



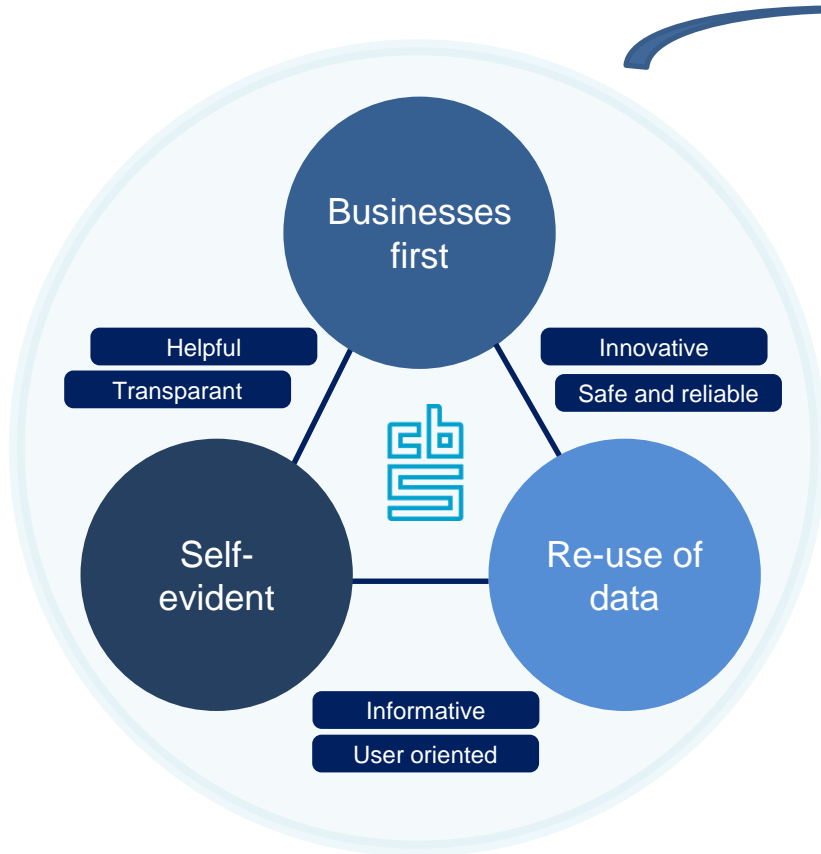


## **Building a portal with the business, for the business**

**Noël Mingels, Statistic Netherlands**

Rome, October 26th 2022

# From vision to product



**Strategic**



**Operation**

New services and products



# Starting with a product vision

## Mission Statement

Within 2 years we build an **appealing portal for businesses**.

## Mission

We will achieve this by

- Focusing on **easy and accessible** communication with and data collection by Statistics Netherlands
- Creating a **safe and reliable** environment
- Presenting **relevant** statistics back to businesses
- Being **clear and transparent** about the expectations

## Vision

*We foresee a future with a decreased experienced response burden*



# Mission and vision in the bigger picture

## Values businessportal

- Easy and accessible
- Safe and reliable
- Relevant
- Clear and transparant

### Values new vision

Helpful

User-oriented

Safe and reliable

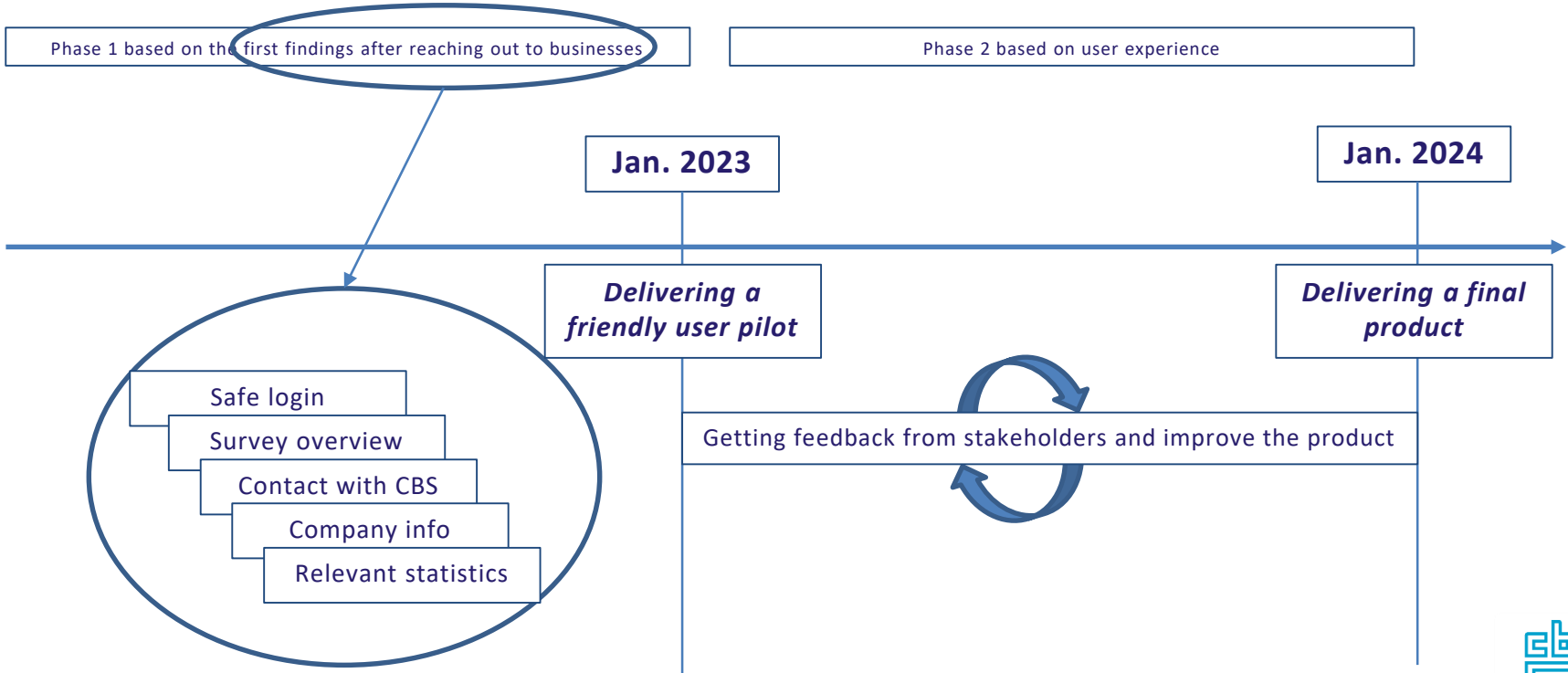
Informative

Tranparant

User-oriented

Innovative

# Global planning



# How to develop

- We know **why** we want this
- We know **in what direction** we need to go
- We know **who** will do this
  
- We have some idea of **what** we want to develop

That's why we chose an **agile way of working** so we can develop together with our stakeholders



# Welcome to the CBS Business Portal

## My surveys

On this page you will find an overview of your current and upcoming surveys.

## My statistics

On this page you will find various statistics and information that are relevant to your industry or company

## My company information

On this page you will find an overview of information about your company that are known to CBS.

## Contact

On this page you will find various options for contacting CBS.



# Questions?

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