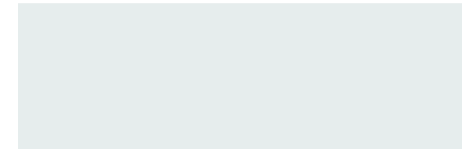
Density of cultural events



Coverage of day-care

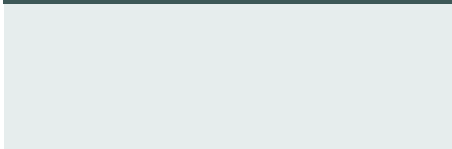


Crime Rate

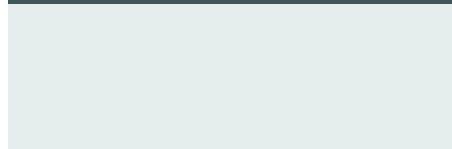


Location View

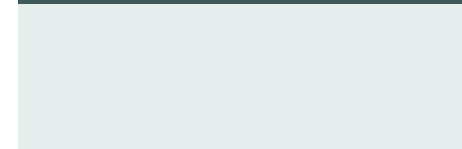
Public transport widget



Average cost of living



Tax calculator for travel



Summary and Outlook

- **Semantic Web** technologies and Linked Data are an **enabler for innovative information products** and services
- **OGD** serves as an important **incubator and active player** in the evolving data economy
- Stronger **collaboration** between industry, administration and research is required to accelerate current developments in a complex global environment
- **Wolters Kluwer** is willing and able to **contribute** to these efforts and is already actively extending its activities and its networks within these communities
- Responsibilities and issues around **governance and licensing** of data must be solved for a broader uptake of these technologies and data

Contact



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Jurion platform
<http://www.jurion.de>



LOD2 project
<http://lod2.eu>