



D3.14 eoMall Galleries and eoPages II

WP3 – Large Scale Demonstrators

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Date: 2020.07.29



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824478.

Full Title	Promoting the international competitiveness of European Remote Sensing companies through cross-cluster collaboration			
Grant Agreement No	824478	Acronym	PARSEC	
Start date	1 st May 2019	Duration	30 months	
EU Project Officer	Milena Stoyanova			
Project Coordinator	Emmanuel Pajot (EARSC)			
Date of Delivery	Contractual	M15	Actual	M15
Nature	Other	Dissemination Level	Public	
Lead Beneficiary	Eversis			
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Reviewer(s)	EARSC			
Keywords	eoMall, eoPages, eoPages Africa, Content, Companies, Services, Galleries			

Document History

Version	Issue date	Stage	Changes	Contributor
1.0	10/07/2020	Draft	Required changes	Eversis
1.1	20/07/2020	Draft	Required changes	Eversis
1.2	29/07/2020	Final	Final Version	Eversis

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Table of Contents

- Executive Summary 4
- CMS Liferay 4
- PARSEC 5
- 1. eoPages 6
- 1.1. Home page appearance and structure..... 6
- 1.2. Services 8
- 1.3. Companies..... 9
- 2. eoPages Africa 10
- 2.1. Appearance and structure..... 10
- 2.2. Company Page 11
- 2.3. African Companies Page..... 11
- 2.4. Search Page..... 12
- 3. eoMall Galleries 13
- 3.1. Appearance and structure..... 13
- 4. Conclusion 15

Table of Figures

- Figure 1. eoPages Main Page. 6
- Figure 2. eoPages Success Story. 7
- Figure 3. eoPages Services and Companies. 7
- Figure 4. Contact form. 8
- Figure 5. Service Page. 8
- Figure 6. Company Page. 9
- Figure 7. eoPages Africa main page. 10
- Figure 8. eoPages Africa Company Page..... 11
- Figure 9. African Companies Page. 12
- Figure 10. eoPAGES Africa Search Page. 12
- Figure 11. eoMALL Gallery. 14
- Figure 12. eoMALL Gallery Subcategory. 14
- Figure 13. eoMALL Gallery View. 15

Executive Summary

This document is a continuation of a previous deliverable named D3.7_eoMALL Galleries and eoPAGES. The content of the document contains part of the previously published information and a description of the differences implemented since the publication of the previously mentioned document.

The document refers to three different applications:

- eoPages
- eoPages Africa
- eoMall

eoPAGES (<https://www.eopages.eu/>) is a business directory application in the Earth observation sector, bringing the users in contact with Earth observation companies from Europe and Canada. Service providers can advertise their products to users in search of suppliers. Typing some letters, users can filter their search by market or service selecting pre-defined text based on the EARSC taxonomy of services (e.g. Forest or Assess deforestation), or position in the value chain (e.g. Data reseller, Value adding services, ...). eoPAGES is free for companies registered within EU and Canada. Almost all PARSEC beneficiaries are able to register on eoPAGES.

eoPAGES Africa is also a business directory application between users and Earth observation companies registered in Africa. It is a complement of eoPAGES where African companies such as PARSEC beneficiaries registered in Tunisia can register and where PARSEC beneficiaries can find a potential partner if they target an African country. eoPAGES Africa is being implemented and will be completed in the coming weeks.

eoMall Galleries (<https://eomall.eu/>) is a web platform dedicated to promoting online services delivered by European companies. eoMALL makes use of case studies to engage the web-user to explore services and contact the service provider. Services are grouped using two views called taxonomies: the thematic one and the market one. The thematic is the supplier view (e.g. Land will group Inland water, Snow & Ice, Geology, Land ecosystem, Forests) whereas the market is generally the customer view (e.g. Energy and Natural Resources will group Minerals and Mining, Alternative Energy, Oil & Gas). Content that will be generated in the scope of PARSEC will be represented in galleries structured on the taxonomies.

CMS Liferay

Each of the applications mentioned above was based on CMS Liferay. A content management system (CMS) is software that enables non-technical users to store, organize, and publish web content easily.

eoMALL was created from the beginning based on the CMS Liferay principles, while applications from the eoPages family were migrated to this content management system. Each application provides a number of structures that allow the publication of relevant articles.

The most popular structures for publishing content are:

- Company structure
- Service Structure
- Success Story Structure

Each structure needs to be supplemented with other data. Based on each structure, a separate page is created that contains the information added to it.

