



# THE NEXTLAB

## REPORT EAASI WORKSHOP THROUGH THE MIRROR

CHANGE  
AHEAD

# INTRODUCTION

EAASI is a Non-Profit European Association representing more than 40 companies, all of them linked to the Aerial Survey Industry. With some exceptions, most members are SME's founded long time ago, before the digital era, few others are big enterprises.

EAASI members embraced digitalisation early, introducing state of the art digital sensors at the beginning of the 21st century. Nowadays, it seems this innovative spirit has stalled a bit. But is that really so? The industry faces numerous challenges: prices are constantly dropping, market size is shrinking, suppliers are moving up the supply chain and new big competitors are taking part of the business as long time traditional players go out of business.

This inevitably raises the question why this is even possible in a still growing geospatial market. Is it because a lack of strategy? Is there a stakeholder's strategy misalignment affecting the market? Do we really know where the market is heading to?

The industry really needs to find answers that will help companies to take off, gain height and grow their markets. On March 9th, 2021 the EAASI members gathered at the yearly summit in Malaga, Spain. During that summit a two-fold workshop was organised by EAASI addressing these questions. The attendees joined in a combined effort to focus on identification, classification and prioritisation of industry problems.

This document is the report of that workshop. It constitutes of the most important findings and conclusions of the workshop.

Innovative regards,

Marieke and Jeroen  
The Next Lab



# CONCLUSIONS

During part 1 of a structured workshop the two biggest problems were identified and prioritized:

- 1. Low value perception by the market**
- 2. Cost value ROI**

In reality these 2 problems are in fact the same problem; No 1 is from an external perspective (use based) and no. 2 is from an internal point of view.

In part 2 of the workshop objectives (solutions) for these problems were set and bold steps to reach those objectives were identified.

Finally owners of each bold step were appointed and deadlines were set. Ready for take off!

## The external perspective, group 1

# LOW VALUE PERCEPTION BY MARKET

### Problem

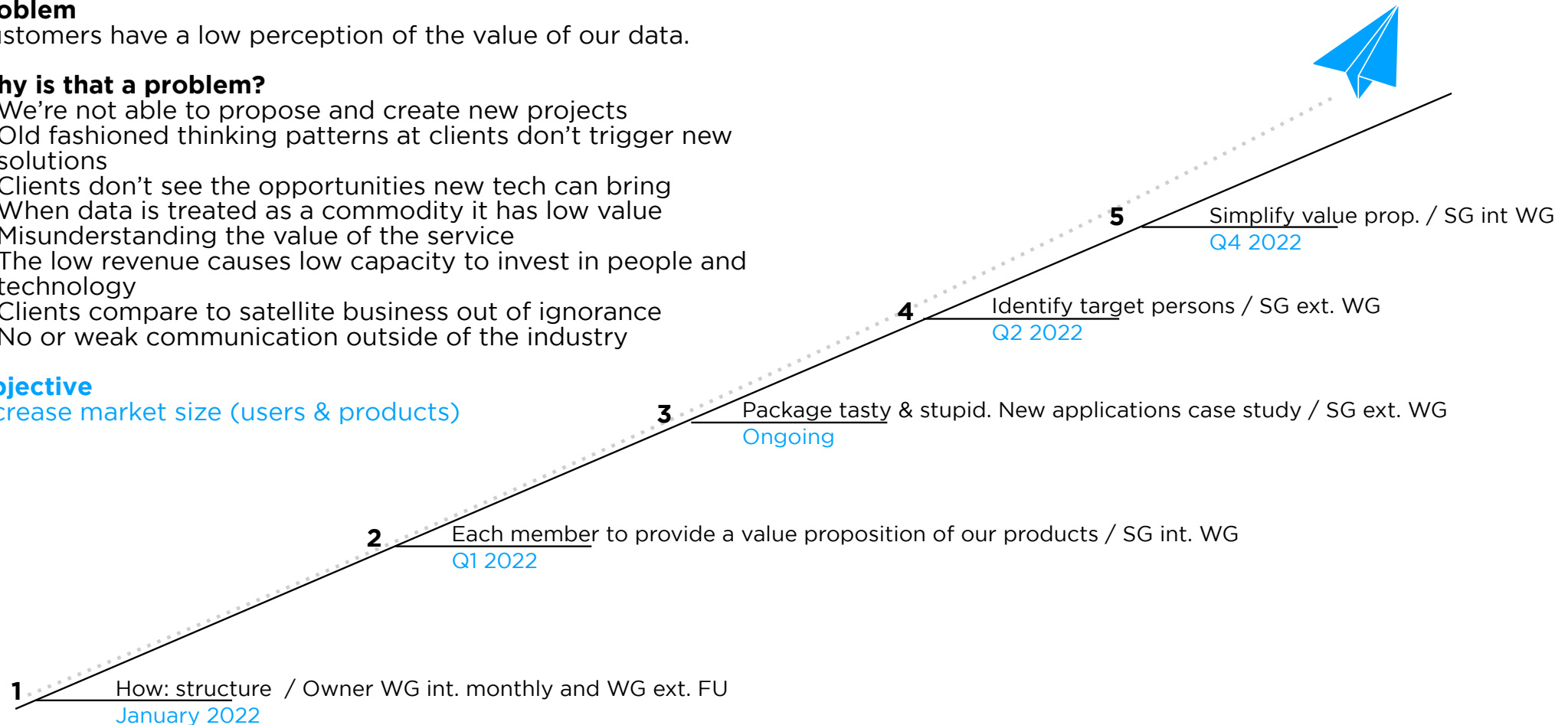
Customers have a low perception of the value of our data.

