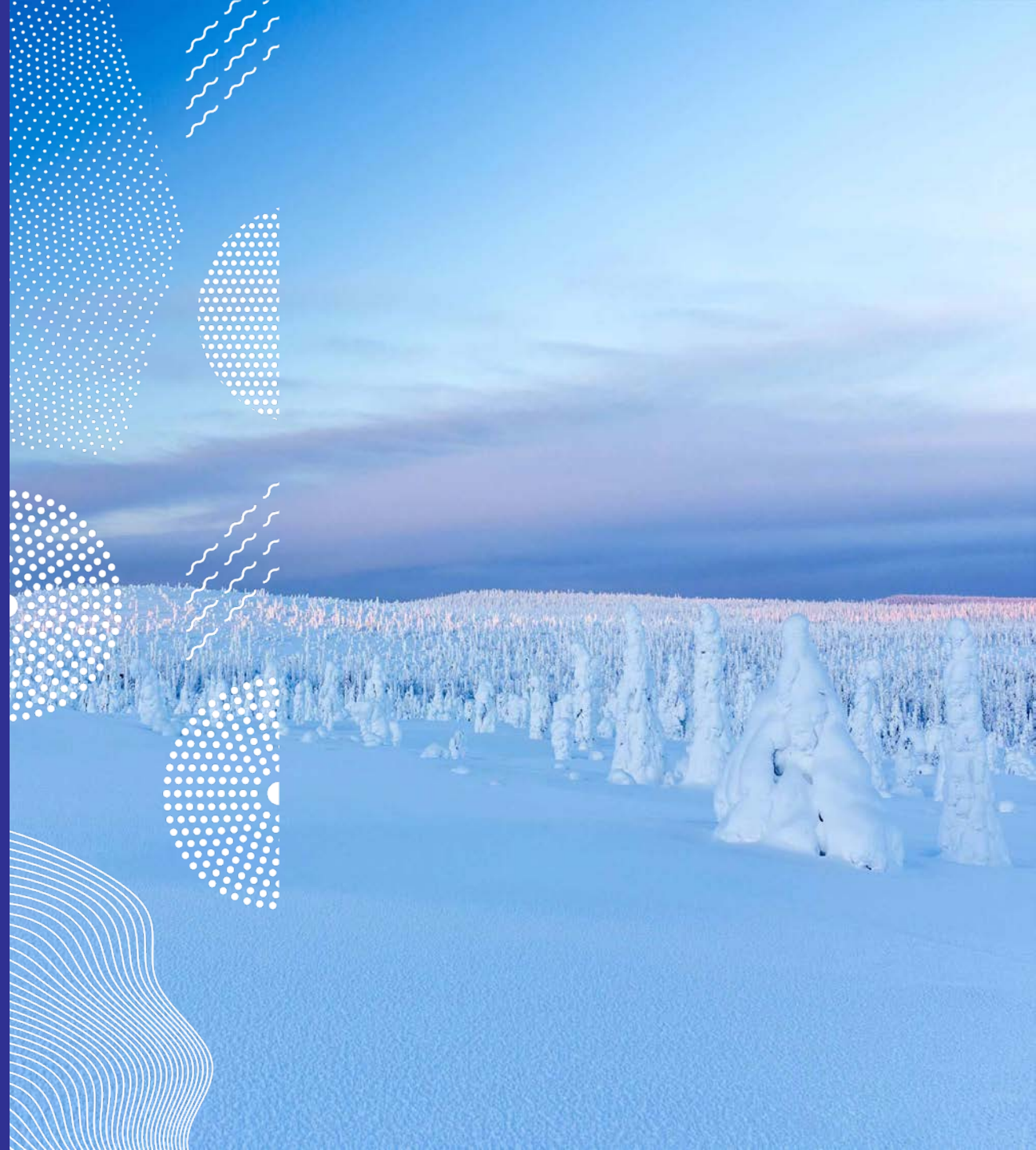


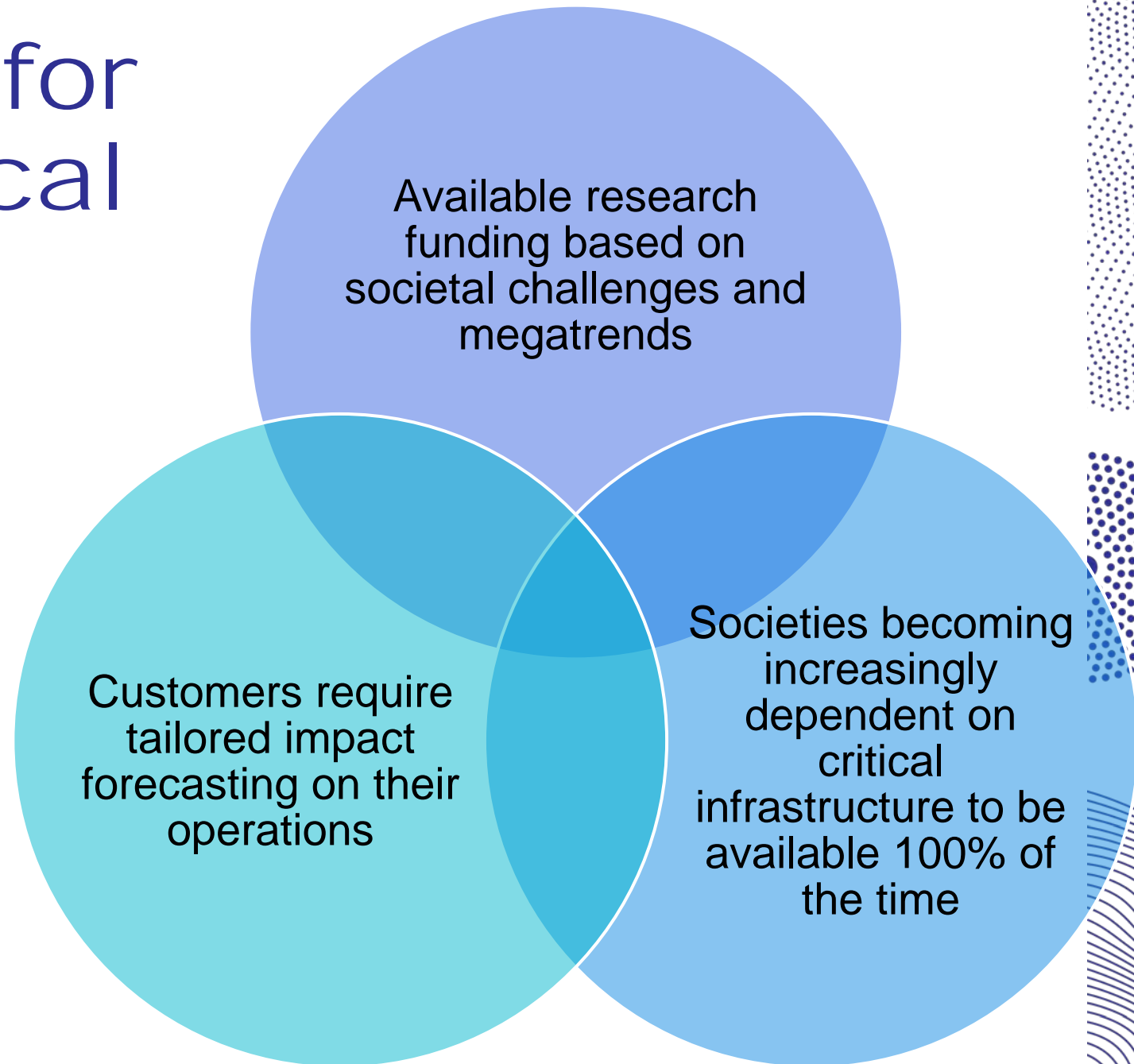