PARSEC

Parsec is an accelerator that supports the development of platforms such as eoPages, eoMALL, and eoPages Africa. PARSEC inspires and stimulates businesses to make use of geo-data fully. With support from the EU, the project provides SMEs and startups with the tech tools, the funding, the market access, and the knowledge to develop the businesses of tomorrow.

The purpose of these applications is to help the development of companies and startups participating in this project. Each application is a type of market that allows you to track the company or service that the customer needs.

1.eoPages

1.1. Home page appearance and structure

eoPAGES is an online catalogue that helps customers find relevant suppliers of bespoke Earth Observation services in Europe and Africa. Service providers can easily promote their products via the application.

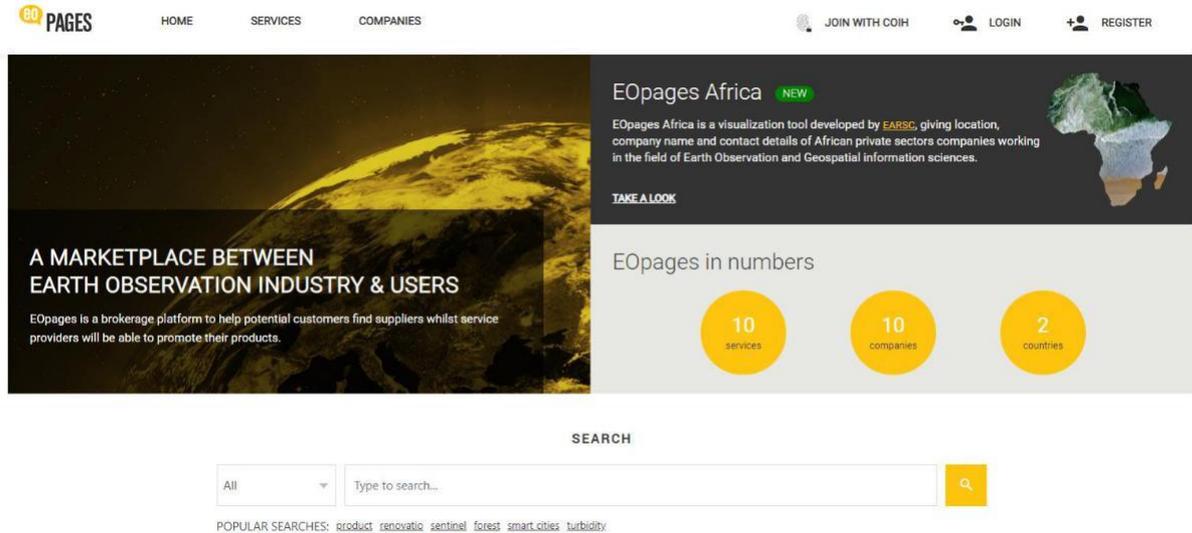


Figure 1. eoPages Main Page.

eoPages shows the capabilities of the geo-information industry in general and value-adding companies in particular. The objective of eoPages is to help potential customers explore the available value-added geo-information services of interest to them in a new and user-friendly way. The homepage contains the search function, user success stories, a range of relevant services, and companies, as described below. The widget at the top, called eoPages in numbers, shows how many companies and services are currently published on the site.

One of the main functional elements is the search engine. Moreover, it is found on every page of the application. Figure 1 represents the appearance of the search engine on the home page. It has the functionality to search for the selected structure and shows the most popular searches.

One of the most popular content is Success Stories. This is a type of article published by the company to popularize the company or service. The main business goal is to show what successes the company has achieved in the field of EO. The success story structure is divided into several paragraphs that describe the solved problem. There are promoted Success Stories on the main page of the application, shown in Figure 2.

Previous Clients and Their Experience

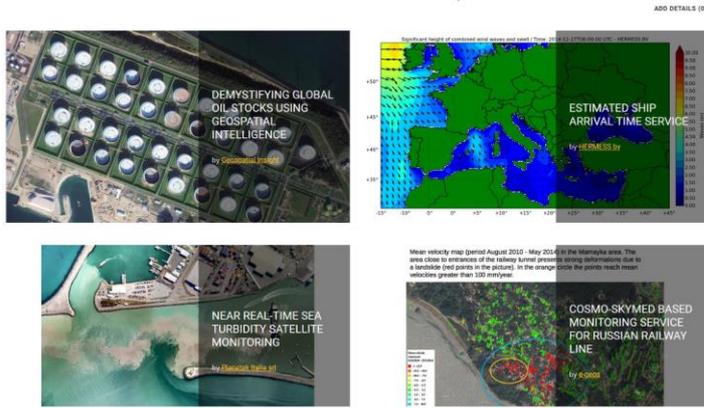


Figure 2. eoPages Success Story.

