Data APIs Accelerating Property Transaction Ecosystem

Juha Tuomaala

Background of Finnish property transaction ecosystem

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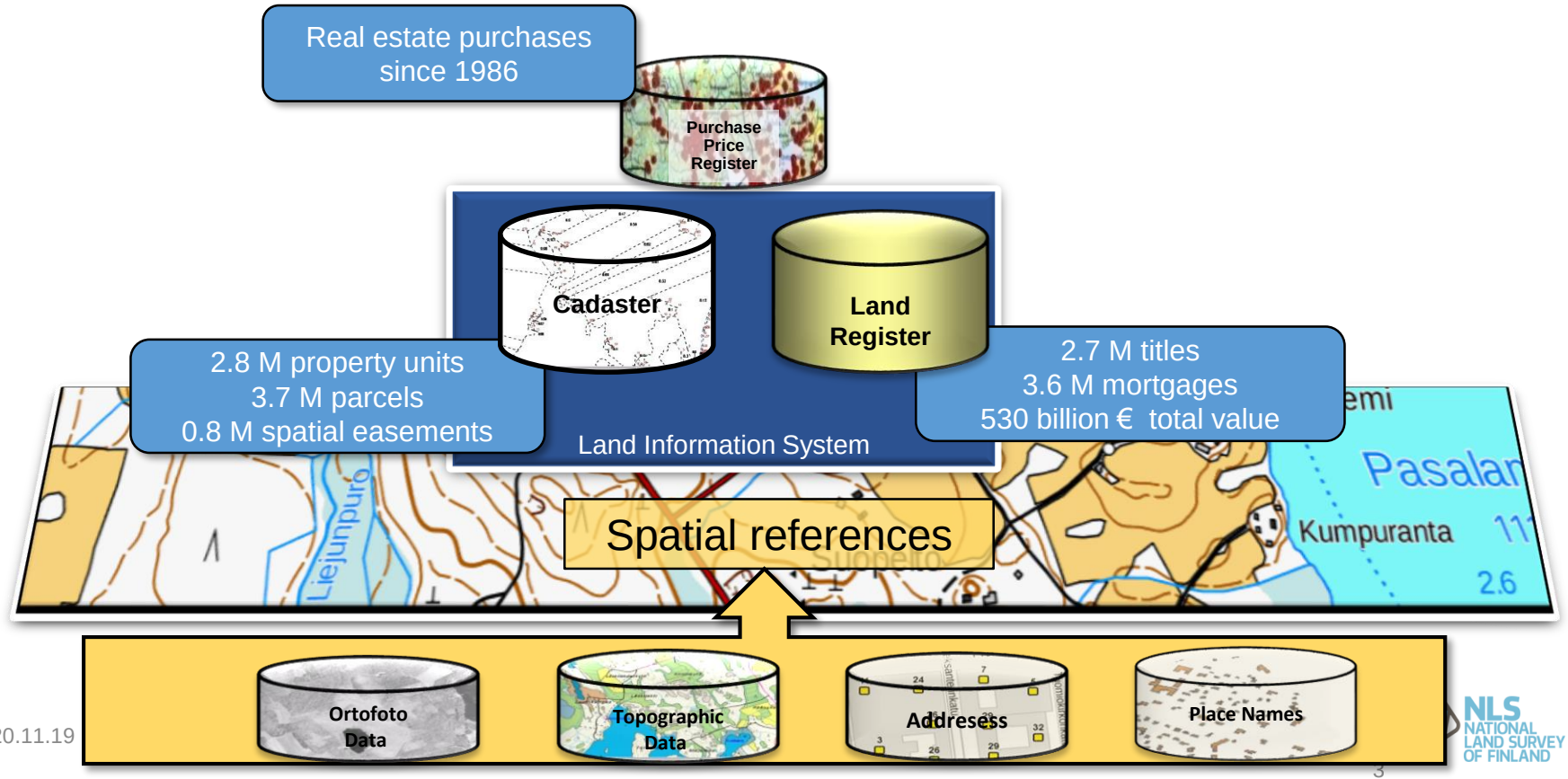
National Land Survey – main data sets for property transaction ecosystem



