Rail Data Marketplace

Welcome to your round up of news related to the Rail Data Marketplace (RDM). If at any time you wish to unsubscribe, email us at raildatamarketplace@raildeliverygroup.com.

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Programme Update

Our apologies for the delay to this newsletter; all we will say is that it has been a busy time over the last couple of months. We recently had our GDS Alpha Assessment which, whilst not highlighting any significant issues, did not meet all 14 areas of the Service Standards. We received useful feedback which will improve the end result, however it does mean there will be a short delay to the programme as we work through the areas to address. Despite the setback, we still aim to have a working version this year with a number of users testing it in anger.

Aside from the GDS assessment, it has been a productive time since the last newsletter. Many of our stakeholders gave us their thoughts on how RDM might work commercially, and we would like to thank everybody who took part. We give an overview of our findings below, and we will post the full report on our webpage.

The procurement process for our platform has continued and we have been delighted with the quality of providers and solutions which have been proposed. All of the shortlisted bidders could have delivered an excellent solution, but we can only pick one, and hope to announce our preferred supplier in the next couple of weeks.

For those interested in contributing to our eventual solution, we have a couple of opportunities this month; a chance to help shape a rail taxonomy to make all of our data more findable and the chance to be one of the first to feedback on our latest prototype. Details of how to get involved are below.

We are attending a few events in the coming months which are detailed on our webpage. It would be great to see some of you and hear what you think about our ambitions for a Rail Data Marketplace, or feel free to email us.

Highlights from Commercial User Research

As part of our recent user research, we spoke to data publishers, data consumers, data aggregators, TOC's, Academia, suppliers to the rail industry, SME's and innovators. We came away from those sessions with lots of findings. The full report will be posted on our webpage but we thought that we would share just a few key insights.

Open data - Key to the wider aims of growth and innovation within our industry is access to 'Open Data' (i.e free to access) as a default pillar of the Rail Data Marketplace (RDM). Participants felt that whilst commercialised data sets will form part of the overall mix, RDM should always offer open data. This aligns perfectly with our original aims.

Freemium - was also popular and seen as a route to expose aspects or throttled amounts of a data free of charge, to encourage data aggregators and innovators to sample data with a view to driving and supporting innovation. This would then likely evolve into a subscription model.

Commission - Publishers felt that commission payable on commercialised data sets is a reasonably standard and acceptable approach for a data marketplace but interestingly the levels of commission that might be acceptable differed depending on data set maturity and whether those data sets had an existing customer base.

Subscription based payments for commercialised data were common which may have additional volumetric charges for high consumption.

Off-the-shelf licensing on the platform was a key focus of the research. The RDM wants to bring together data publishers and consumers and make that interaction as low-cost and 'friction-free' as possible. This was certainly of value to a broad range of both publishers and consumers however for some (often larger) organisations they would still want to use their own default contracts.

A key insight for the RDM was that many publishers wanted to price their data depending on who the data consumer was. This was in part to support start-ups, small businesses and academia and drive innovation but also to maximise revenue opportunities.

These insights and more from our user research have helped to inform both the functional requirements of the RDM as well as how our publishers might commercialise datasets through it. We would like to thank everyone that gave up their valuable time to help us with our user research.

Iterating Our Prototype

We have demonstrated our prototype to a number of different audiences as well as run previous feedback sessions, but to be in the best place possible and 'hit the ground running' with our new platform supplier, we will be further iterating the prototype with several improvements across our minimum viable product user journeys. This will include adding contextual help to tricky steps, addressing items from our Accessibility audit, and designing simpler alternatives for certain pages to conduct testing with users. If you wish to take raildatamarketplace@raildeliverygroup.com.

Taxonomy Survey

Classifying data that appears on the RDM is key to making it findable, both when you publish your dataset and when searching for datasets that you wish to consume. Whether you're tagging, navigating, or searching, data classification is key to findability and discoverability.

The team have spent the last few months defining different categories and sub-categories of data and we'd love to get your feedback.

You can take our short test to see how you would categorise and label our by data clicking here.

You can also view our complete taxonomy at the end of the test and provide your feedback.

Upcoming Events

GEO Business

Geospatial Technology: shaping the future for everyone involved in gathering, storing, processing and delivery of geospatial information

https://www.geobusinessshow.com/

Venue: Excel, London, E16 1XL

Date: 18 &19 May 2022

Time: 0900-1700

RDM Attendees: Hayden Sutherland - Project Architect, Others tbc.

Excellence in Passenger Transport

Technology for a smarter Journey. Excellence In Passenger Transport will offer attendees an overview of what is possible now and in the near future.

https://www.oscarkrane.com/attend-form---passenger-transport.html

Venue: The Chesford Grange Hotel, Warwick. CV8 2LD

Date: 18 & 19 May 2022

Time: 0900-1700

RDM Attendees: Hayden Sutherland - Project Architect, Others tbc.

Move, 2022

A mobility event, where disruptive technology and innovation drive a carbon zero future for the entire value chain.

https://www.terrapinn.com/exhibition/move/index.stm

Venue: Excel London, Royal Victoria Dock, 1 Western Gateway, London E16 1XL

Date: 15 & 16 June 2022

RDM Attendees: Hayden Sutherland - Project Architect

Rail Innovation Group

An in-person meet-up to the UK's dedicated rail innovation community to introduce the Rail Data Marketplace and answer questions.

Venue: London, TBA

Date: 22 June 2022

RDM Attendees: Jez Smith - RDM Programme Lead, Clare Morrisey - RDM Commercial Lead, Carl Selby - RDM Product Owner & Chris Samms - User Research Lead