



Real World Use Cases

News & Media Publishing

by

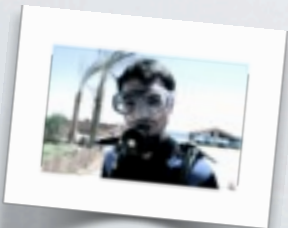
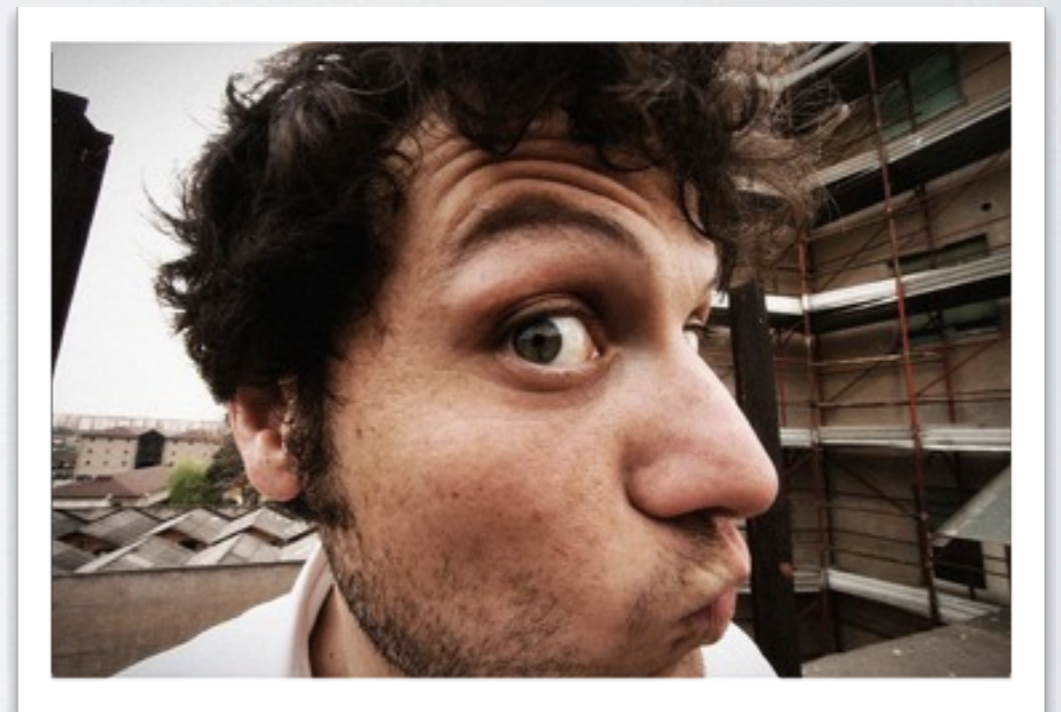
Andrea Volpini