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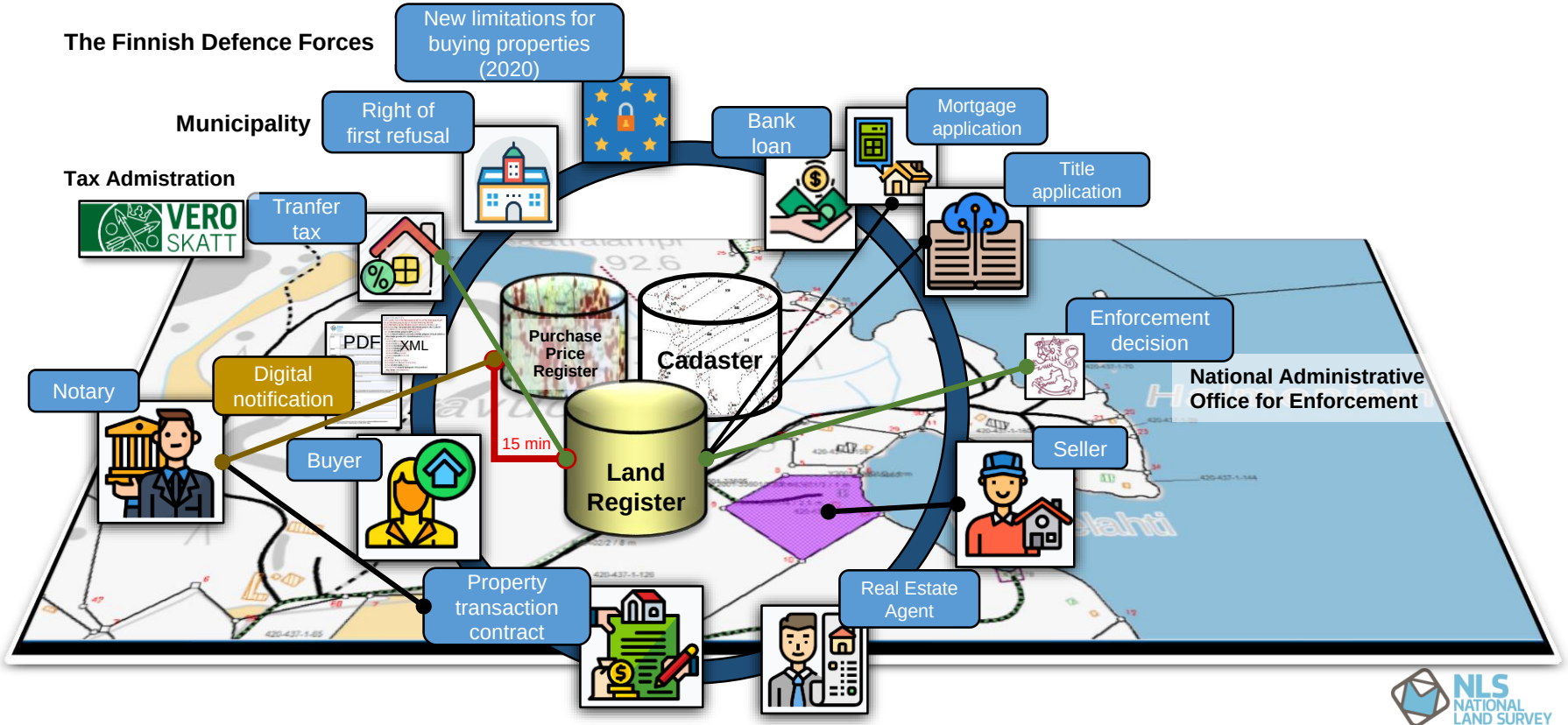
Main stakeholders in Finnish property transaction ecosystem



