

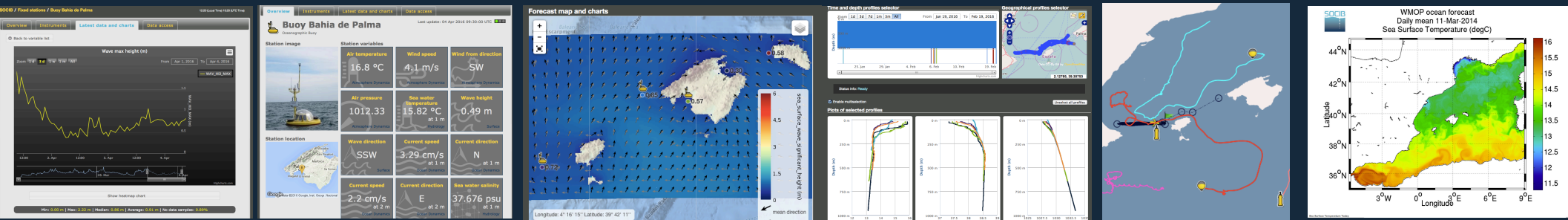
# SOCIB Products & Services Strategy:

Harnessing multi-platform data, model forecasting, scientific research & technology, to enhance the value of ocean data for end-user sectors

## 01 Why a Products & Services Strategy?

### 2011-2016: From facilities to data products

Initiating in 2010 SOCIB has now developed a broad range of platform focused quality-controlled, freely available datasets as well as a range apps for visualising our data.



### 2016:Products and Services Review

To continue our evolution in this space SOCIB undertook a products & services review (2016) with the aim of:

- Delivering more data to more users
- Enhancing value/utility of products & services to users
- Attracting new users
- Providing a strategy to guide resource allocation
- Using SOCIB developed knowledge/IP to support decision making in the marine environment

>> Increase our utility to science and society

## 02 Review process:

- **Internal factors:**  
Existing data users, observed & derived, potential users in the Balearics, Western Med, globally
- **External factors:**  
Economic value/societal benefit of ocean data, examples successful products, how other ocean observatories deliver to stakeholders

>> 10 target user sectors

- Groups of users with common data needs
- Important regionally, nationally, globally
- Economic, societally, number users
- SOCIB can provide data / added value services

## 03 Strategy: sector, value & match to SOCIB capabilities

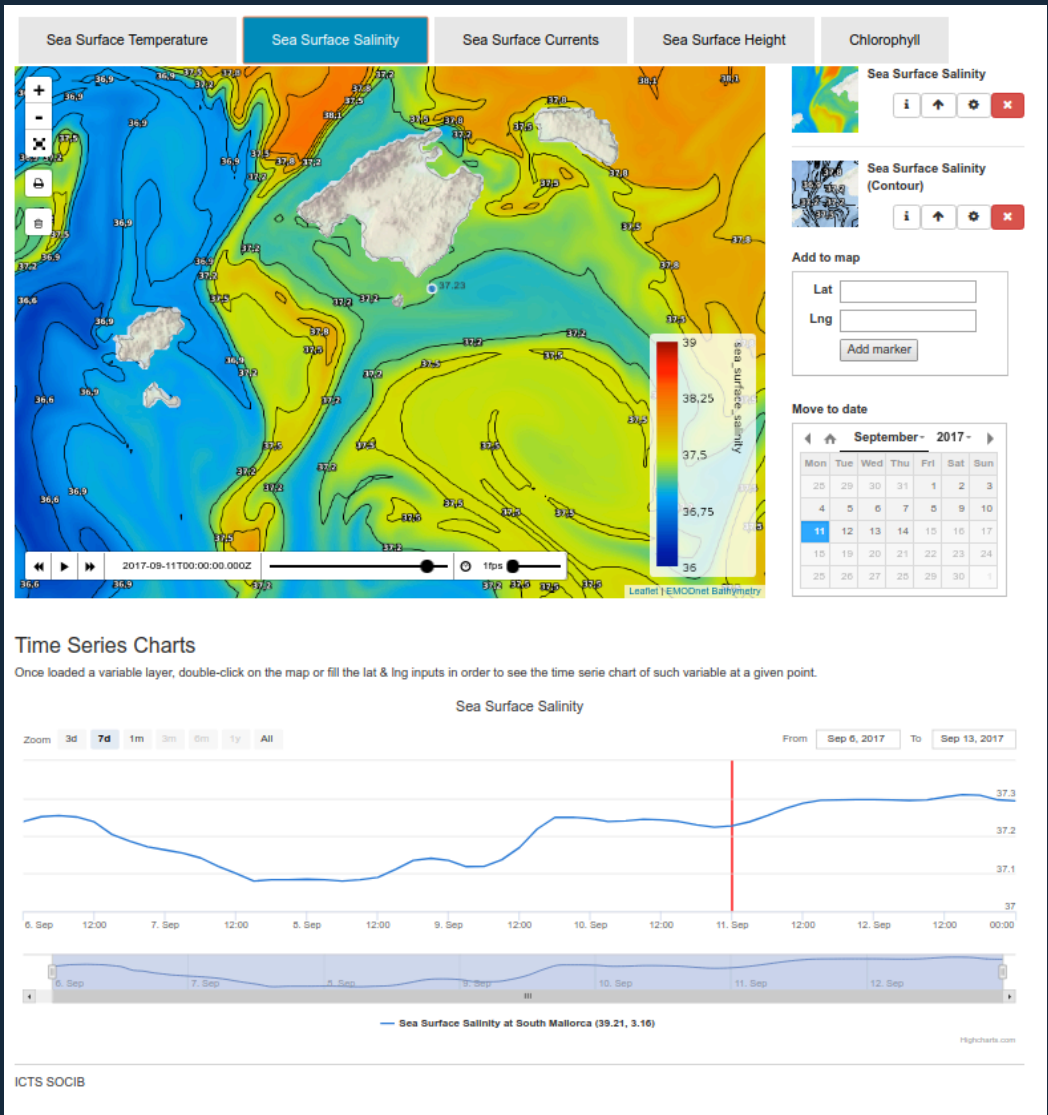
Goal:  
*Create smart ocean products from our observing system and intellectual property, that add value to decision making & are actively used by scientific & societal customers*