### Why is that a problem?

- We're not able to propose and create new projects
- Old fashioned thinking patterns at clients don't trigger new solutions
- Clients don't see the opportunities new tech can bring
- When data is treated as a commodity it has low value
- Misunderstanding the value of the service
- The low revenue causes low capacity to invest in people and technology
- Clients compare to satellite business out of ignorance
- No or weak communication outside of the industry

### Objective

Increase market size (users & products)



All participants were asked to enrich the bold steps by giving tips to the executing teams. The tips for “External Group 1” are on the right:

Tip:

Close follow up and sharing of feedback with all members and observers

Tip:

Identify specific person for the actions

Tip:

Build strong relationships with governments

Tip:

Funding lobby stuff through annual member contribution

Tip:

Creation of a head marketing team

## The external perspective, group 2

# LOW VALUE PERCEPTION BY MARKET

### Problem

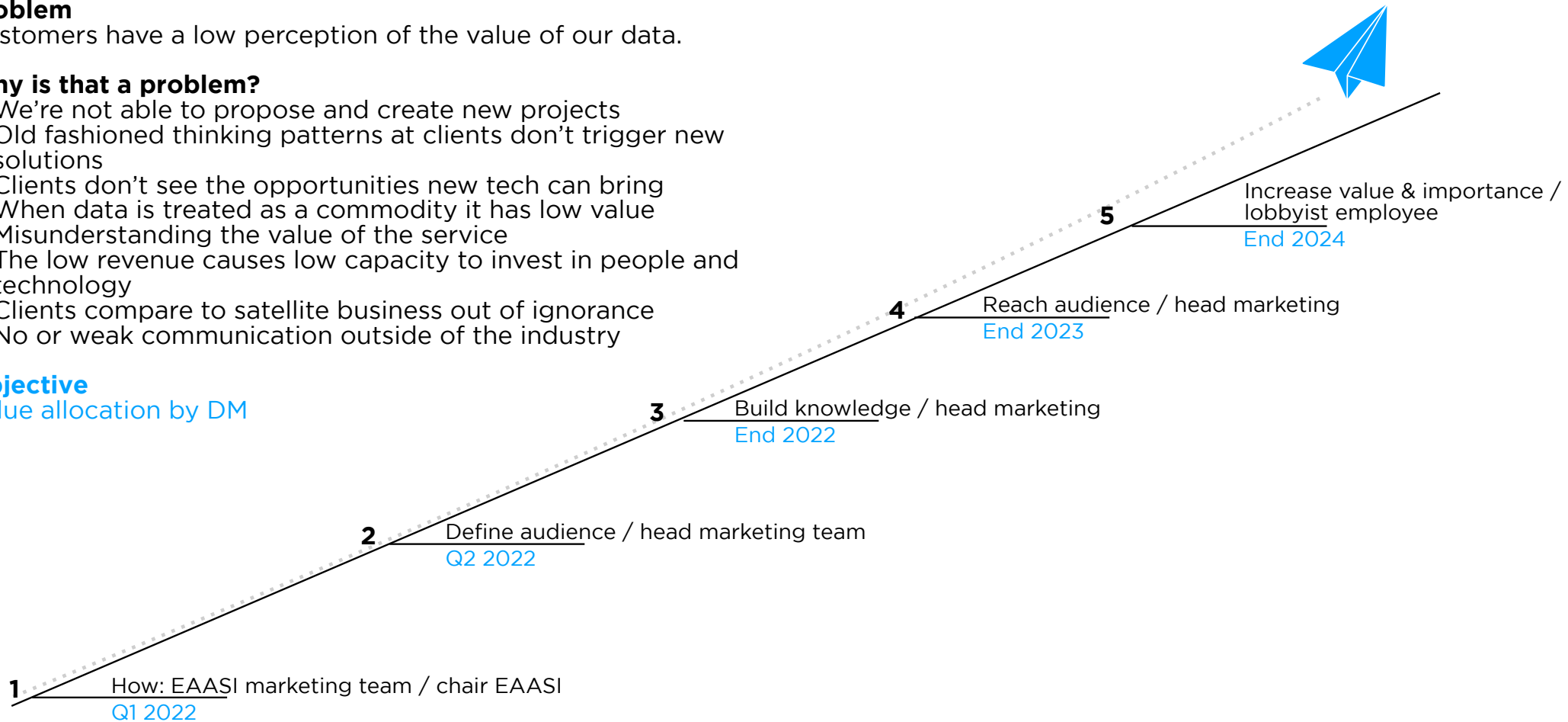
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### Objective