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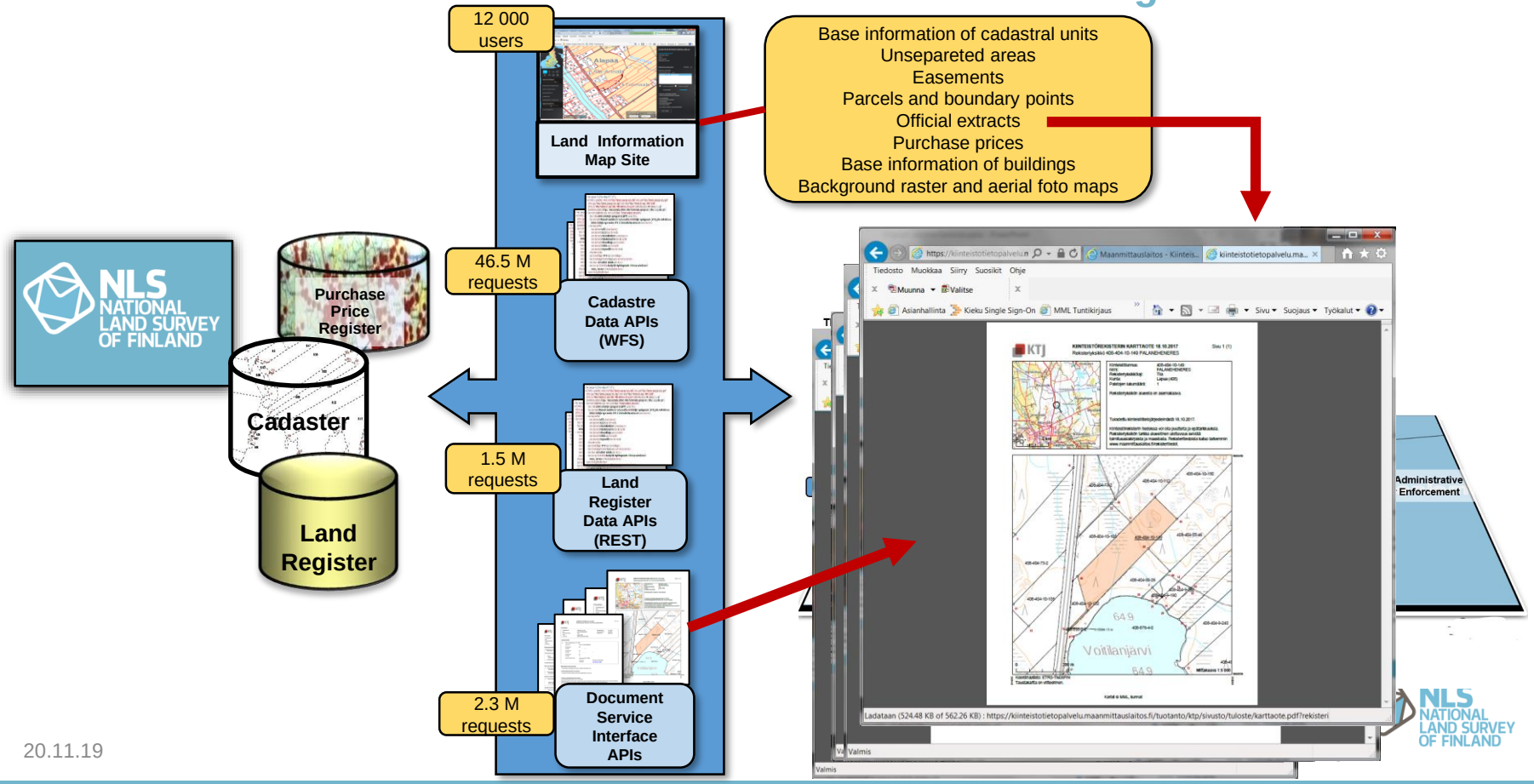
Information services for banks and real estate agents



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Property Transaction Service

”Silver bullet” for property transaction ecosystem?

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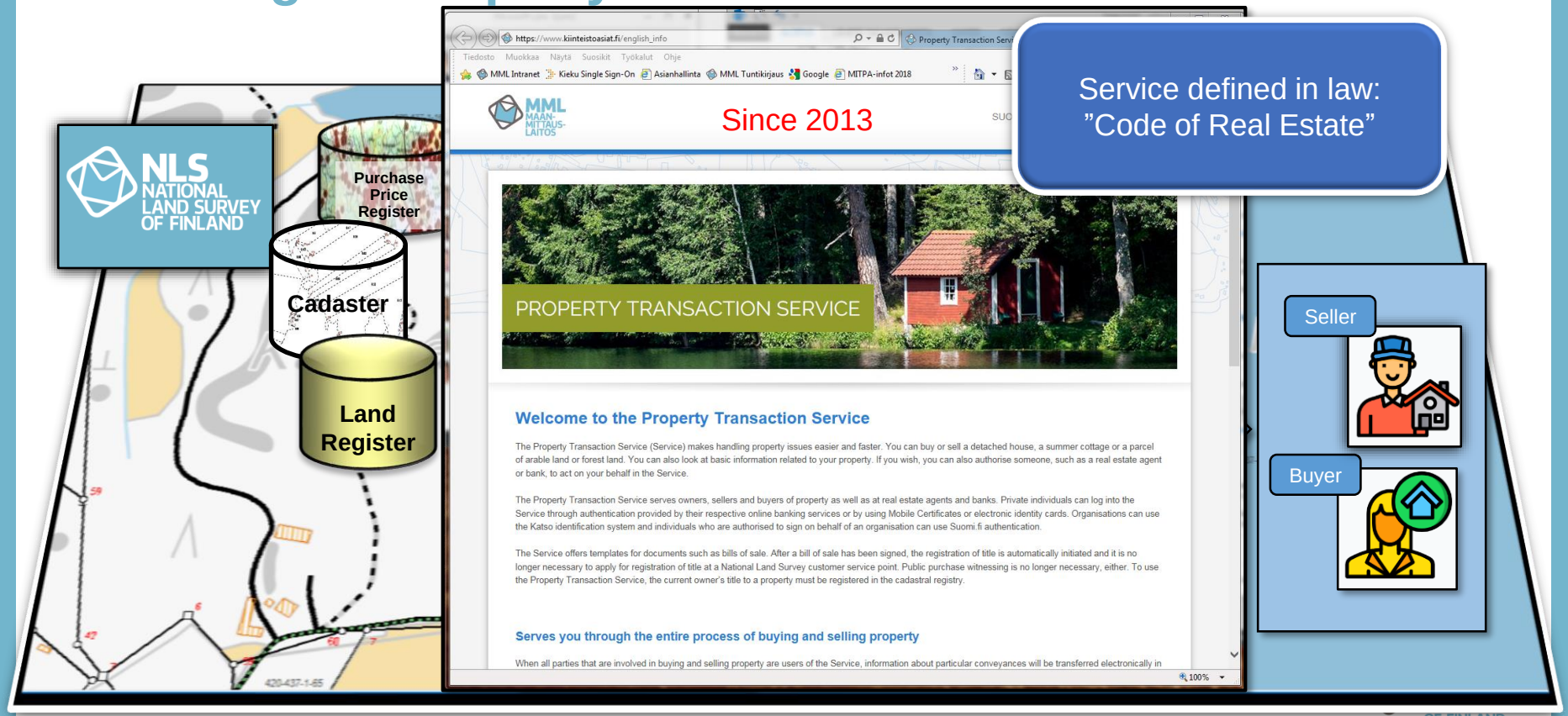
Digital Property Transaction Service