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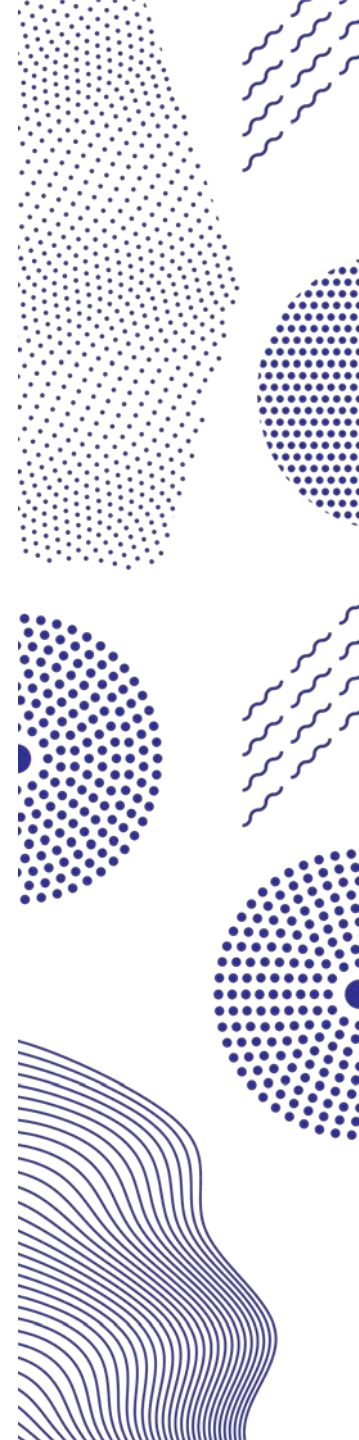
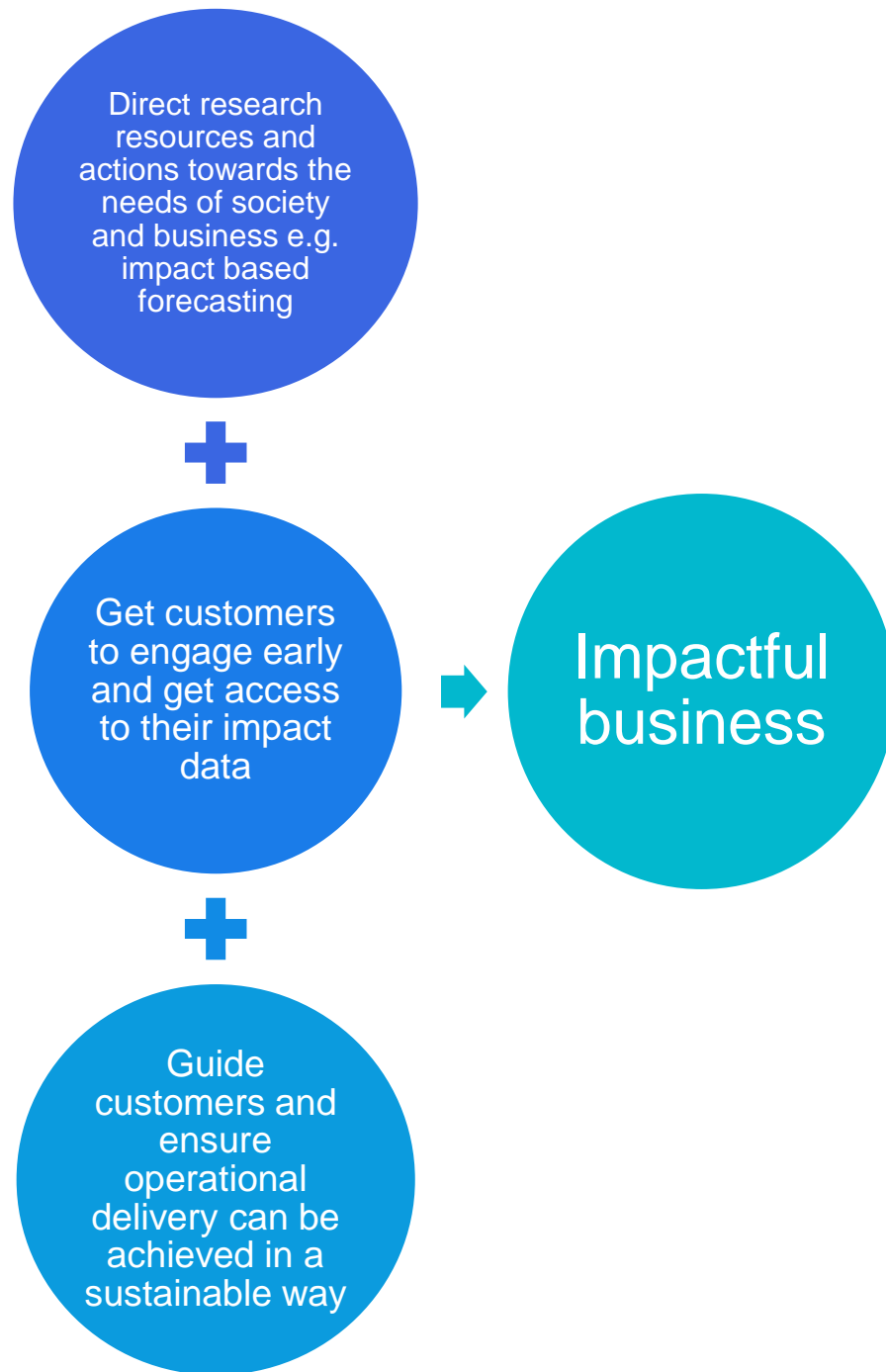
Utilizing the value chain from research to services to produce effective services at NMHS