Andrea Volpini

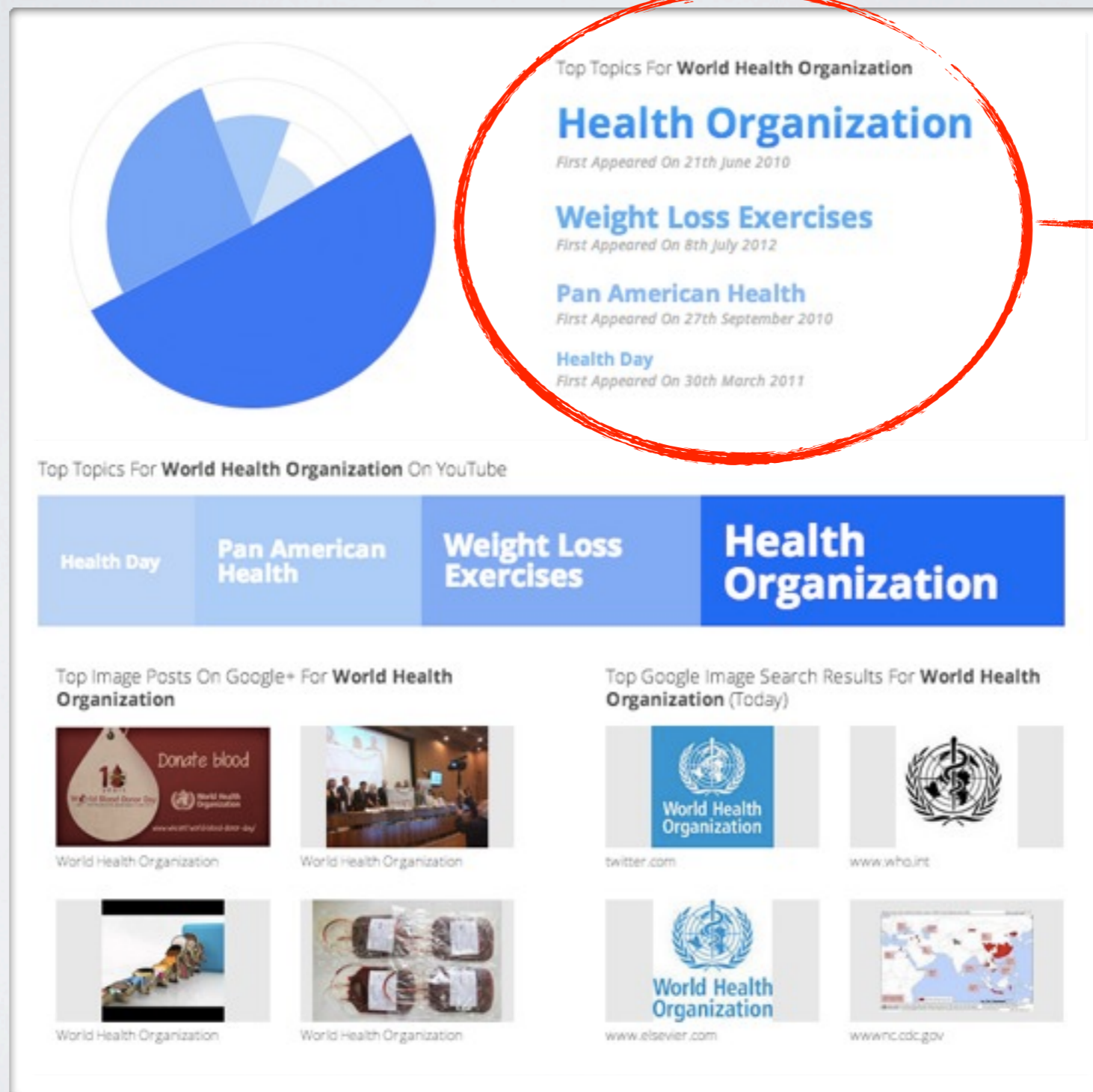
- Built my first [website](#) in **1996** with my **school buddy** David
- Created my first start-up while still in high school
- Ended-up installing the Mobile TV in Pakistan and starting a company in **Egypt**
- In love with **Austrian Culture!**



LET'S BEGIN WITH...



HOW GOOGLE SEES THEM?



→ Is this it?!?

Sourced from Google

WHERE DO THEY MAKE AN IMPACT TODAY?



Sourced from Google

Problem

Relevancy on commercial Search Engine is **low**.

The wealth of content offering is only partially accessible/
perceived from the outside world

Internal Search is also affected by a limited content structure and poor metadata (*limited drill-down facilities*)

Multilingual content enhancement is key:
“all language are created equal” but...not all content is
available in all languages

Multi-channel delivery requires a fine grained content model to ensure every bit reaches its audience with a seamless UX

Solution

REDLINK

a **Platform-as-a-Service** running Apache Stanbol, Apache Marmotta and Apache Solr combined with **premium datasets** designed to:

Enrich textual contents.

Index them using custom vocabularies.

Link them to the Linked (Open) Data Cloud.

Help users find them using Semantic Search and Schema.org.

Architecture

REDLiNK Linked Media Framework

- ▶ Administration/Configuration
- ▶ Workflows
- ▶ Data Management (SKOSjs)
- ▶ Search User Interface