Immediately under the promoted Success Stories is a list of services and companies. Companies and services are interconnected through the EARSC taxonomy.

Services

<p>RISK MODELLING</p> <p>ASSESS ENVIRONMENTAL IMPACT OF FARMING, A...</p> <p>Modelling crop yield risks due to multiple agricultural perils. Crop modeling uses plant sensitivities, environmental data, climatic and...</p> <p>Read more</p> <p></p>	<p>SNOW DEPTH</p> <p>ASSESS ENVIRONMENTAL IMPACT OF FARMING, A...</p> <p>We provide seamless (no cloud cover gaps), high-resolution (20 m), near real-time (daily updates) snow depth data for alpine regions existing snow...</p> <p>Read more</p> <p></p>	<p>SNOW COVER (DAILY 20 M)</p> <p>FORECAST CROP YIELDS, AGRICULTURE, MEASURE...</p> <p>We provide seamless (no cloud cover gaps), high-resolution (20 m), near real-time (daily updates) snow cover data for alpine regions worldwide...</p> <p>Read more</p> <p></p>	<p>SNOW COVER (DAILY 500 M)</p> <p>MONITOR SNOW COVER, EMERGENCY SERVICES</p> <p>We provide seamless (no cloud cover gaps), high-resolution (500 m), near real-time (daily updates) snow cover data worldwide. Check out our ExoSno...</p> <p>Read more</p> <p></p>
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LOAD MORE

Which Companies Could Benefit My Organisation?

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LOAD MORE

Figure 3. eoPages Services and Companies.

The News section has also been designed on the home page. This section contains up-to-date information in various industries where companies work. Immediately below it, there is a contact form that allows you to contact EARSC or any company that is registered in the application. Contact with the company takes place directly from the company profile page, while all other pages are used to contact the EARSC. The contact form has Permission; it is a type of category in which you want to contact another entity.

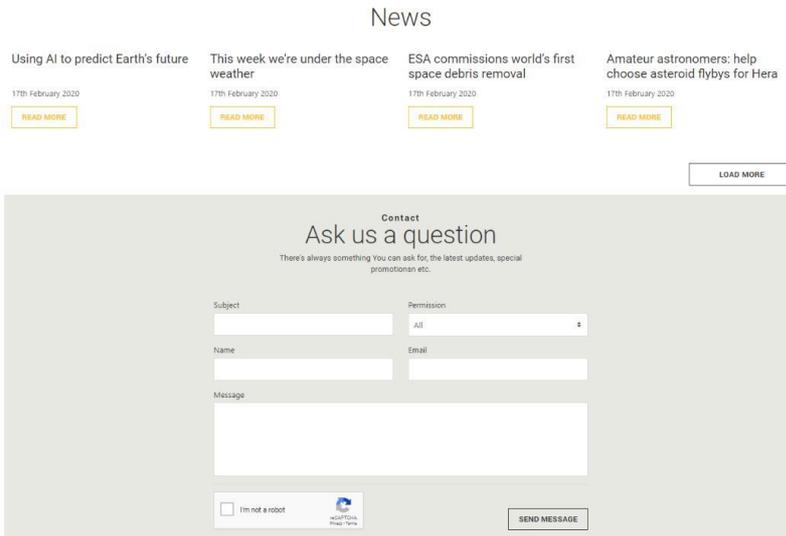


Figure 4. Contact form.

1.2. Services

Below (Figure 5) is the main page presenting your Service. The central business purpose of presenting services is to create attractive content for potential clients and make a professional impression on their services to users.

The service profile contains basic information – the name of the company that offers this service, a short description of the offered service, and taxonomy.

