Data analytics offers dramatic potential to inform urban decision making and create value through monetization. In collaboration, Smart City Insights and Visible City cover the entire value chain of commercialization of data for public agencies and private firms alike. Visible City and Smart City Insights are partnering to help organizations analyze, visualize and monetize client enterprise data combined with a diverse universe of public and marketplace data.
The use of internal and open data is limited but growing rapidly. To fully utilize
data for decision-making, new innovative solutions and economic development,
public agencies need to explore more diverse data ecosystems and business models.
We help federal, state and local agencies and their private-sector partners to
maximize outcomes through a multi-stage process:
• Identifying gaps between information flow and insights in the existing
marketplace
• Curating public and private sector data sources to close these gaps with custom
analytics and tools that transform data into insight
• Designing new governance structures to derive maximum benefit from data
and the wider data ecosystem.

Our objective is to maximize value for decision-making, so that data is relevant
for public agencies, private sector partners, and communities. Our combined
support is an effective vehicle for clients to harness the potential of data for
public and private benefit.

APPLICATIONS

INSIGHT & MONETIZATION FOR FIRMS

Most firms are overlooking the potential to increase competitive advantage by
leveraging analytics suited to their operations, and monetizing data they routinely
collect. As a catalyst, we assist firms in procuring high-value external data sources,
organizing internal operations to leverage data, and monetizing data generated
internally, including by packaging it for more completely developed resale.

We build value with raw data for firms in several ways:
• Combining enterprise data with custom-selected external sources for new
insight
• Guiding a monetization strategy with advice about new markets, promising
partners, services and products
• Developing a data marketplace to handle client data internally and find new
opportunities for innovation.

SMART CITY PROJECTS, STRATEGY & GOVERNANCE

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public and private benefit.
Smart City Insights provides advisory services to help cities, regions, governments and companies with a successful implementation of the smart city concept. At the core of our services is always co-creation with a focus on combining economic, environmental and social aspects, bringing in strategic partners and providing examples of use cases.

We specialize in:
- Smart City in practice
- Building an effective data ecosystem
- Data broker services

The scope of our projects is vastly international. Within two years, we have carried out projects in Canada, Australia, Finland, Norway, Denmark, Saudi Arabia, Belgium, Scotland and France.

Visible City is a geospatial data consulting and management organization, focused on leveraging the expanding universe of fast-moving data for public and private clients. We are a team of professionals with combined expertise and passion in urban economics, real estate development, and high-volume data processing and application development.

Our custom products help clients understand urban behavior in unprecedented depth, by combining dynamic datasets that include highly specific time and location information. We offer clients multiple ways to create new and ongoing insight from the exploding volume of data produced by urban life.
1) Newport Partners: High-Resolution Site Identification, AZ Markets
2) State Street Advisors, Minneapolis, MN: Location Evaluation & Scoring
3) City of St. Paul & St. Paul School District, MN: Data-Driven Shared Use & Coordination of Facilities
4) CommonBond Communities, WI: Multidimensional Market Data Analysis
5) City of Hamilton, Canada: Smart City Roadmap
6) YMCA of Middle TN (Nashville): Data-Driven Location & Facility Analysis
7) Private Client, Chicago, IL: In-House Analytics

EUROPE, ASIA, AUSTRALIA PROJECTS
8) Danish Consulate in Sydney, Ministry of Foreign Affairs: Expertise on Danish Smart City Solutions in Australia
9) City of Riyadh Development Agency: Smart City Implementation & Advisory
10) City of Aberdeen, Scotland: Full Business Case for Regional Data Exchange
11) Stavanger, Norway: Smart City Advisory Services for the Nordic Edge Expo
12) The Danish Agency for Data Supply & Efficiency: Smart City Workshops
13) Danish Business Authority, Ministry for Business & Growth: Public & Private Data – Analysis of Potential for Circular Economy Business Models
14) City of Copenhagen; Hitachi Corporation: The City Data Exchange Project
15) Frederiksberg Commune, Copenhagen: Smart City Governance Structure
16) Tampere, Finland: Smart City Training, TASC—Academy for Smart Cities
17) Thales, Paris, France: Data Strategy
18) Belgium: Smart City Advisory Services for AGC Glass