

Collaborating on Interoperability to Achieve a Single Market

Data in Use III
Panel



International Collaboration Now



Content Control for Customers/Citizens

CONTENT IS KING

SEARCH ENGINES. ON PAGE SEO CONSISTS OF KEYWORD AND TITLE TAG OPTIMIZATION, WEBSITE ARCHITECTURE MANIPULATION, IMAGE TAG OPTIMIZATION, AIRFLOW, LEADER TAG OPTIMIZATION AND SITE MAP IMPLEMENTATION AND SUBMISSION TO SEARCH ENGINES. ON PAGE SEO, ALTHOUGH MENTIONED AS "BASIC", IS STILL A CRUCIAL EXPERIENCE AND TALENTS TO IMPLEMENT IN A COHESIVE MANNER. SEARCH ENGINES ARE GOOD AT IT! OFF PAGE SEO IS AN ALL-ENCOMPASSING TERM THAT FOCUSES ON THE ROOT OF CURRENT TRENDS IN SEARCH ENGINE OPTIMIZATION - POPULARITY, THE IMPACT OF A SEARCH CAMPAIGN ENTAILS OFF PAGE PROFILE ENRICHMENT (LINKS, BLOGS, ETC), ARTICLE OPTIMIZATION, DISCUSSION FORUMS, ETC. (NAME A FEW). THE OFF PAGE SEO IS CRITICAL TO A BUSINESS THAT WANTS TO PORT INCREDIBLE SERVICES FROM OTHERS. WITH LOCAL SEARCH, GETTING LISTED LOCALLY IS ESSENTIAL FOR SEARCH ENGINE SURVIVAL. ALL SEARCH ENGINES SPEND SIGNIFICANT TIME TO PROVIDE RESULTS BASED ON YOUR LOCATION AND BASED ON YOUR REGIONAL SEARCH TRENDS. IT IS YOUR BUSINESS TO RANK ON THE SEARCH ENGINES ON LOCAL SEARCHES, JUST AS THEY DO ON REGIONAL OR NATIONAL. AT INCREDIBLE MARKETING, WE SPECIALIZE IN GETTING YOUR BUSINESS EXPOSURE ON THE WEB AS POSSIBLE - INCLUDING NATIONAL, REGIONAL OR LOCAL. MOBILE SEARCH IS TAKING OVER - DID YOU KNOW THAT? DID YOU ALSO KNOW THAT THE CRITERIA FOR MOBILE SEARCH AND STANDARD SEARCH ARE DIFFERENT? PROBABLY NOT, BUT TOO MANY PEOPLE DO NOT UNDERSTAND THAT MOBILE SEARCH IS ITS OWN BEAST, AND IT IS BECOMING IMPORTANT TO FOCUS ON. CURRENTLY, ABOUT 40% OF ALL SEARCHES IN THE WORLD COME FROM A MOBILE DEVICE, AND THAT NUMBER IS GROWING EXPONENTIALLY. TO DOMINATE THESE RANKINGS, IT IS NOT ENOUGH TO MERELY HAVE A MOBILE FRIENDLY WEBSITE. YOU MUST ALSO OPTIMIZE THEIR WEBSITE FOR MOBILE SEARCH CRITERIA. WE CAN HELP YOU DO THAT.