- Target sectors:
1. Marine and coastal research
  2. Marine sports
  3. Beach, coastal communities & tourists
  4. Coastal protection, planning and governance
  5. Sustainable marine ecosystems
  6. Integrated coastal zone and ocean management
  7. Ports and Shipping
  8. Sustainability of islands and climatic change
  9. Maritime safety
  10. Education and kids

 <b>MARINE AND COASTAL RESEARCH</b> Academia Government Policy makers and implementation managers NGOs	 <b>MARITIME SAFETY</b> SAR operators Coastguard Oil spill response and Maritime emergency managers Navy & national security agency	 <b>MARINE SPORTS</b> Recreational sailing Sports sailing/ regattas Surfers Divers	 <b>BEACH AND COASTAL COMMUNITIES</b> Citizens Tourists	 <b>COASTAL PROTECTION, PLANNING AND GOVERNANCE</b> Government environmental managers Beach and coastal planners Energy planning managers
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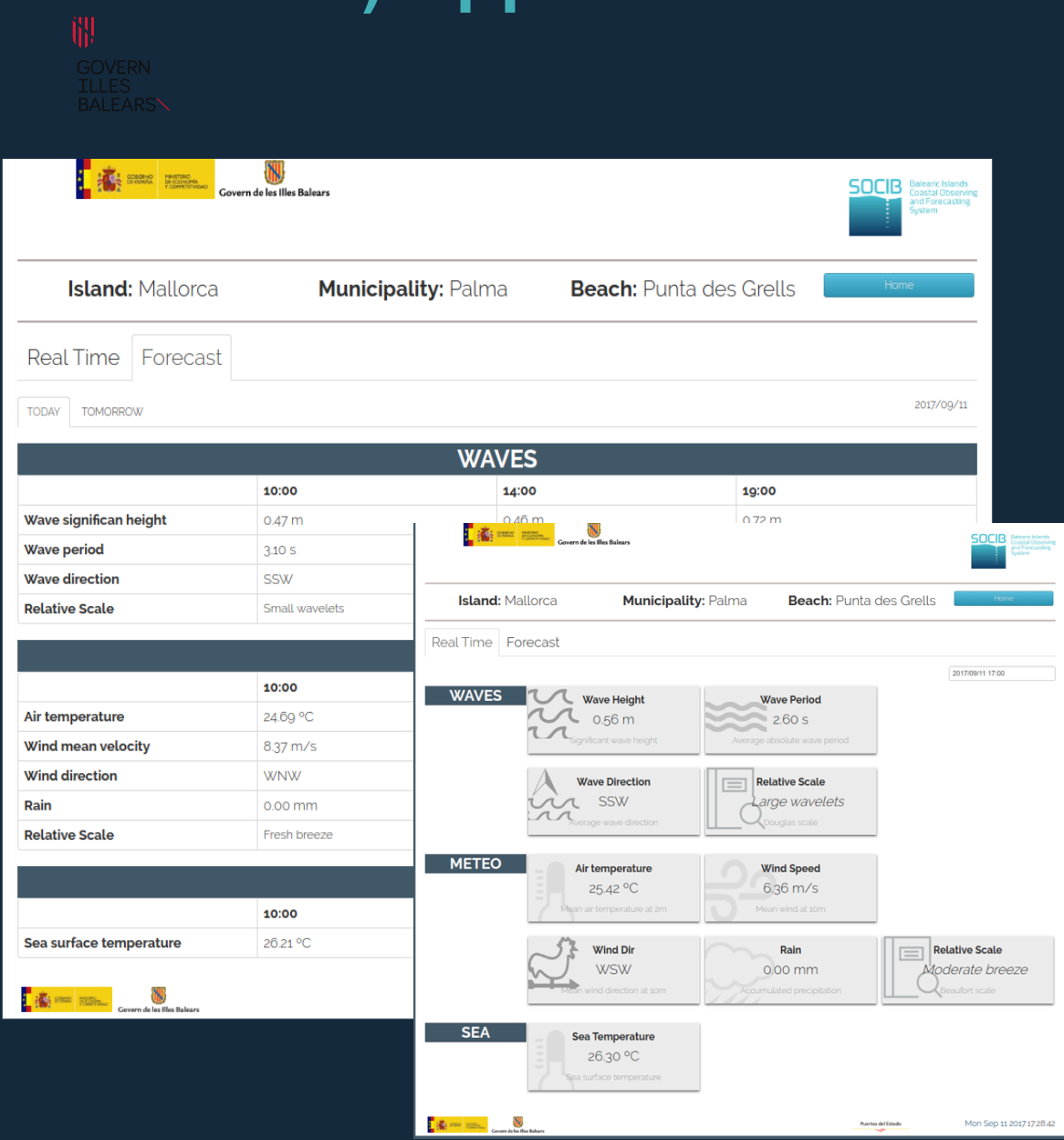
## 04 1. Sustainable Marine Resources Tool

