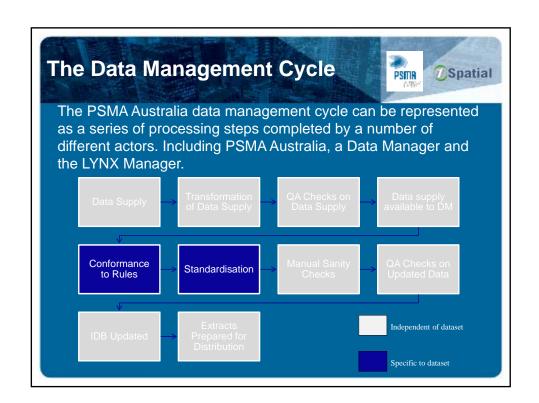
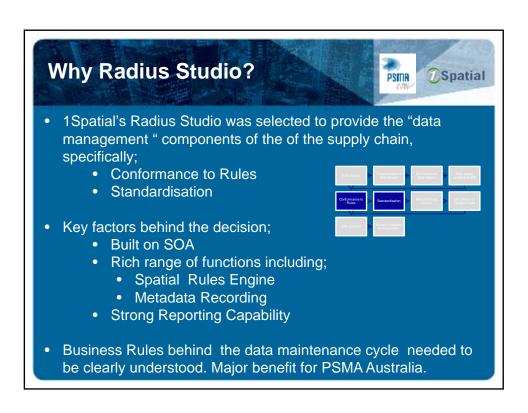


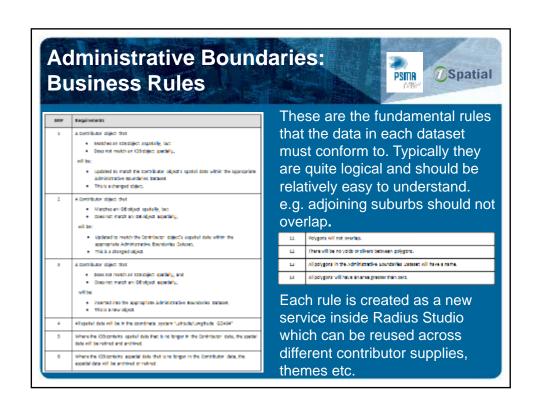
The Case for Change

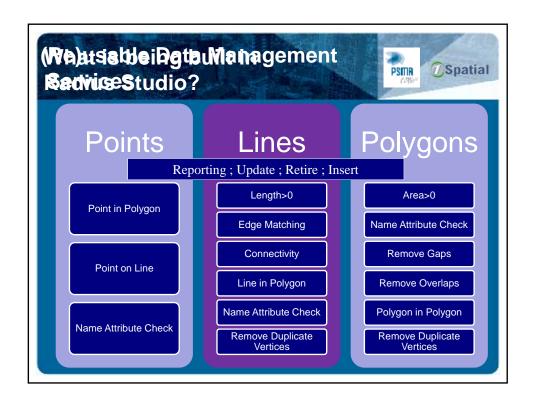


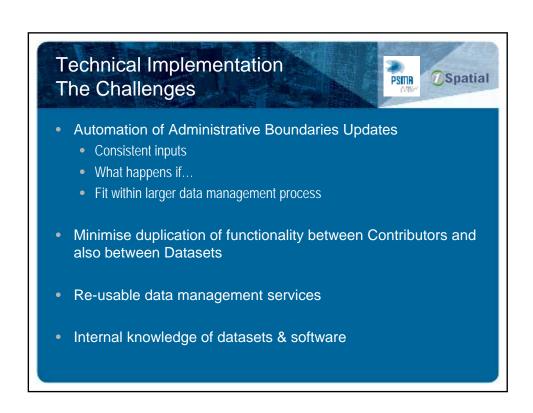
- Time to Market: Current PSMA Australia release cycle is quarterly.
 - Hierarchical processing required, dependency between datasets
 - Downstream (VAR) processes must be added further delay
- Processes are not homogeneous: Multiple Data Managers, Work Practices, Standards
- No direct involvement in processing: Over time PSMA Australia was moving further away from understanding the specific processes involved.
- Lack of transparency: Difficult to have confidence in repeatability; particularly in atypical situations.
- Innovation: No incentive to innovate beyond your sphere of influence.
- Metadata: Only at a dataset level and not dynamic.