- ▶ Linked Data Publishing
- ▶ Metadata Storage

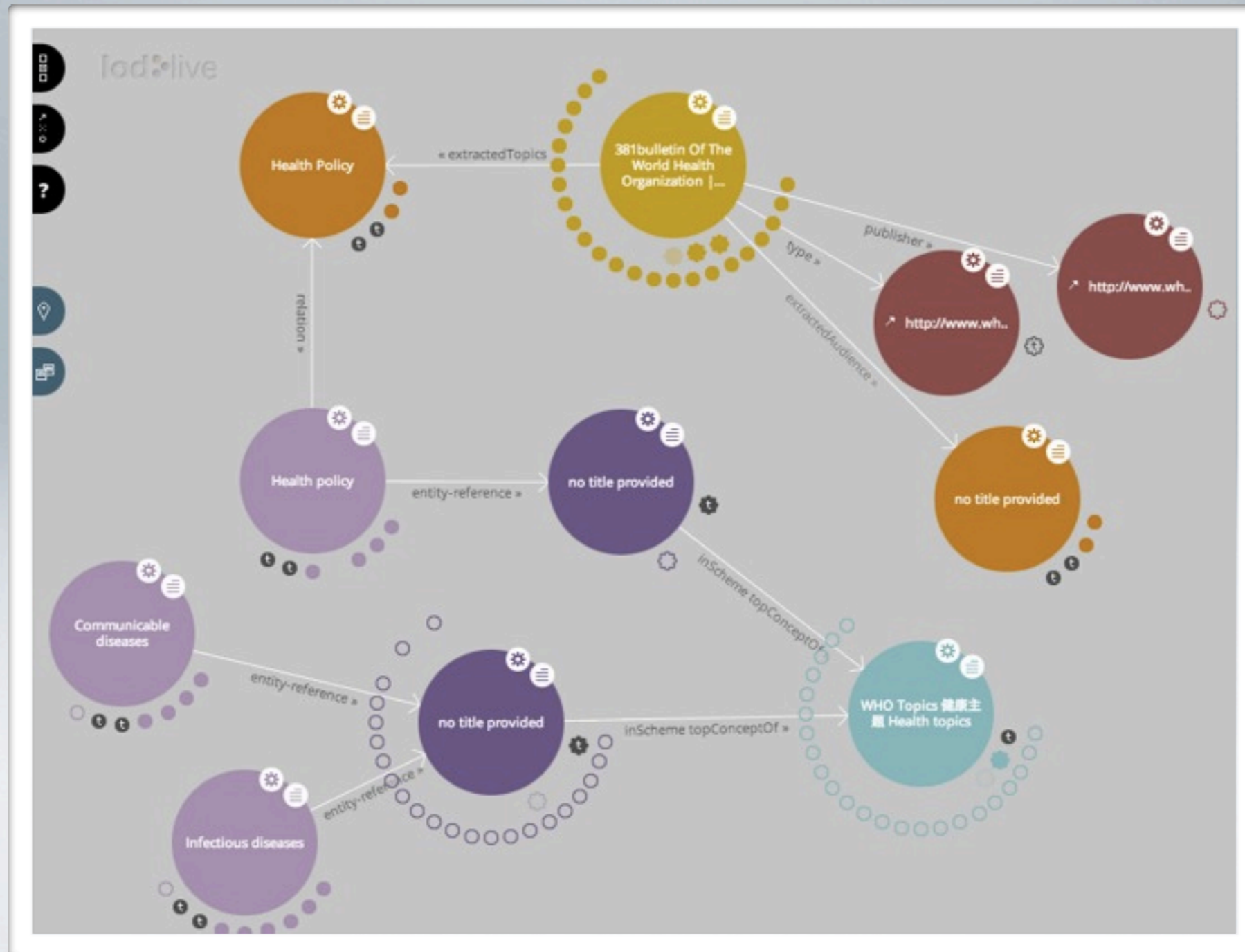


- ▶ Content Enhancement
- ▶ Entity interlinking



- ▶ Full Text Indexing
- ▶ Faceted Search

LET'S HAVE A LOOK AT ONE PDF DOCUMENT (REDLINKED)