Value allocation by DM



All participants were asked to enrich the bold steps by giving tips to the executing teams. The tips for “External Group 2” are on the right:

Tip:

EASSI marketing sector

Tip:

Social media attendance on a broad range

Tip:

Create visual content for promotion:

- reports
  - video
  - statistics
- from members

## The internal perspective, group 1

# COST VALUE ROI

### Problem

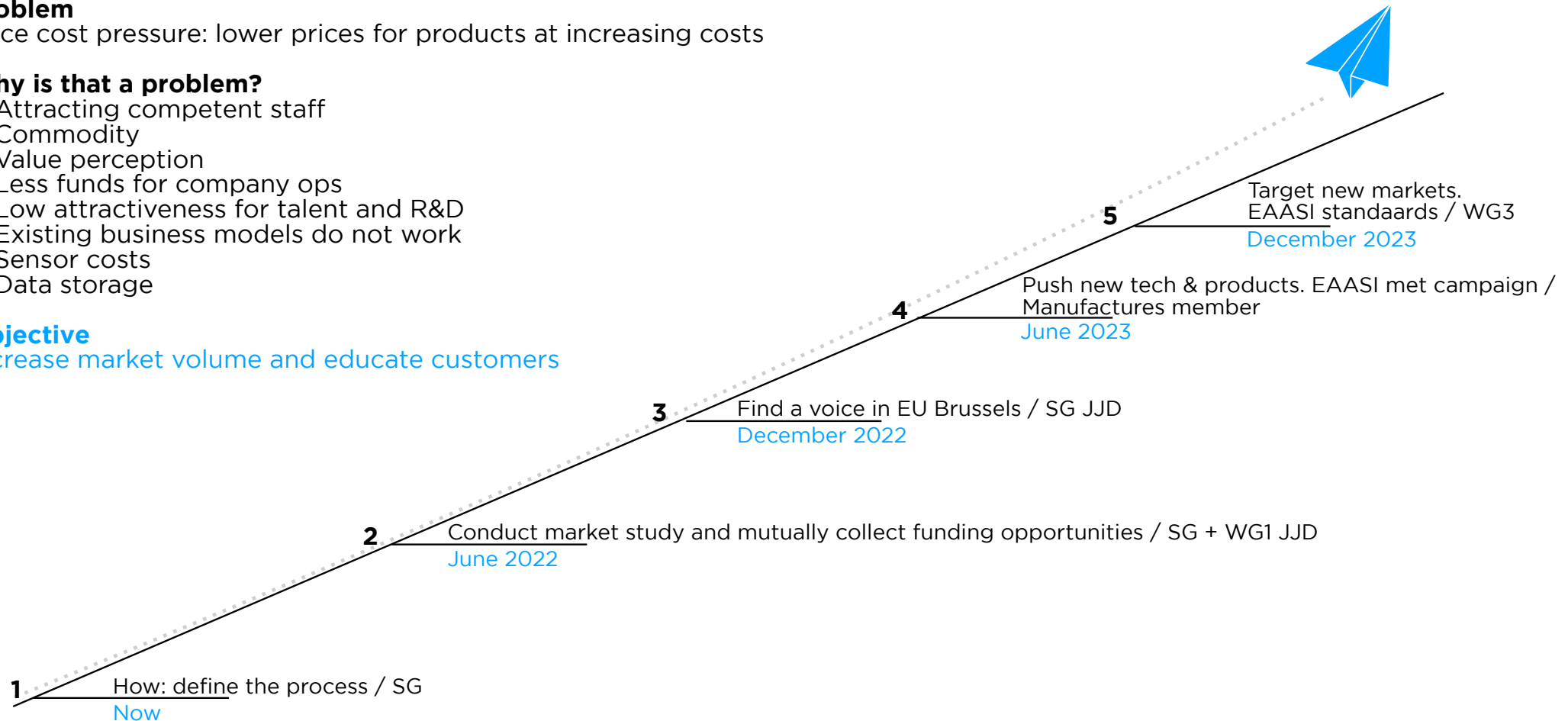
Price cost pressure: lower prices for products at increasing costs

### Why is that a problem?

- Attracting competent staff
- Commodity
- Value perception
- Less funds for company ops
- Low attractiveness for talent and R&D
- Existing business models do not work
- Sensor costs
- Data storage