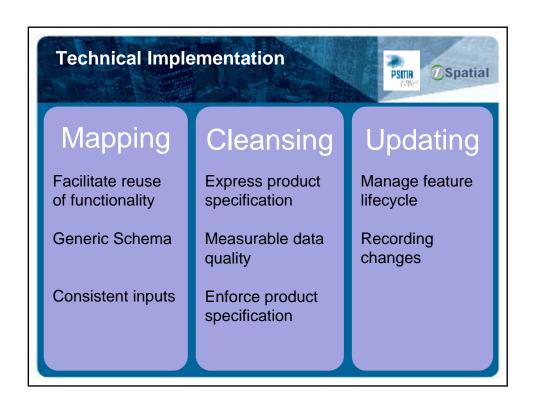


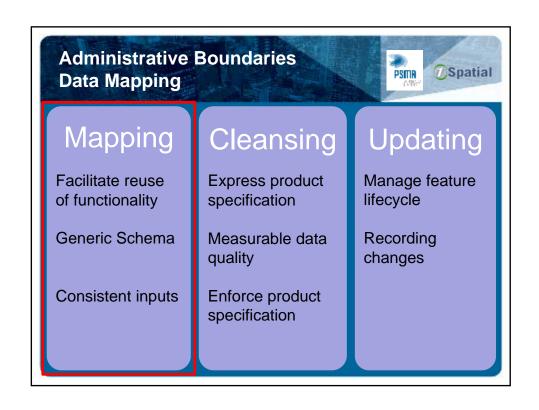


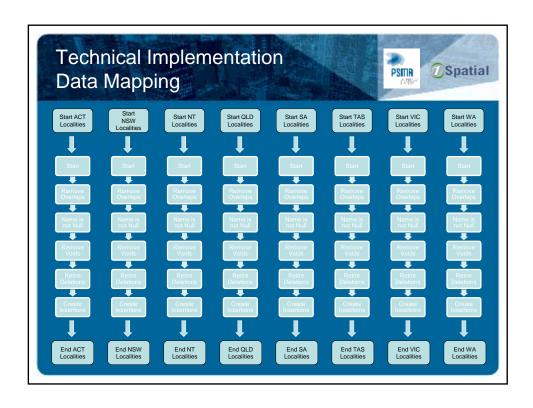


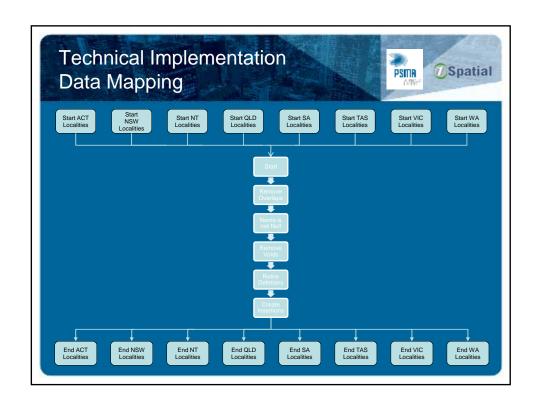


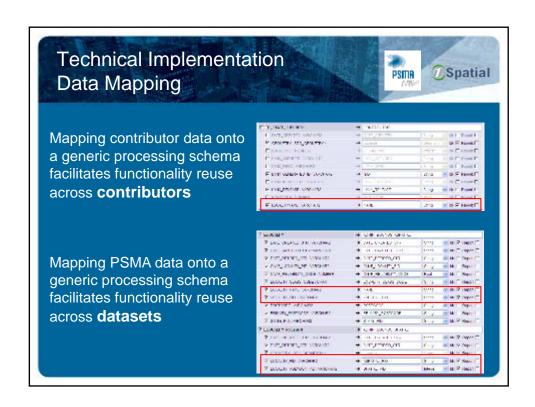


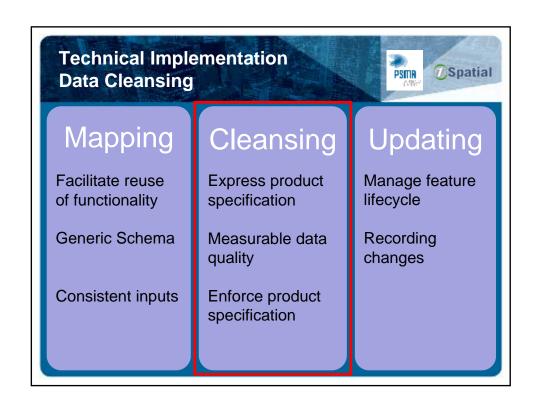


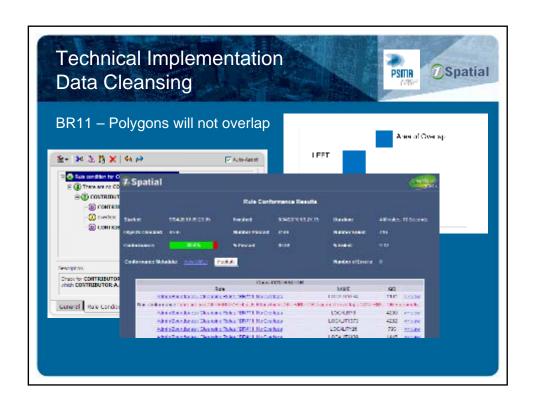


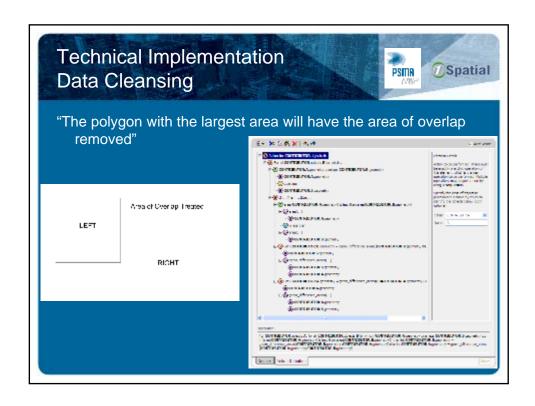


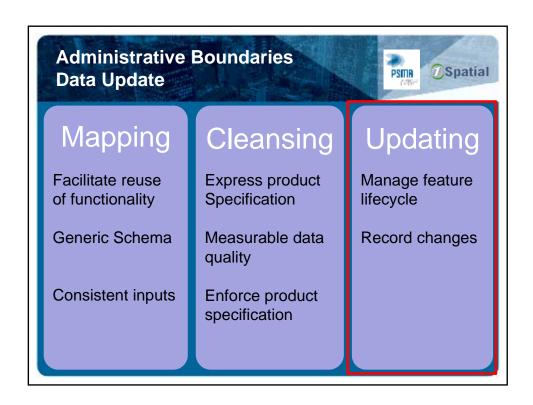


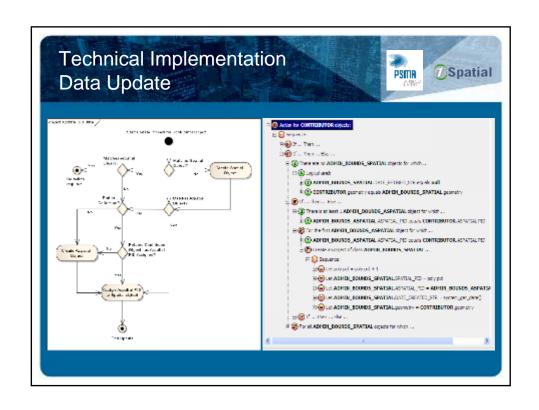












The Benefits for PSMA



- · Increased understanding of its core business.
- Continued provision of high quality datasets at an increased frequency.
- Increased flexibility to adapt to changing market conditions.
- Increased data quality
- PSMA Australia to have greater control of the processes behind the data creation.
- · Standardised data maintenance practices.
- · Capability to accept data from non traditional sources.
- · Closer relationship with Jurisdictions and other data providers.
- Less labour intensive data maintenance processes.
- International relationships through collaboration on solving continental scale data management challenges.