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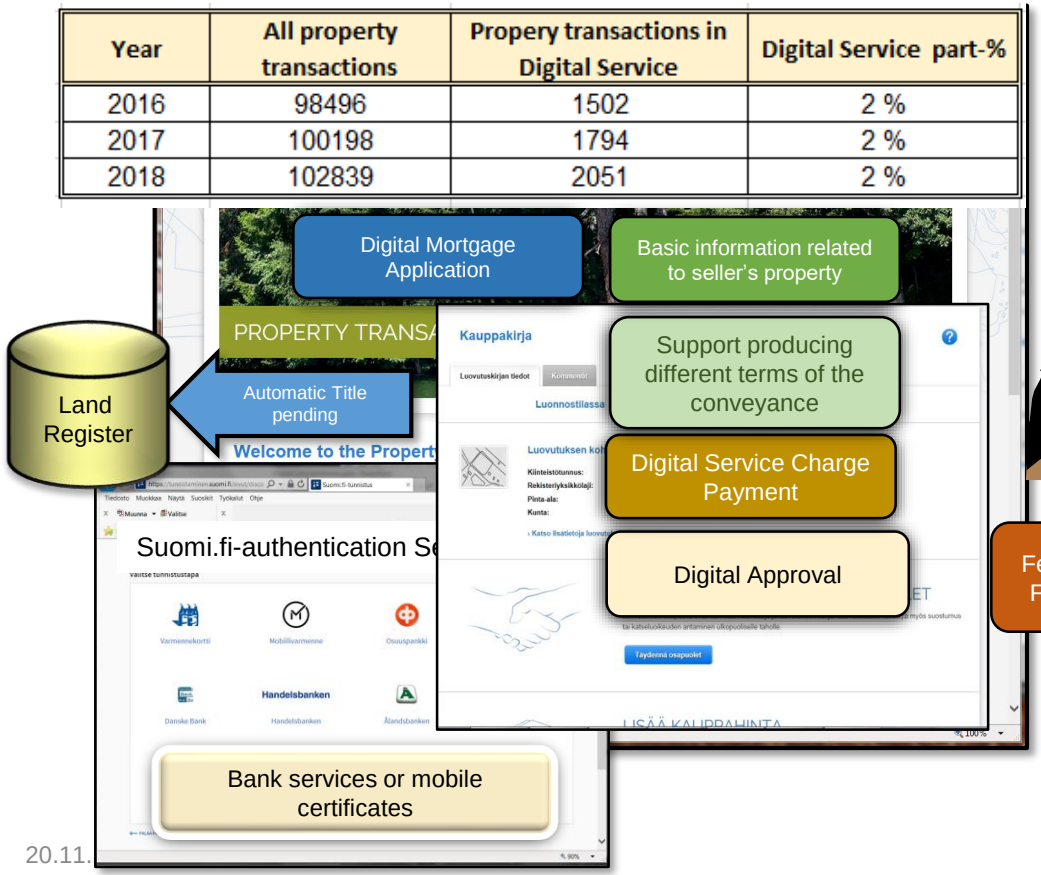
Digital Property Transaction Service

Year	All property transactions	Propery transactions in Digital Service	Digital Service part-%
2016	98496	1502	2 %
2017	100198	1794	2 %
2018	102839	2051	2 %



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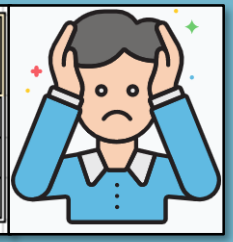

Where was the ”silver bullet”? How to survive?