Sector: Sustainable marine ecosystems  
  
Users: Fisheries & marine ecosystem scientists, fisheries assessment and managers, sustainable marine resource managers.  
  
Product: series of interactive maps displaying key ocean variables, forecasts & derived features for ecosystem assessment and management.  
Platform: Web  
Languages: English, Spanish



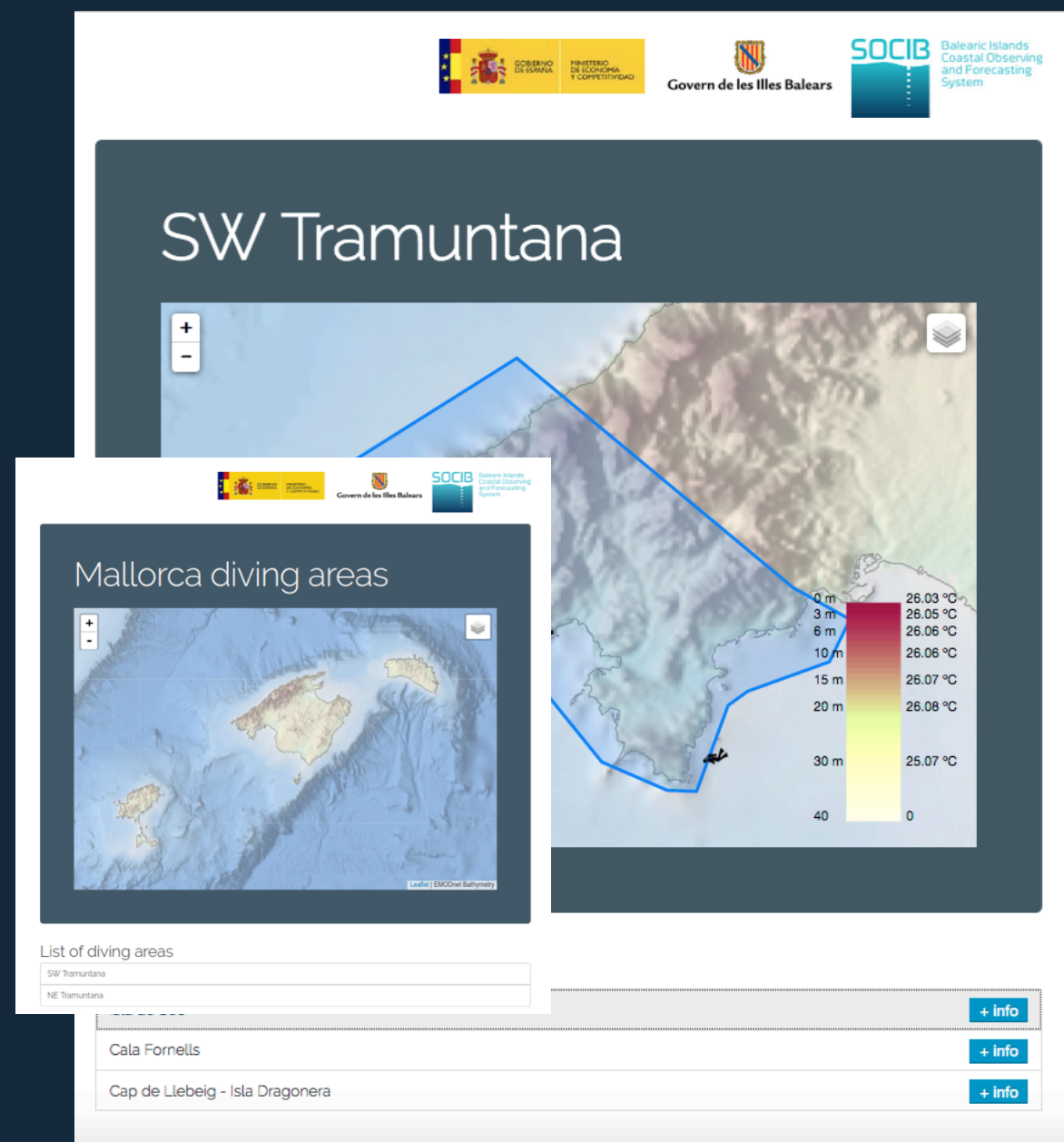
## 2. Beach Lifeguard (Socorristas) App

Sector: Coastal protection, planning and governance  
  
Users: Local and regional Balearic government, emergency response managers, beach lifeguards  
  
Product: App interface designed for quick & easy 'field use' access to metocean forecast and data used by beach lifeguards and managers.  
Platform: mobile  
Languages: Spanish



## 3. Dive Planner

Sector: Marine sport  
  
Users: Divers, sailors, surfers, etc.  
  
Product: Interactive map with diving areas displaying metocean information & predictions for divers in for W Med., plus actual & predicted temperature at dive depths.  
Platform: Web  
Languages: English, Spanish, Catalan



## 05 Implementation and delivery: combining past, present & future

● **Delivery**

- Data Catalogue: baseline product, providing access to all ocean & coastal observations, model, metocean and satellite datasets
- Sector web pages: providing direct access to data & products of interest to user groups
- Linked information on data policy, quality control, data sources
- Product Catalogue: searchable archive of old and new products

● **Targeted product development**

- Minimum Viable Product (MVP) methodology
- Specific cross function product teams; coordinator, principal investigator (PI), Data Centre and developers