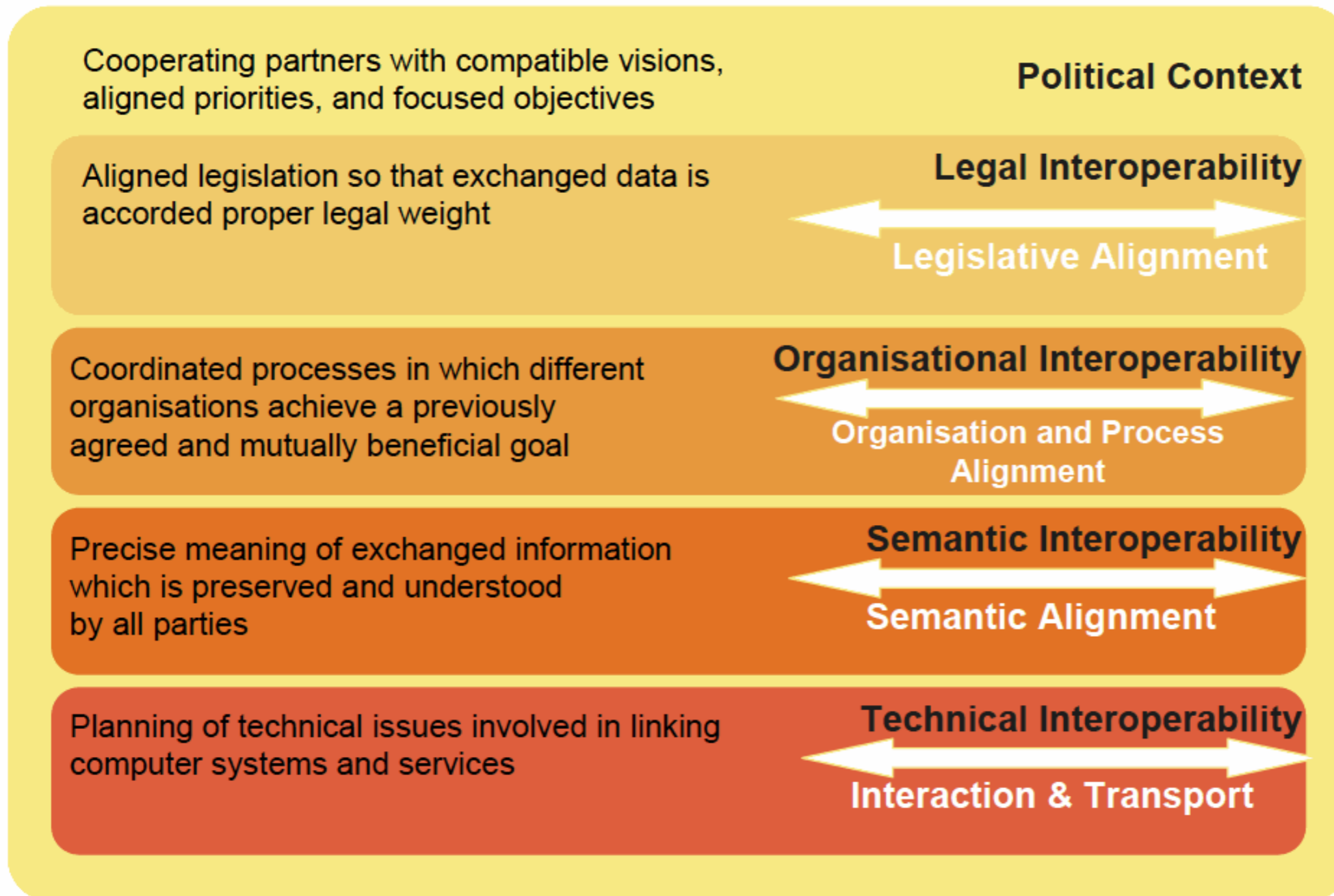


No Single Market without Interoperability



- ❑ Product Categories
- ❑ Intellectual Property
- ❑ Data Protection
- ❑ Terms of Services
- ❑ Shipping
- ❑ Taxes
- ❑ Customer Sentiments
- ❑ Payment
- ❑ eGov
- ❑ Dispute Resolution
- ❑ Underaged

European Interoperability Framework



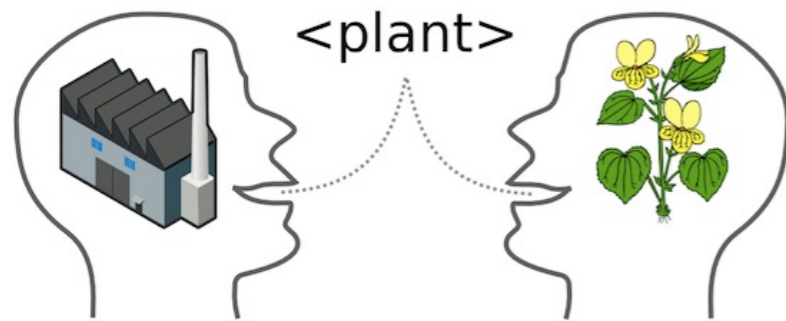
Semantic vs. Syntactic Interoperability



- ❑ Connecting systems
- ❑ Vocabularies only for meta data?
- ❑ Rather syntactic interoperability

- ❖ Relatively new undertaking, not achieved before.
- ❖ Different linguistic, cultural, legal, and administrative environments make it hard.
- ❖ Multilingualism adds further complexity to the problem.
- ❖ Missing agreement by sector-specific and cross-sectoral communities on the use of semantic interoperability assets.





Monolingual Interoperability

- ❖ Many countries operated in regions
- ❖ Different terms used by different stakeholders



Multilingual Interoperability

- ❖ Cross-border (mostly)
- ❖ Complexity of monolingual multiplied by languages

Interoperability thru Translation?