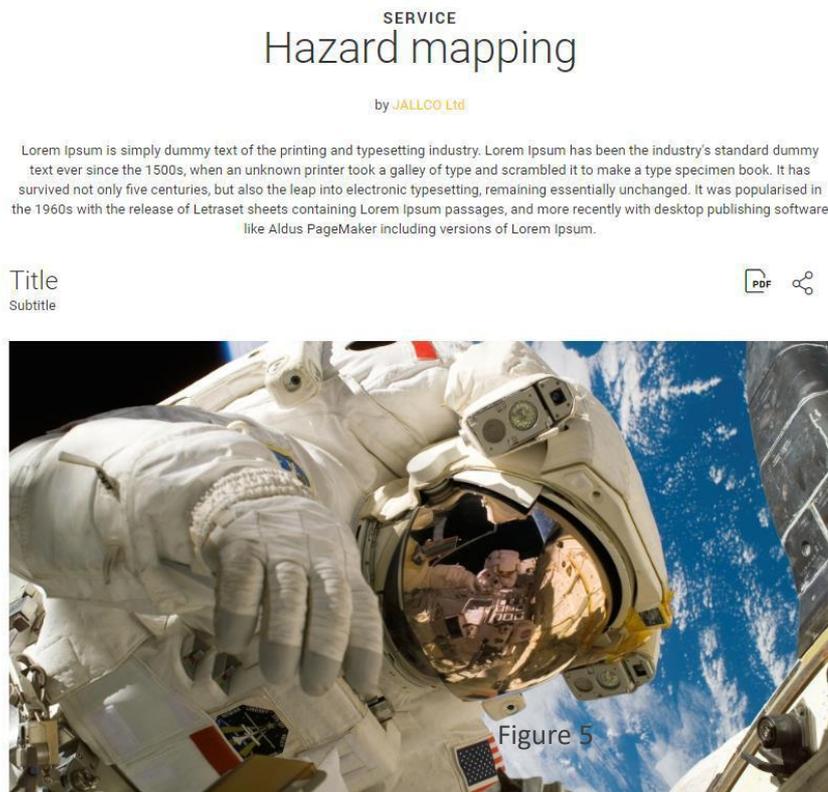


Figure 5. Service Page.

Each service is described by a comprehensive and coherent taxonomy which was created by EARSC. This taxonomy allows services to be described both from a supplier and a user point of view. With the help of this taxonomy, the service provider can allow potential clients to search for their service using

terms meaningful to them and their sector. At the bottom of the page, users are presented with links to other companies operating in similar sectors (based on the taxonomy).

1.3. Companies

Each company can have one profile in the eoPages application. The company's page can be interpreted as a company profile that has a company description and contact information. The picture below shows the layout of the company.