Opportunity for Meteorological Services

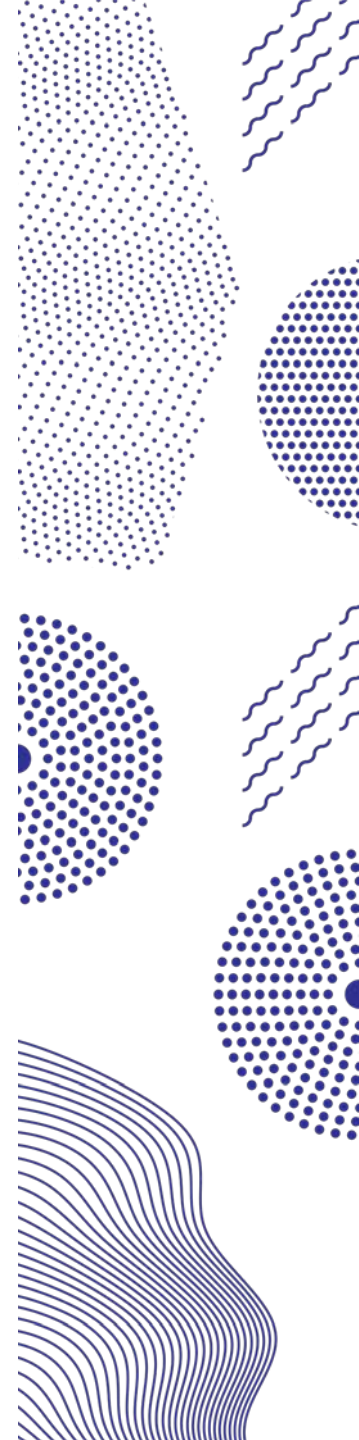


a short recipe for success



Success factors for NMHSs

- Understanding customers and changes in the operating environment
- Understanding impacts and trends for various sectors
- Facilitating connections and discussions between research, operations and customer interfaces
- Developing clear communication mechanisms
- Service Design as a tool to assist and guide development
- Ensuring excellent user experience as a target



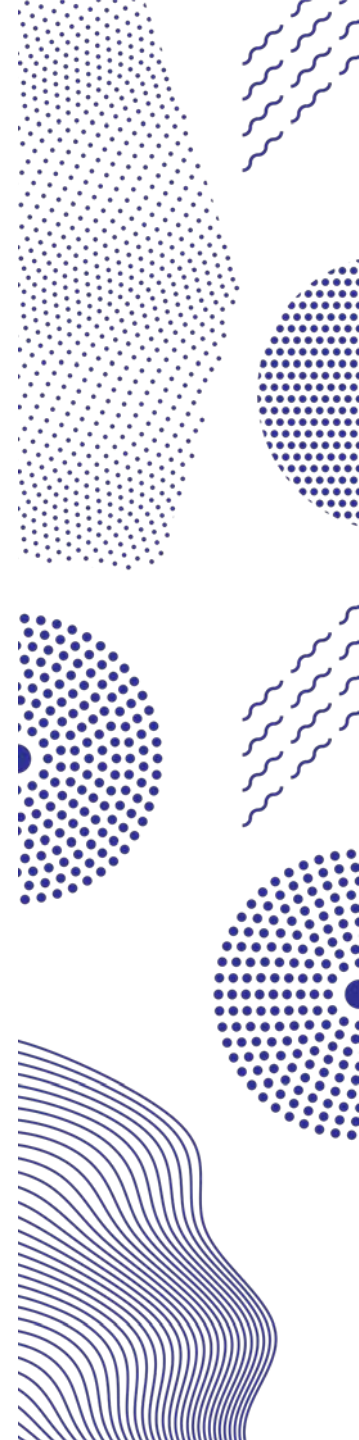
New revenue possible!

Case Finnish Meteorological Institute

2021

- 676 FTE
- budget 78,1 M€
 - Government funding (58%)
 - Revenue Co-financed research (24%)
 - Revenue Commercial (17%)

Long term commitment is required!





Thank you!