Google Rich Snippets

increase

CTR on Google Organic Search



decrease

CTR/Costs on Google AdWords

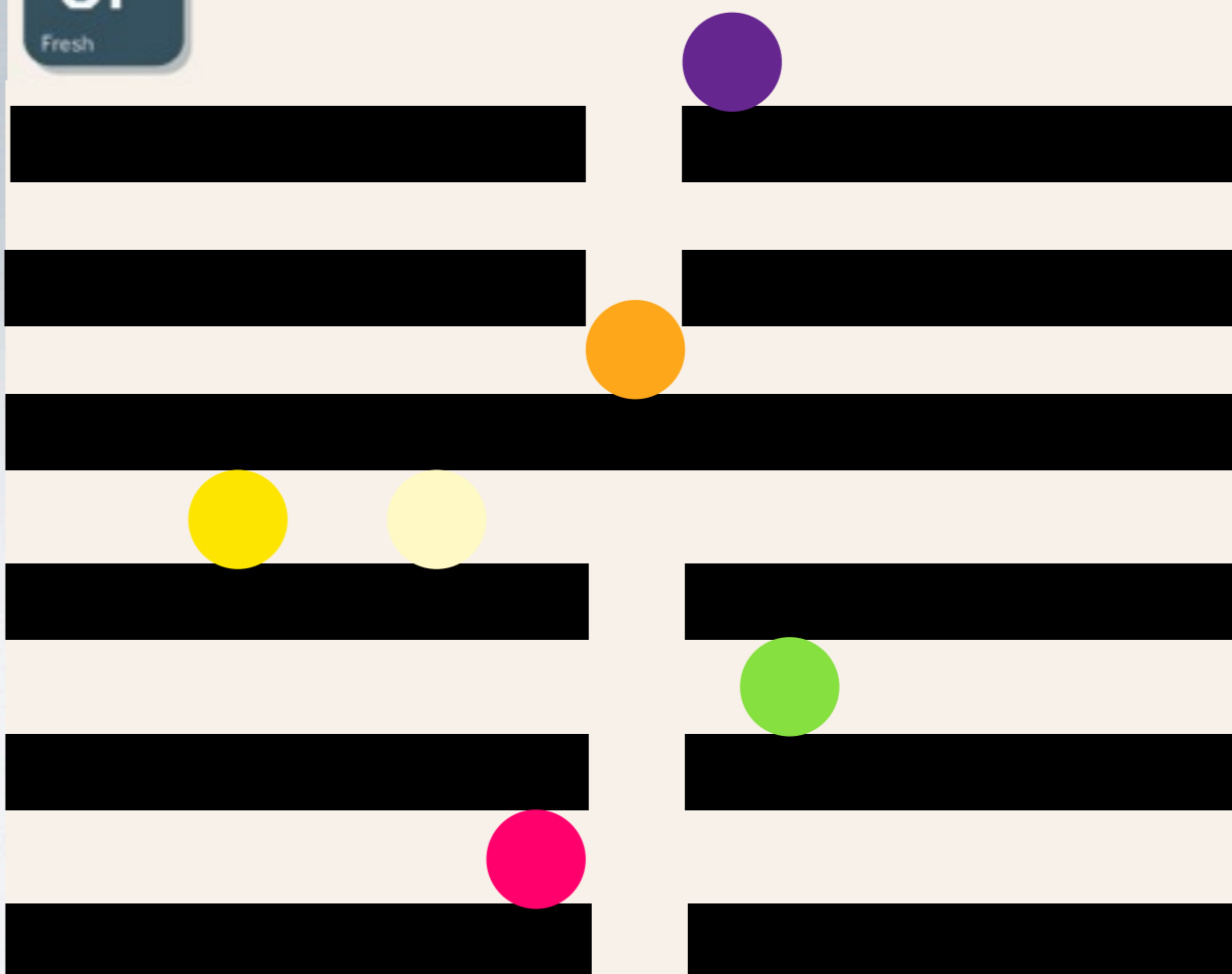


"car insurance" Google.nl

eduard blacquière // orange valley

| CONTENT | HTML | ARCHITECTURE | LINKS | SOCIAL | TRUST | PERSONAL |
|-------------------------------------|--|----------------------------------|------------------------------------|---------------------------------------|--------------------------------------|-------------------------------------|
| Cq ⁺³ Quality | Ht ⁺³ Titles | Ac ⁺³ Crawl | Lq ⁺³ Quality | Sr ⁺² Reputation | Ta ⁺³ Authority | Pc ⁺³ Country |
| Cr ⁺³ Research | Hd ⁺² Description | As ⁺¹ Speed | Lt ⁺³ Text | Ss ⁺¹ Shares | Th ⁺¹ History | Pl ⁺³ Locality |
| Cw ⁺² Words | Hh ⁺¹ Headers | Au ⁺¹ URLs | Ln ⁺¹ Numbers | | | Ph ⁺² History |
| Ce ⁺² Engage | | | | | | Ps ⁺¹ Social |
| Cf ⁺² Fresh | | | | | | |

SEO Ranking Factors
(they all work together)



Market Validation

31%

web pages containing
some metadata

5X

Increase rate of webpages
with embedded metadata
between Oct 2010 and Jan 2012

source: analysis of the Bing Crawl (US crawl, Jan 2012)

LET'S MOVE TO...