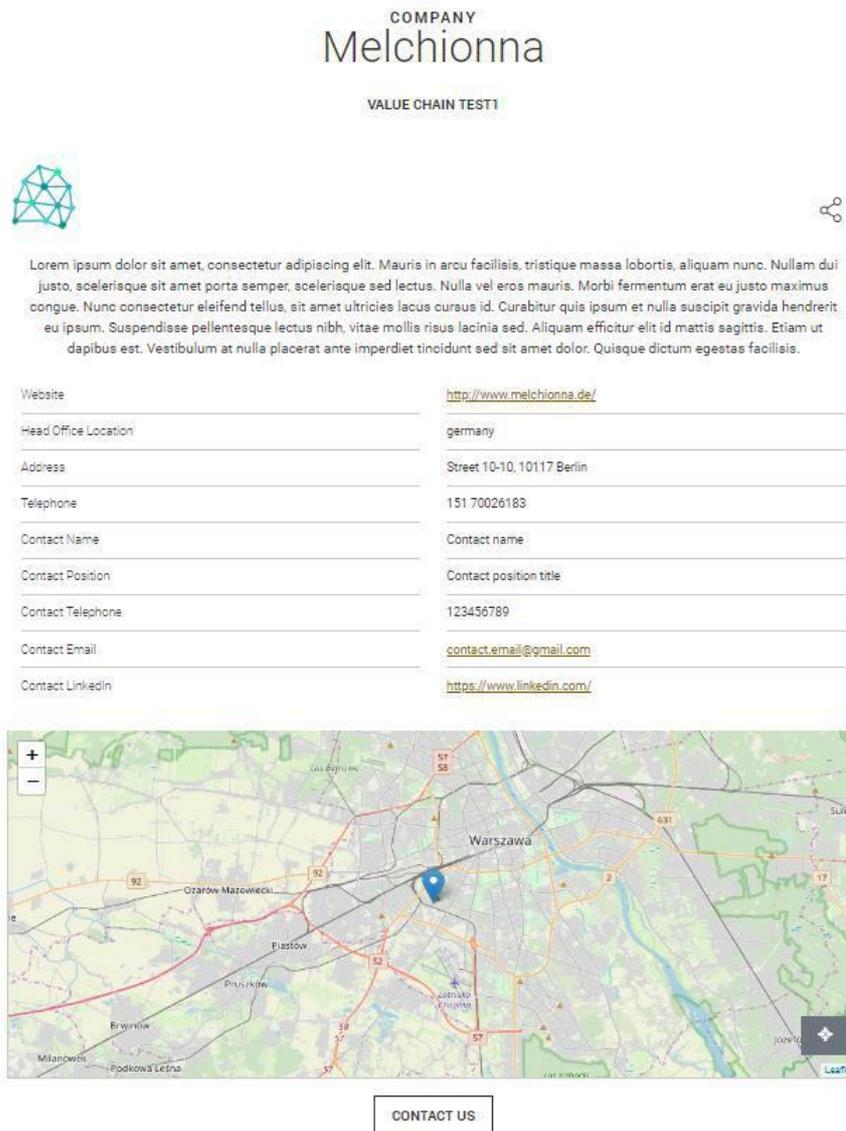


Figure 6. Company Page.

After setting up an account, the company is not obliged to publish the company's profile, although it is a good practice. Making a profile has several business advantages:

- Create correct visual side of Company page within the portal
- To acquaint the user with the company as much as possible
- Create attractive content for potential clients

At the bottom of the page, under the profile, there is a widget displaying related companies. Similar companies rely on Terms of Value Chain, which is set in the admin panel. In this way, you can find related companies in the sense of the EARSC EO Value Chain.

2. eoPages Africa

2.1. Appearance and structure

eoPages Africa is a business directory application for companies operating in Africa. The site is based on the same CMS Liferay engine and allows the publication of individual elements.

The portal consists of individual pages, the main page, which contains a map with companies (Figure 7), company profiles, company search engine. Unlike other sites, eoPages Africa has no structure other than the company structure.

At the main page of the portal is a function bar at the top of the page. The top bar has links that lead to eoPages or to specific pages of the application.

- About eoPages – leads to the eoPages page and description about this application
- African Companies – leads to a page that contains all registered companies in a given application operating in Africa. All companies are sorted alphabetically, and it is possible to filter by the first letters of the company name
- European Companies – leads to the eoPages page, which contains all registered companies at eoPAGES operating in Europe and Canada. All companies are sorted alphabetically, and it is possible to filter by the first letters of the company name

The elements on the right are responsible for logging in, registering, and searching. The system provides standard logging and using COIH. Also, with these elements is the search engine logo, after clicking on which additional input will be displayed.