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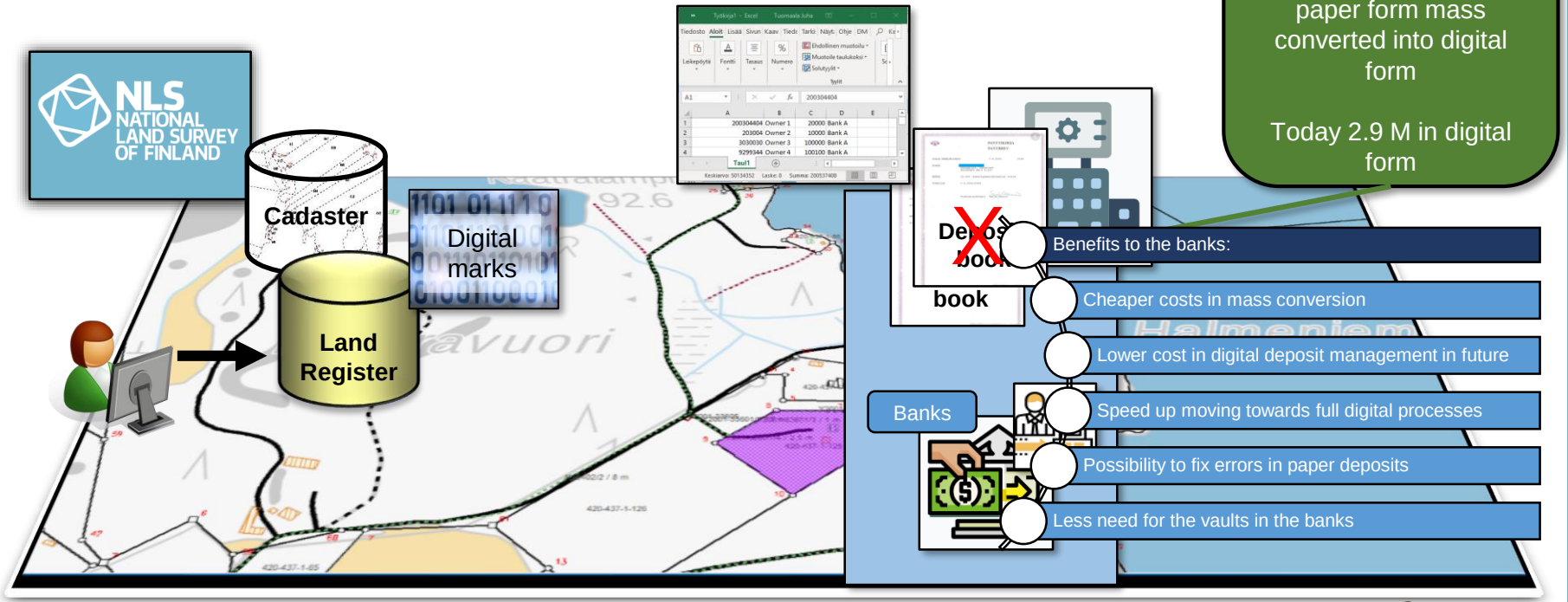
Digitalization bank deposit books 2016-2017