AND THEIR OPEN DATA
INITIATIVE

“For clients seeking competitive advantage through **direct interactions with customers, partners and suppliers, open data is the solution** [...] more commercial organizations are using **open data** to get **closer to customers, share costs with partners** and **generate revenue** by monetizing information assets.”

David Newman
Research VP Gartner

ENEL OPEN DATA INITIATIVE

CORPORATE

More effective workflows inside the organization, lower costs for new application development and increased added value from bridging different data silos (and departments)

+ SPEED

- COSTS

+ INTELLIGENCE

+ INTEGRATION

COMMUNITY

Higher accessibility and increased visibility of the various stakeholders

+ SOCIAL

- RISKS

+ ACCOUNTABILITY

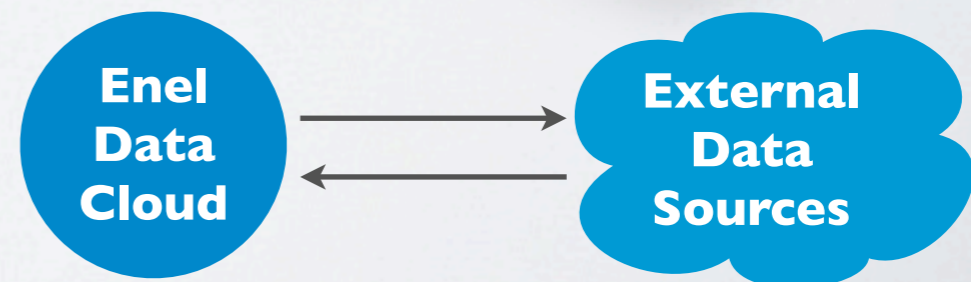
+ TRANSPARENCY

Apps

APIs

Enel Data Cloud

Raw Data



A USE CASE: PROMOTING THE RETAIL

The screenshot displays a navigation bar with five dataset categories: 'DATASETS Financial - Group' (teal), 'DATASETS Financial - Enel SpA' (purple), 'DATASETS Sustainability' (orange), 'DATASETS Environment' (green), and 'DATASETS Territory' (blue). The 'Territory' category is expanded, showing a dropdown menu with four options: 'Enel direct shops', 'Enel non direct shops', 'Power plant Enel', and 'Enel Production'. Each option is preceded by a small icon of three stacked squares.

data.enel.com

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DATA MARKETING [1/2]

Enel Direct Shops (132)

What if we try to explain to the retail unit that 97% of their clients go online to find their shops?

What if mashups are build by the community using our data rather than by our external agency?

What if by marketing the data we can get 13.208* new impression for one of our stores in 30 days?

* based on real numbers



DATA MARKETING [2/2]

Enel Indirect Shops (1004)

Enel non direct shops

Description: Enel shops indirect - Enel and territory - Enel non direct shops

Category: Territory

Downloads: xls, csv, xml

Company perimeter: Enel Group

| | |
|------------------|------------|
| Publisher | Enel SpA |
| Released | 04/05/2012 |
| Language | en |
| Granularity | Enel Group |
| Spatial coverage | Italy |

Language: en

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Tags: Get this resource in raw RDF: RDF/XML, N3, Turtle, RDF/JSON, JSON-LD



Node: Punto Enel (2304262949)

Download XML | View history | Edit node

- 2304262948 | 2304262950 -

Edited at: Sun, 19 May 2013 08:15:11 +0000

Edited by: EnelSharing

Version: 11

In changeset: 16189932

Comment: Punto Enel - data refresh using updated information from http://data.enel.com/sites/default/files/pediretti_en_2.csv

Tags: addr:city = Roma, addr:country = IT, addr:housenumber = 123, addr:postcode = 00198, addr:province = Roma, addr:street = Viale Regina Margherita, brand = Enel, name = Punto Enel, note = - per segnalazioni sui dati di questo Punto Enel: http://enelopendata.insideout.io/#/feedback/PuntoEnel_Lazio_9, opening_hours = Mo-Fr 08:30-18:30, operator = Enel, phone = +39 800 900 800, shop = energy, website = http://enelopendata.insideout.io/#/PuntoEnel_Lazio_9

View area on larger map | Edit area

View node on larger map | Edit node

- Great engagement from the *Open Street Map Community* (1st company in Italy contributing to OSM - good visibility also on Social Networks)
- The community is helping tracking down wrong coordinates of the indirect retail chain



June 2013

Grazie!

[share your comments](mailto:info@redlink.co)
[via mail: info@redlink.co](mailto:info@redlink.co)

RED LINK