Creating a Semantic Interoperability Asset

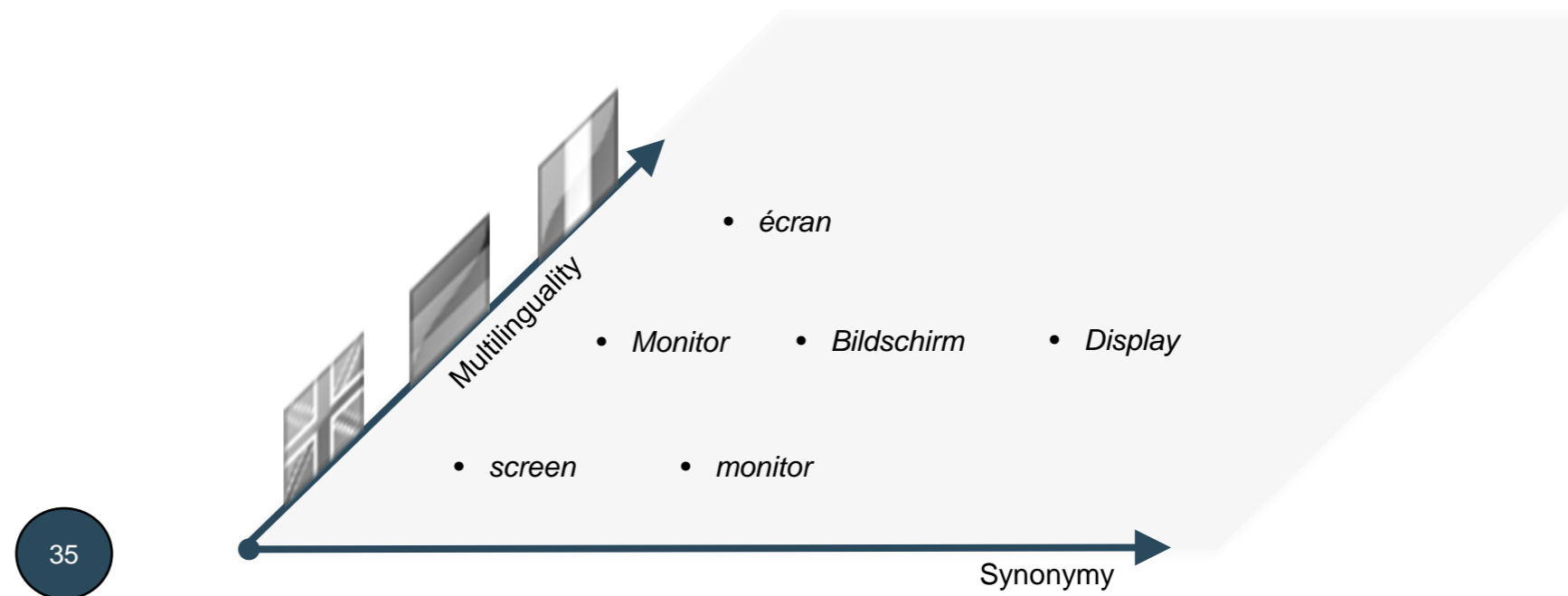
Creating a Semantic Interoperability Asset