- Early launch, continued improvement

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graph LR; subgraph Iteration1 [Iteration 1]; P1[Plan] --> B1[Build] --> T1[Test] --> A1[Accept]; end; subgraph Iteration2 [Iteration 2]; P2[Plan] --> B2[Build] --> T2[Test] --> A2[Accept]; end; subgraph Iteration3 [Iteration 3]; P3[Plan] --> B3[Build] --> T3[Test] --> A3[Accept]; end; A1 --> D1[Deploy]; A2 --> D2[Deploy]; A3 --> D3[Deploy];
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● **User engagement**

- Initiated with PI, continued with product test
- Promotion to user groups, launch & ongoing
- User feedback capability
- Track usage, Google Analytics

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graph TD; C[Collect and Analyse] --> R[Release]; R --> U[Update]; U --> M[Measure]; M --> C; C --> T[THE UPDATE LOOP]; U --> T; R --> T; M --> T;
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## 06 CMEMS role & future challenges

### 1. CMEMS in SOCIB data services

- Data used: MED-MFC forecast and re-analysis products (T, S, u, v, SSH), altimetry products, NRT & re-processed SST & interpolated Chl-a
- In SOCIB products: Model boundary forcing & downstream products

### 2. Future challenges

- Strategy enables product design to be orientated to fulfil identified user needs (e.g. valuable data, useful platform/interface design), and user groups to be contacted/involved. User feedback on initial new products is very positive.
- Developing innovative products for next target sectors & exciting commercial interest in the opportunities for ocean data products is the future.