2016-2017 project with banks

2.6 M deposit book in paper form mass converted into digital form

Today 2.9 M in digital form



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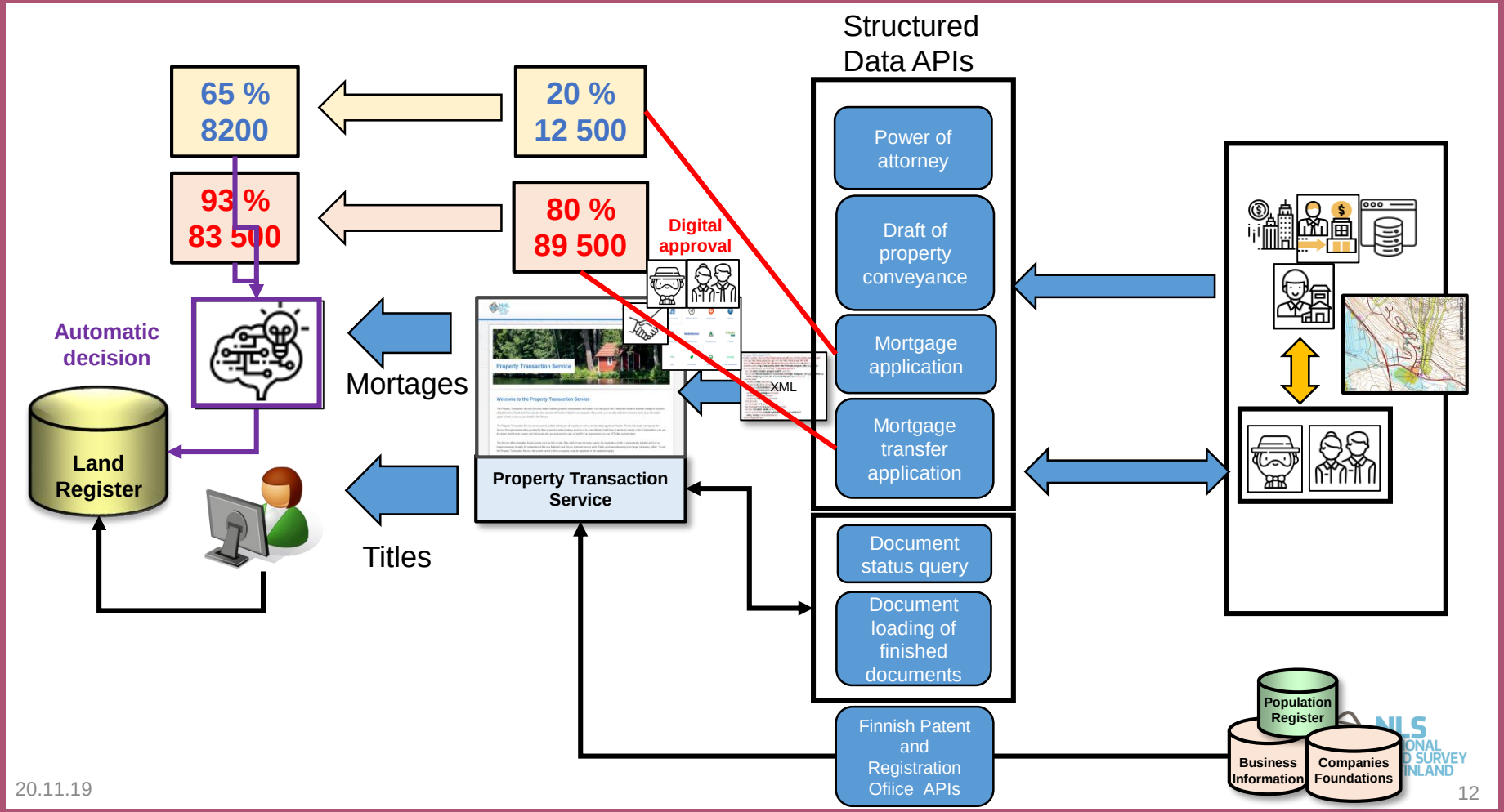
Technical solution:
Data APIs