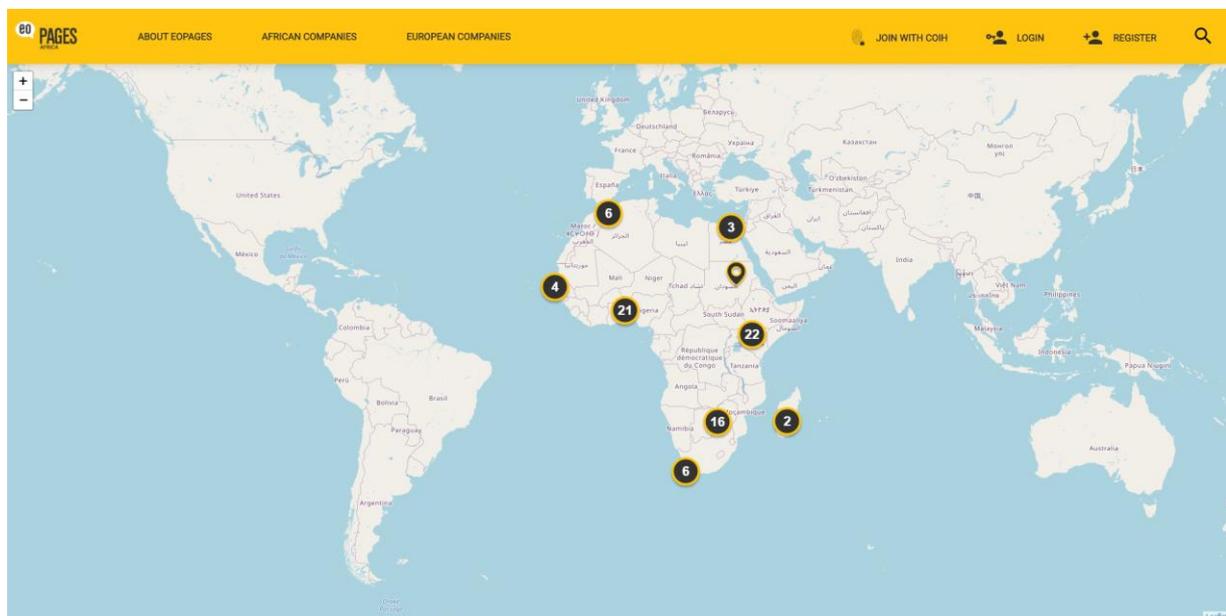


Figure 7. eoPages Africa main page.

The main page is a map containing selected companies from Africa. Displaying companies on the map is based on the marker clustering technique. The number on a cluster indicates how many markers it contains. Notice that as you zoom into any of the cluster locations, the number on the cluster decreases, and you begin to see the individual markers on the map. Zooming out of the map consolidates the markers into clusters again. After approximation, companies are shown in individual countries they operate, no matter if the icon is zoomed in, it is always clickable after clicking on a

single marker, a window with the name of the company will be displayed, after clicking on which the user will be taken to the company profile.

2.2. Company Page

Every company profile contains all the necessary information to find and contact the company. Also, the company profile has a short description of what the company does and what services it offers. At the bottom of the page, there is a contact form that allows you to contact the company or the site operator.

Based on the taxonomy, companies are grouped according to their market activities so that users can quickly identify other companies operating in that field.

COMPANY

A-M Surveys Limited

Greater Accra Region , Ghana

ENVIROMENT, POLLUTION AND CLIMATE, LOCAL AND REGIONAL PLANNERS, TRANSPORT

A-M Surveys is a leading survey company located in the heart of Accra, Ghana. We deliver a wide array of services from surveys to geographical intelligence services and the resale of satellite images. our years of experience in the industry is evident in the quality of services we provide to our valued clients.

Areas of activity:	Data reseller, Consultancy, Downstream / GIS services
Foundation:	1999

CONTACT DETAILS

Address	Ghana Accra, Haatso, near Papao junction
Phone	+233206765762
Email	info@am-surveys.com
Website	http://www.a-msurveys.com

Figure 8. eoPages Africa Company Page.

2.3. African Companies Page

This is the page presenting African Company Address Book page. All companies are sorted and listed alphabetically.

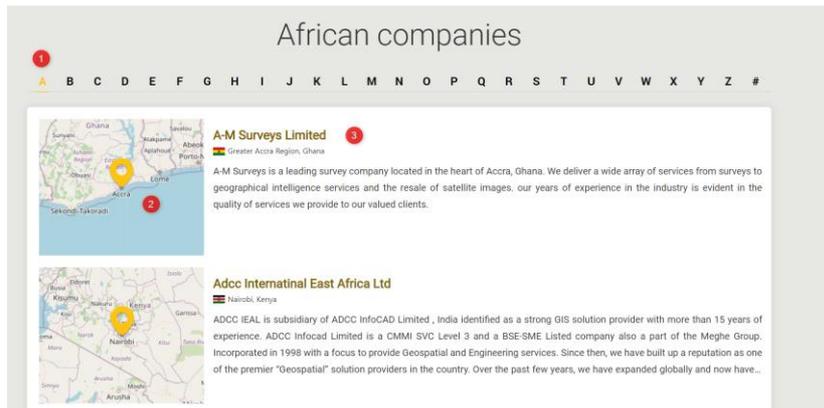


Figure 9. African Companies Page.

Filtering is done by selecting the first letter from the company title. If the company name begins with a digit or other element that is not a letter of the Latin alphabet, then such an entry will be placed under Company #.

Each company has a description and a location on the map. The yellow pin on the map indicates the location of the company; location is set in the Administrator Panel. In the absence of a location, the map will be displayed empty. Company name a link which redirects to the Company page. Below the name is Companies of the company's country of origin and the region. There is also a short company description added that comes from the profile page.

2.4. Search Page

The search page is structured to find the required information quickly. The website contains several useful elements that allow you to find the necessary information faster. Each such element has been marked with a tag with a number; in addition, the page has filters that are located on the left side of the page.