Language



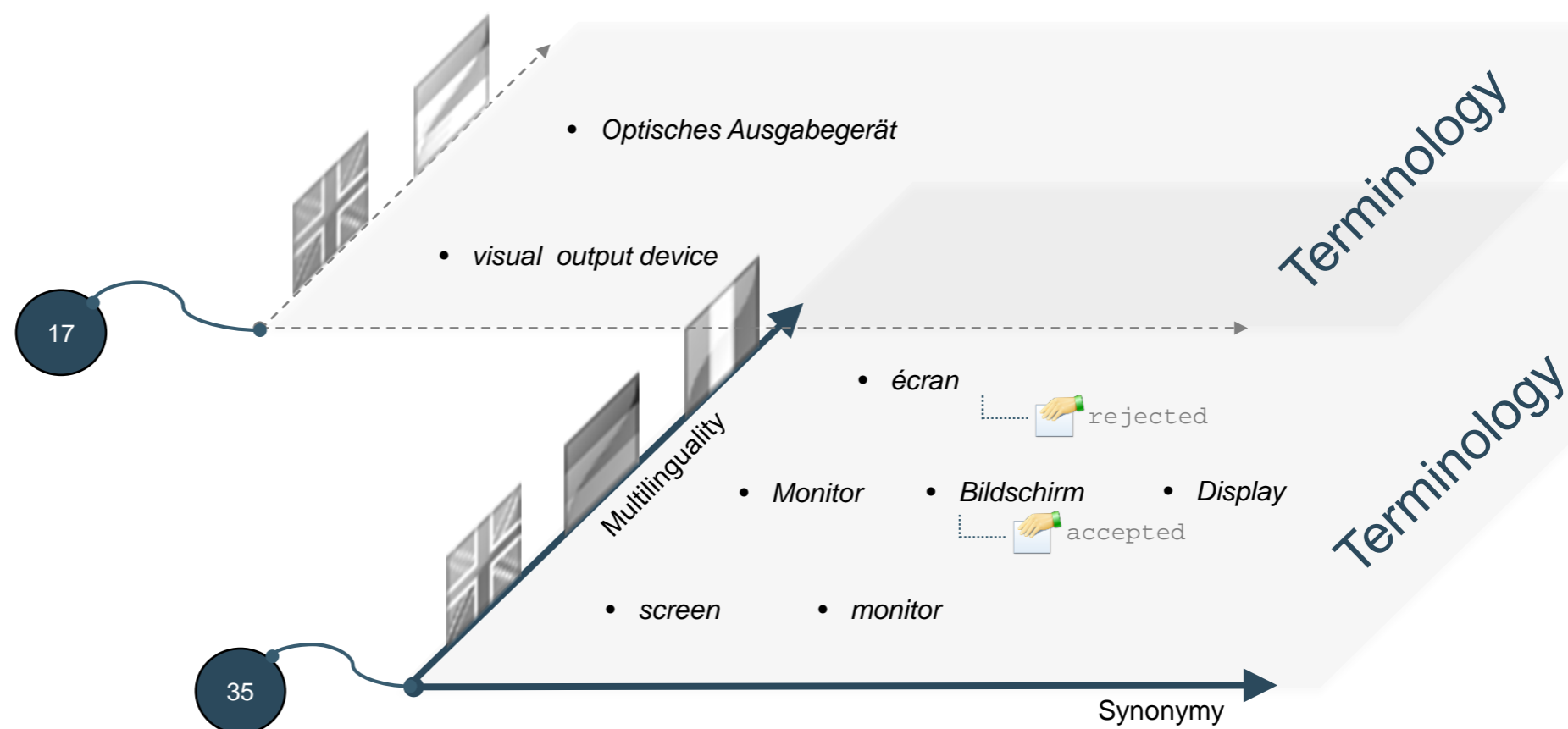
Creating a Semantic Interoperability Asset

