



Hammers and Nails

Some pragmatic views of the
Spatial Information Industry

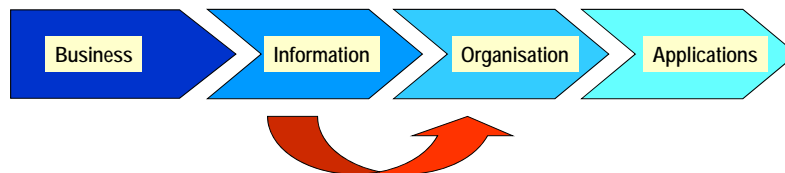
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Pragmatic Views of the Spatial Industry

Spatial Strategy Drivers:

BIOA:



Importance:

Very High

Medium

Medium

Very Low



Pragmatic Views of the Spatial Industry

Typical Organisational Business Units:






- | | | | |
|-------------------------------------|---|---|-------------------------------|
| o <i>Operational Services</i> | |  | <i>Output Focused</i> |
| o <i>Corporate & Finance</i> |  | | <i>Input Focused</i> |
| o <i>Engineering</i> |  | | <i>Input Focused</i> |
| o <i>Planning & Environment</i> |  |  | <i>Input / Output Focused</i> |

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Pragmatic Views of the Spatial Industry

For any GIS Strategy and Implementation:

- *the technology (and GIS) issues are often “the easy bits”*
- *the organisational issues are generally “the hard bits”*

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“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

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Business Performance Indicators

- ***Over ¼ don’t have a plan***
- ***Almost 90% don’t have “goal-posts for that plan”***
- ***Almost all GIS sites report not being understood***

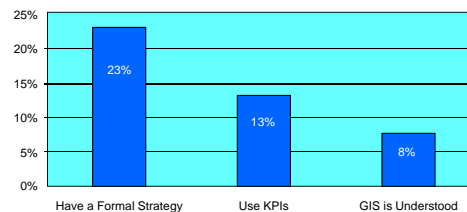


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Pragmatic Views of the Spatial Industry

Two take-home messages:

- 1. Stop focusing on the technology and start focusing on the business*
- 2. Stop focusing on the need to have a 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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