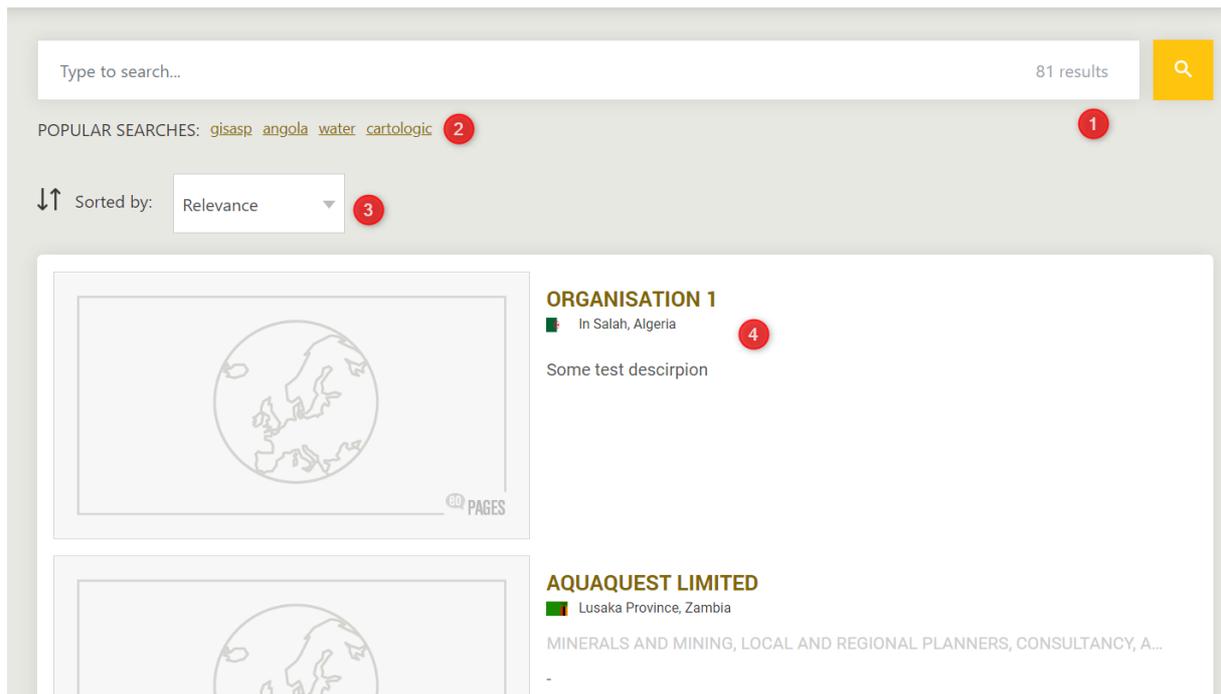


Figure 10. eoPAGES Africa Search Page.

Under number one, there is a number of records that correspond to the searched content. The user can freely modify the content that is entered in this search field. The number 2 indicates the items that were searched most often; the statistics are dynamically retrieved from Google Analytics.

The button at number 3 allows you to sort the search results any way you like; there are several options.

The result contains some information about the company that was found. Clicking on Company name redirects user to the company's profile. Next to it, the company logo is rendered. In the given example, we see the default image of eoPages Africa because the company does not have a logo. Any other company that does not include its own logo will also have a default image.

The search engine page also includes filters that are based on the EARSC taxonomy and value chain. Each filter helps to extract detailed information pertaining to the selected industry.

- Main Area of Activity – this filter defines the EO area in which the company works.
- Market Sector – EARSC Taxonomy.
- Company Name – using this filter, the user can search for a company by the name.
- Filter by Location – an interactive clickable map where you can choose a country from Africa. The search results will show companies that come from that country.

3. eoMall Galleries

3.1. Appearance and structure

eoMALL is the only marketplace for buyers and suppliers of the Earth Observation services and products. The platform is dedicated to strengthening the EO market, facilitating relevant business transactions, and fostering mutually beneficial partnerships. It was created to address the lack of a marketplace for the Earth Observation companies and services.

Once you fill out your company profile with all the necessary details, your innovation will appear in all relevant search queries thanks to the advanced search and discovery system, allowing potential customers to find your products and services with ease.

Supplier records are grouped into 12 eoMALL Galleries – these are dedicated thematic and market categories developed by EARSC for the EO services market. This increases the relevance of search queries and provides a contextualised way to access eoMALL content.



Figure 11. eoMALL Gallery.