### Objective

Increase market volume and educate customers





All participants were asked to enrich the bold steps by giving tips to the executing teams. The tips for “Internal Group 1” are on the right:

Tip:

Hire a professional marketing person and team

Tip:

Push 3D mash with attributed information and high geometric accuracy (new tech)

Tip:

Pricing agreements between providers is illegal

Tip:

Find new products and find new business models

Tip:

Do good things and talk about it

Tip:

Make an annual competition “most sexy project of the year”

## The internal perspective, group 2

# COST VALUE ROI

### Problem

Price cost pressure: lower prices for products at increasing costs

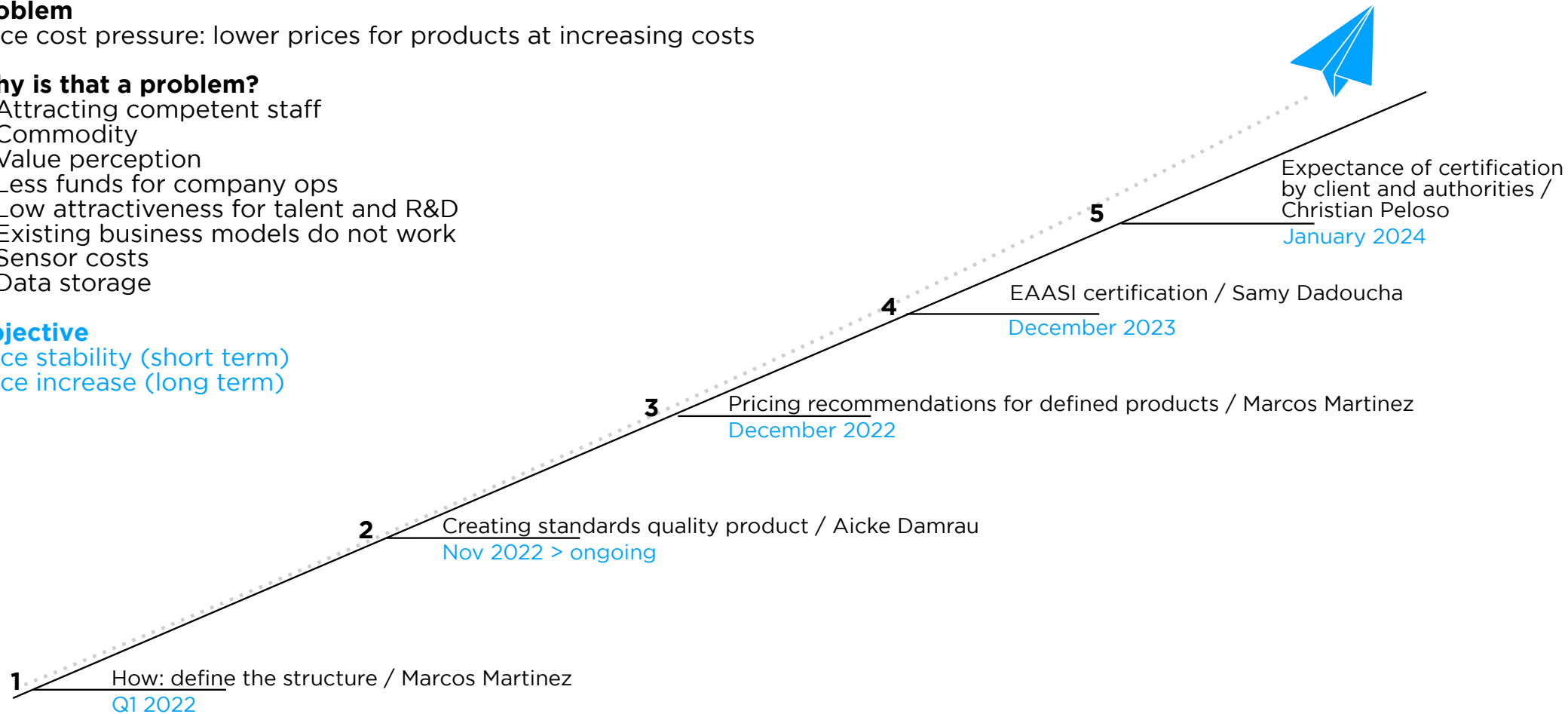
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### Objective

Price stability (short term)

Price increase (long term)



All participants were asked to enrich the bold steps by giving tips to the executing teams. The tips for “Internal Group 2” are on the right:

Tip:  
Education and  
marketing

Tip:  
Marketing & education  
team

Tip:  
Carefull: anti-trust

Tip:  
Include vendors to  
define quality  
standards

Tip:  
1. Stop depreciation  
2. Try to amortize the  
HW costs  
3. Create standards