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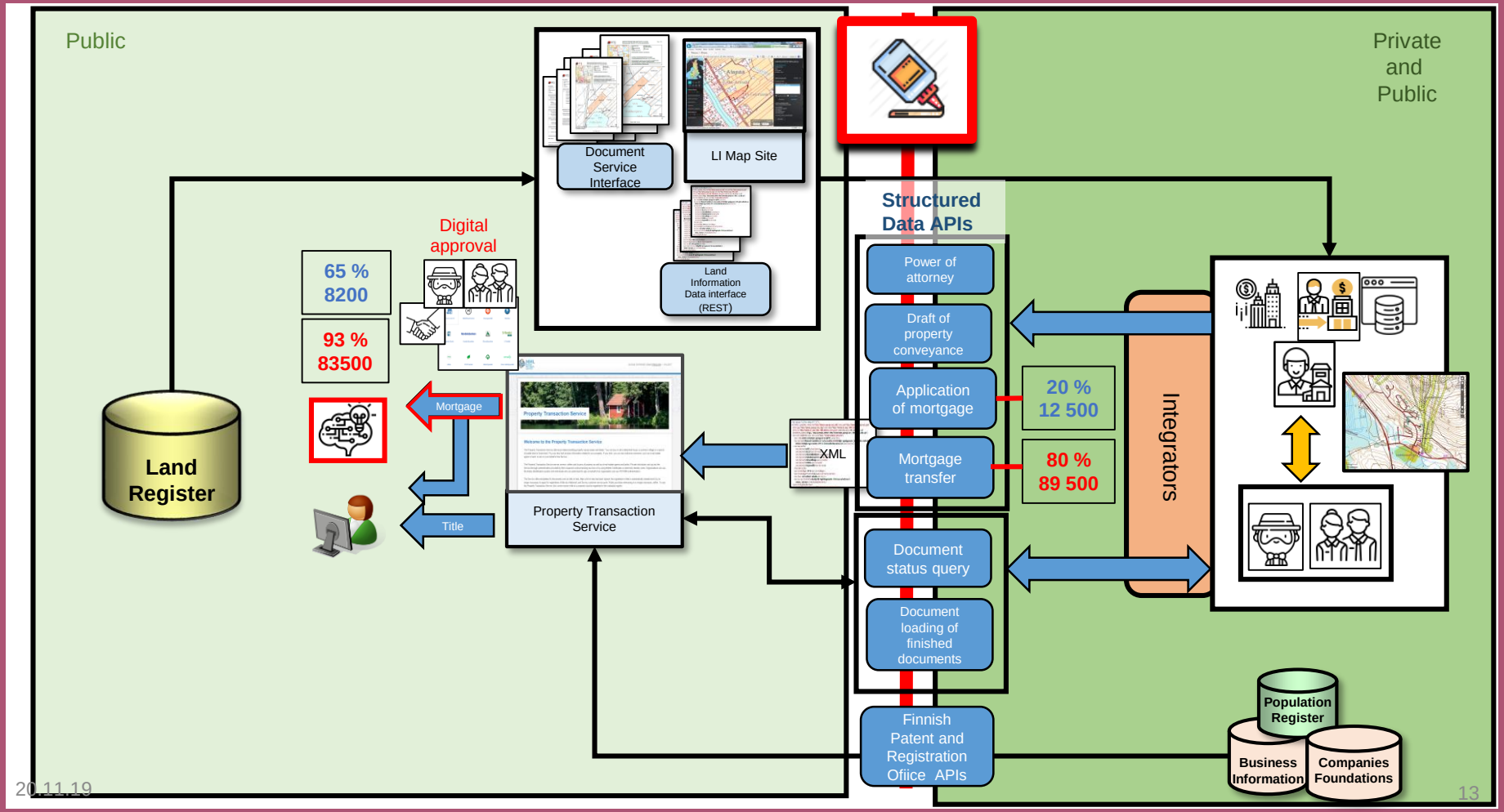