Each gallery section is responsible for the different types of offered services. Each category contains various subcategories that specify services in more details.

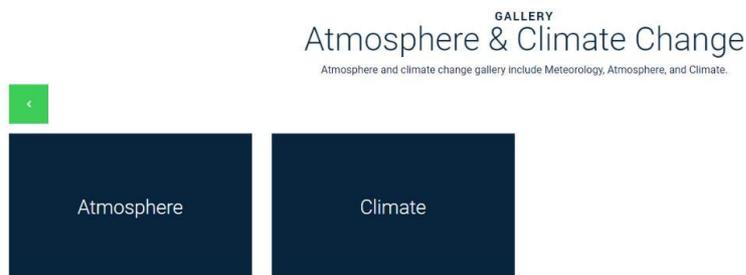


Figure 12. eoMALL Gallery Subcategory.

In the eoMALL Galleries, the different sections will contain information about the services and companies from the eoMALL and eoPages. After selecting the appropriate categories and subcategories, the user will be directed to a page where they can choose what content they want to see. Now, there are three options available:

- All
- Services
- Companies

The fourth option, which will possibly be added as part of the PARSEC, is Services Powered by PARSEC. The tab will contain service offers from PARSEC. As part of the project, consideration is ongoing on a possible merger of eoMALL Galleries not only with PARSEC but also with another HUB. This work will take into account the appearance of the main gallery page and the appearance of the subcategories and data structures under which websites will be published. After determining the scope of work and method of operation, the changes will be introduced into production. Another

HUB that is under consideration for cooperation is <https://e-shape.eu>. This is not a closed list of collaborative websites, depending on the development of the EO industry, this list may increase.

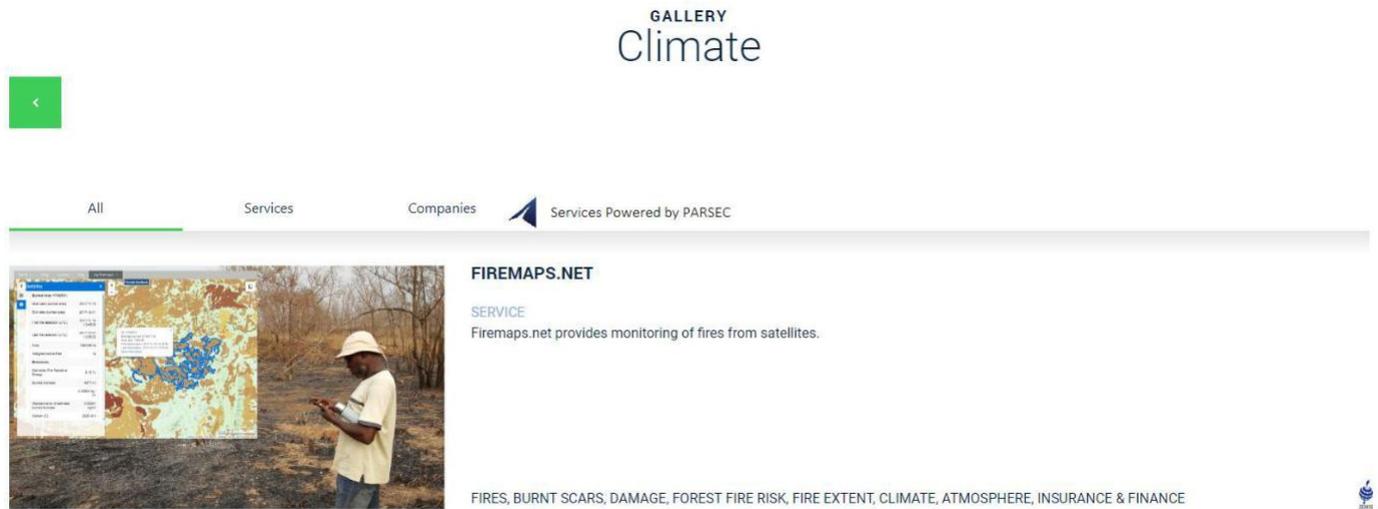


Figure 13. eoMALL Gallery View.

4. Conclusion

The primary purpose of this document is to introduce the applications operating in the EO industry. The portals were created to establish an online catalogue of the Earth Observation businesses and services. The applications will help develop the brand of the industry and popularize the company that produces innovative solutions. Also, PARSEC plays an important role that inspires and stimulates businesses to make use of EO data fully.



Our Partners



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824478.