Language



Creating a Semantic Interoperability Asset

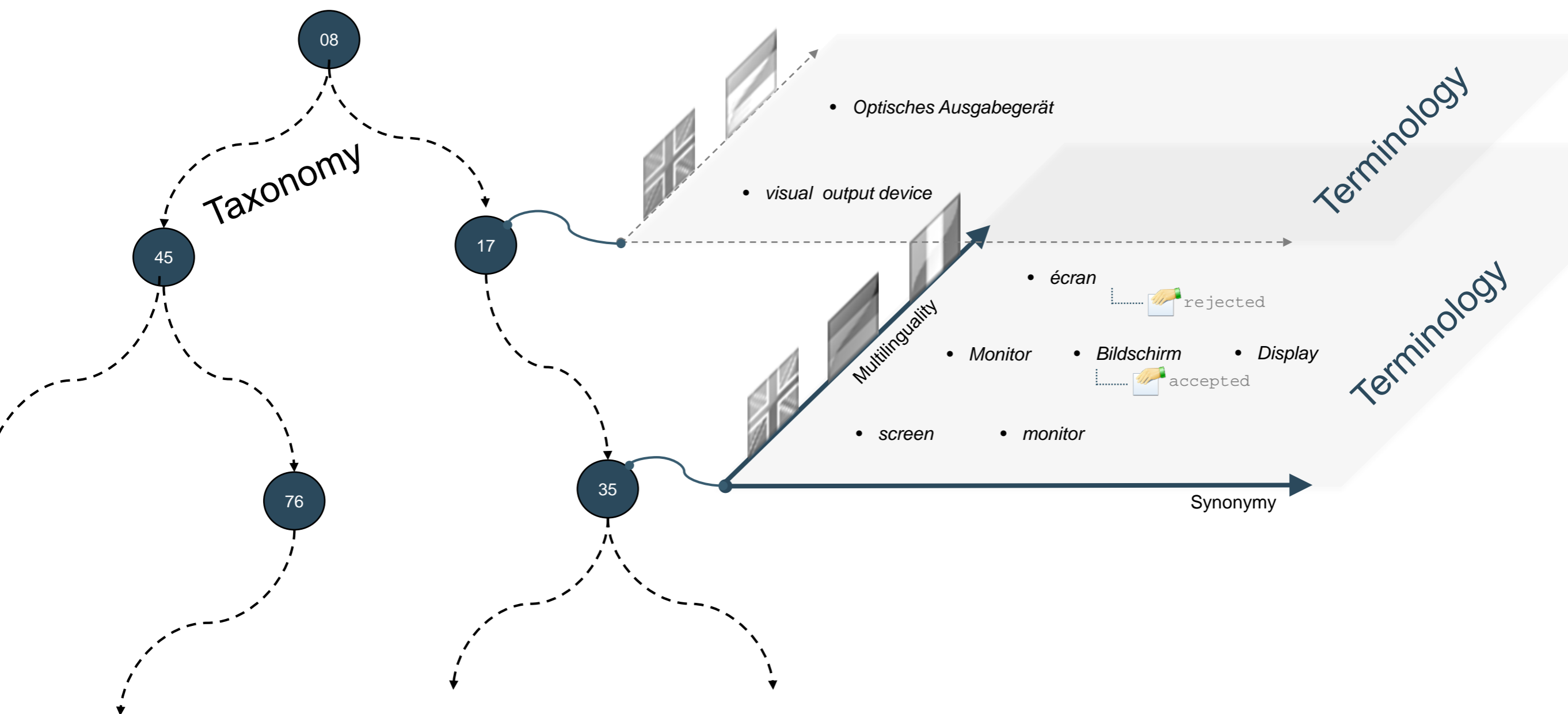
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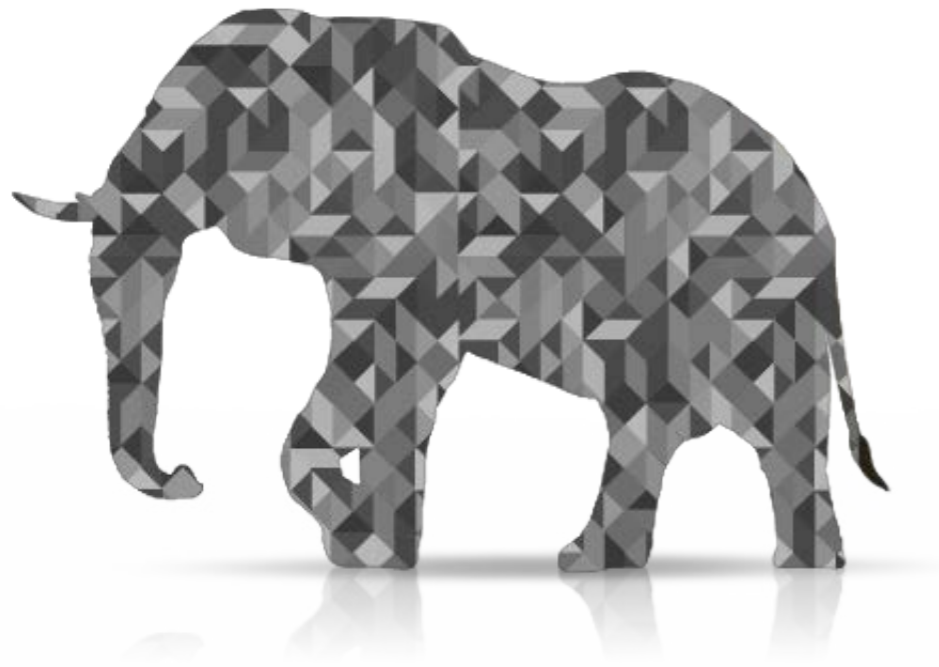
Creating a Semantic Interoperability Asset

Knowledge

Language



Big





- ❑ Data Value Chain – The Language Dimension
- ❑ Interoperability – Solutions and Methods
- ❑ Customs – Cross-border risk analysis
- ❑ Intangible Assets – A borderless value
- ❑ Community Trade Mark – The Semantics of Goods & Services

The Panelists



Marta Nagy-Rothengass
Head of Unit Data Value Chain, CEC



Rüdiger Eichin
Research Manager, SAP AG



Guðrún Magnúsdóttir
CSO, ESTeam AB



Inge Buffolo
Head of Institutional Relations and
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Ioannis Kotsiopoulos
R&D Manager, European Dynamics SA



Moderated by: **Jochen Hummel**
CEO ESTeam AB &
Chairman LT-Innovate



“We have to share ideas and try to align, map between concepts, rather than trying to harmonize different world perspectives.”

Tom van Engers,
Leibniz Center for Law, Amsterdam

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