

Press Release

New Markets for Geo-Information in Times of Google Earth: MICUS-Study Names Market Information, Market Volume and Success Factors

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MICUS Management Consulting GmbH carried out the study “Prospects for Business Models of German Companies in the European and Global Geo-Information Market” on behalf of the German Federal Ministry of Economics and Technology (BMW). The goal of the study is to identify the ways in which German companies can open up new markets internationally. For the German market, a volume of € 1.5 bil. is calculated in 2007.

The geo-information market has received a great deal of public attention as a result of Google Earth and Microsoft Virtual Earth. More and more companies are recognizing the business potential of geo-services and are developing solutions geared towards meeting a wide range of demands. Access to new markets is facilitated by industry oriented solutions.

The German geo-information market had a volume of € 1.5 bil. in 2007 and has grown by approximately 50% since 2000. The clear shift among the three most important sectors since 2000 is particularly worth emphasizing. Market leadership has transferred from planning and documentation systems (GIS) onto navigation and mobile services. Put simply: The market has managed the transition from catering to experts to catering to the masses. The third sector, geo-marketing, has only experienced marginal growth as a component of market research and advertisement. Of significance is the fact that that public geo-data is increasingly being replaced by cheaper alternatives from private providers.

“The market has changed fundamentally. Public data is increasingly substituted, navigation and mobile services have arrived on the mass market: The markets still offer lots of room for development,” according to Martin Fornefeld, CEO of MICUS.

The study takes up the projects of the German Commission on the Economics of Geo-Information (“GIW-Commission”), located at the BMW, and provides a decision making framework for the projects’ internationalization. This involves applications based on geo-data in the areas such as mineral resources, geothermal energy, the insurance industry, the utility industry and out of home media.

For the first time, the market conditions of the respective European and global geo-information markets are depicted in a map-based web application as GeoBusinessMaps. The application can be accessed at www.geobusinessmaps.org and provides important basic information, market information and information on data sources that can all be used as a framework for entrepreneurial decision making. The power of these GeoBusinessMaps is that they permit map-based and subject-based navigation, which neither requires expert knowledge nor the use of complex search queries.

Martin Fornefeld, CEO of MICUS, summarizes the results of the study as follows: “There still exist considerable market opportunities for German companies in the international arena. But their actual appropriation can only occur in cooperation with others and using new business models.”

The *study* is provided as a download at www.micus.de.
The *application* can be accessed at www.geobusinessmaps.org.

Background information:

MICUS Management Consulting is a specialized consulting company for the technological developments of the 21st century. Its core themes are, among others, broadband, e-government and public sector information.

In the subject areas geo data, energy as well as information and communication technology, MICUS Management Consulting occupies an excellent position due to its internationally recognized market studies in addition to its several years of experience with consulting mandates for renowned institutions. The heeded achievements in the area of e-government encompass the entire subject spectrum of administrative modernization as well as the interplay between the public and the private sector. MICUS concentrates the special challenges in its strategic consulting approach: "Business@Government".

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