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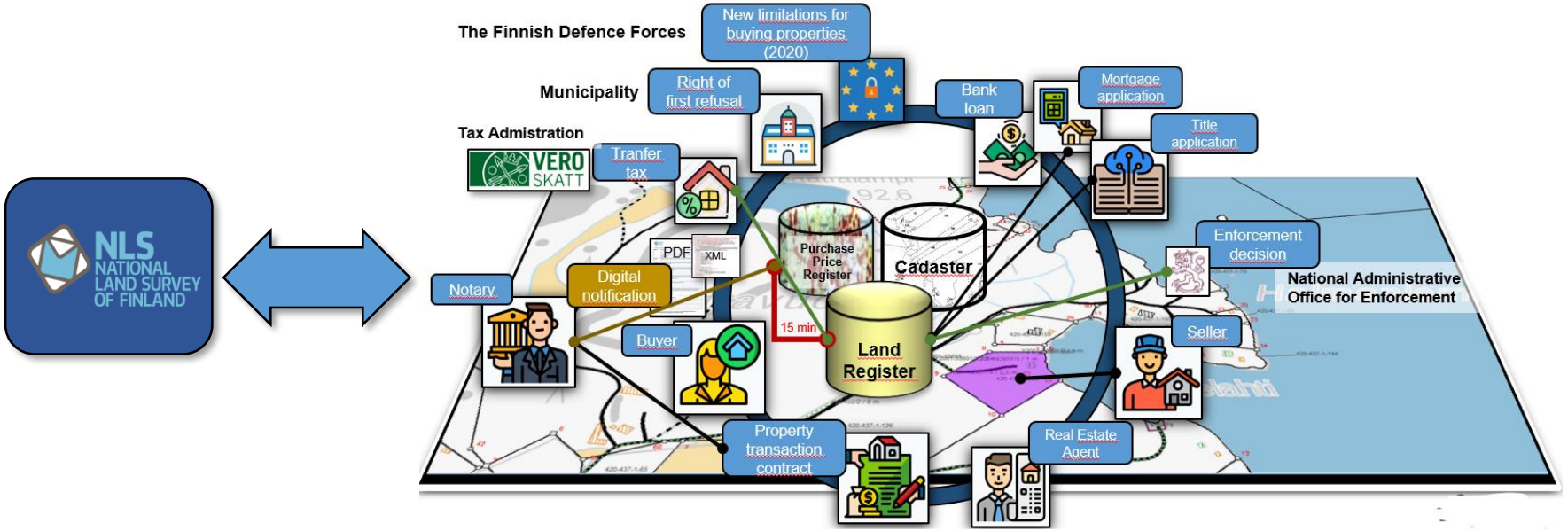
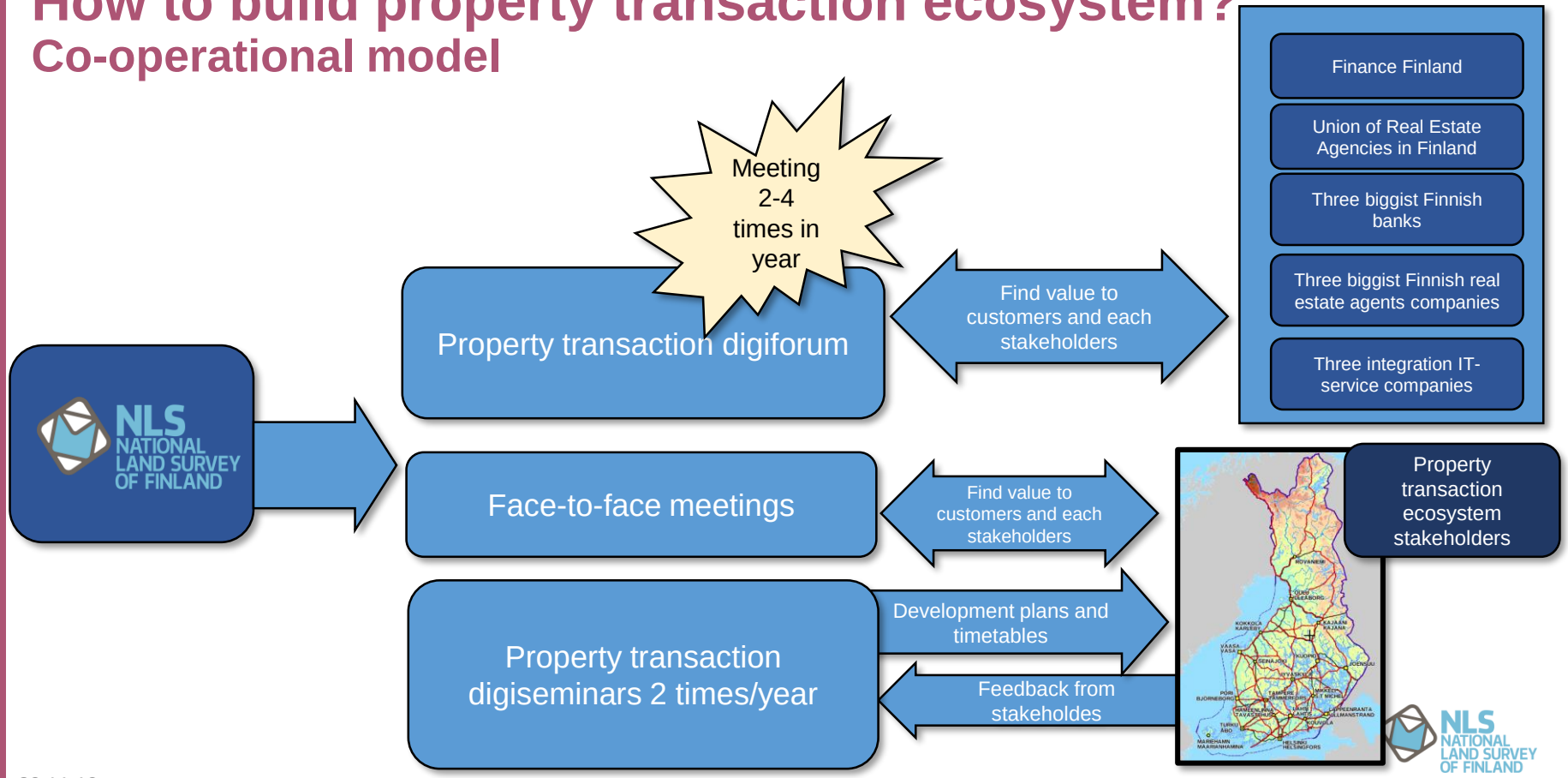
How to build ecosystem and co-operational model



How to build property transaction ecosystem?
Co-operational model



Lessons Learnt – developing services in ecosystem

Goal of Ecosystem:

Produce value and benefit to **customers** but also to **all stakeholders** in the ecosystem

Service goal: Uninterrupted digital service chain

Technical solution: Data APIs

Challenges

- Need time
- Need patience
- Need human resources
- Ecosystem understanding
- Find value for all
- Commitment

Thank You!

SHOWING THE WAY