Hammers and Nails

Some pragmatic views of the Spatial Information Industry

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Pragmatic Views of the Spatial Industry

Spatial Strategy Drivers:

BIOA:

- Business
- Information
- Organisation
- Applications

Importance:

- Very High
- Medium
- Medium
- Very Low
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Typical Organisational Business Units:
- Operational Services: Output Focused
- Corporate & Finance: Input Focused
- Engineering: Input Focused
- Planning & Environment: Input / Output Focused

For any GIS Strategy and Implementation:
- the technology (and GIS) issues are often “the easy bits”
- the organisational issues are generally “the hard bits”
"We have 3 major systems which are critical for our business. GIS is one of them. I don’t need to know how it works but I do know why it is vital for our business. So it must operate 24/7."

CEO of a major electricity utility, mid 2008

Business Performance Indicators

- Over ¾ don’t have a plan
- Almost 90% don’t have “goal-posts for that plan”
- Almost all GIS sites report not being understood
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Two take-home messages:

1. Stop focusing on the technology and start focusing on the business
2. Stop focusing on the need to have an Internal Champion

That is, focus on the business – not the hammers in the tool-box

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Any Questions?

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