Managing Data Licensing
Need Not Be a Problem!

FIG 2010
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Agenda

• Mouchel overview
• Why an Spatial Data Infrastructure (SDI)
• Licensing
• Value Chain
• Benefits
• Solution
• Future
• Conclusion
Mouchel Overview

- Revenue up 13% to £740.6m
- Over 11,000 staff
- Operating margins\(^1\) maintained at 9.4%
- Profit before tax\(^1\) up 3% to £40.1m
- Earnings per share\(^1\) up 3% to 26.4p
- Dividend maintained at 6.1p
- Forward order book £1.9bn
- Bidding pipeline £2.2bn

\(^1\) Excludes those items within the Group, presents as exceptional items in accordance with the annual amortisation of intangible assets arising from business combinations.

\(^2\) Operating margins maintained at 6.4% for P/E running 2008 and 2009.

Our markets

- **Central government** - Improving public services
- **Local government** - Building stronger communities
- **Health** - Maintaining public health
- **Highways** - Keeping traffic on the move
- **Education and children services** - Investing in our future
- **Utilities** - Keeping water flowing and lights burning brightly
Why a Spatial Data Infrastructure (SDI)?

A vehicle to deliver the answer

Problem of Licensing

These documents sometimes have legs
Licensing Old Model

Licensing New Model

Risk Mitigation - Multi Client Contractor Licence (MCCL) & SDI
Value Chain

Key Benefits

- Relevant data available only within a defined time period
- Any data format / architecture
- Valid licensing of data is assured
- Efficient, secure, and cost effective data management
  - Tangible Return on Investment (ROI)
  - For Mouchel over £380k per year in efficiency savings
- Fully auditable
- Standards compliant
- Future proofed;
  - INSPIRE
  - UK Location Programme
  - Cascading service
Return on Investment (ROI)

• 83% employees said “added value to client”
• Delivered within 1.5% budget
• 111% Project ROI
• £388780 ROI per year

Getting the Board of Directors on Board?

Word on the street

“The information exchange it has delivered, has been invaluable by allowing people to network.”
Will Young – Mouchel GI Manager: Chelmsford Area Rapid Transit and Thurrock HGV impact study

“I look forward to the time when we can also access this data for use with other clients who are not part of the government agreements.”
Adrian Kelland – Mouchel GI Manager: Lincolnshire CC and Highways Agency
Facing the Challenges – Building the Capacity
Sydney, Australia, 11-16 April 2010

Resources

Business Processes

Licensing

Communications

Data and GIS Management

Project Management

Stakeholder Management

The Solution

Project Details

Project Users

Project Divisions

Project Display

Project Licenses

Project Data
Who could use the solution?

- Data Providers
- Banking
- Data users
- Insurance
- Engineering Companies
- Software Providers
- Airport Authorities
- Defence Companies
- Government Organisations
- Utility Companies
- Rail Companies
- Natural Resources
- Roads Authorities

Broad capabilities of Maps@

- View only portal
- Licensing
- Administration
- Reporting
- WMS/WFS
- Pay as you go element
- Phased approach
What is Maps@?

- Essentially, Maps@ is ‘gate keeping’ technology
- Facilitates the controlled distribution of licensed geospatial data
  - OGC compliant web services (WMS / WFS)
  - ‘Needs-based’ data distribution
- ‘Time-bound’ data availability
  - Individual user
  - Group of users
  - Work Package / Project / Programme lifecycle
  - Licence period
- Helps ensure that licence terms associated with data are not abused
  - No licence, no access

What is Maps@?

- Simplistic 3-tier architecture
- Licence Logic Unique Selling Point (USP)
- Standards compliant & future proofed
- Serving data to any standards compliant client
- Multiple implementation at all levels of clients
GIS – maps@mouchel

How Maps@ works in practice

- View only portal
How Maps@ works in practice

• Administration
How each of the different datasets are handled

All Data – Remote Connection

Raster – Cartology

Topo – Fastemap – GZ files

NTF – Cartology – SQL Database

ITN - Cartology - SQL database

Conclusions

• Bring the right people together
• Think about the solution required
• Plan for the future
• The positive impact of bringing licensing out of the filing cabinet and into an SDI
Future

- Increased awareness across business by using IT
  Business partners – 19th March
- Pay as you go delivery – 6th April
- Pay as you go link to SAP – May/June
- Other data providers
- Other partners and joint ventures
- Citrix access

Recognition

- Medallist - Innovative Project of the Year, British Computer Society and Computing 2009 UK IT Awards.
- Presentations at AGI2009, Geodata 2009, EXCES and Geo9
- Articles in Geo:International, Geomatics World and GIS Professional
- DVD – The Surveyors Channel
Questions and answers

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