


Bridging the Gap Between Cultures

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Vice President, Trimble Navigation
May 19th, 2011

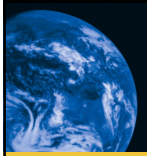


Discussion Topics

- Bridging the Gap Commercially
- Bridging the Gap Educationally
- How Do We Bridge the "Cultural Gap"

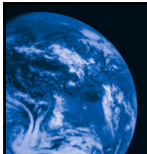
Global nature of the world requires that companies/organisations understand and meet the needs of customers everywhere.





Industry Trends

- Continue to expand the horizons for Surveyors.
- Build a sustainable survey industry.
- Bring Land Administration capabilities to developing countries to lay a foundation for ownership and economic development.

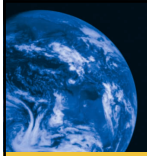


Developing Local Capabilities

Key areas for consideration:

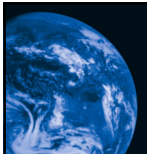
- **What are the local requirements?**
 - What local work practices exist?
 - What skills sets exist?
 - Fast track to latest technology
- **Experiences from other parts of the world**
 - Demonstrate benefits from successful projects
 - Can they be adapted to meet local needs?





Building a Land Administration system - Benin

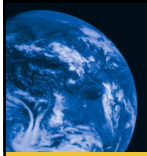
- **Traditional approach would have required more than 2000 control points**
- **Implemented a CORS network:**
 - Eliminates cost of establishing control points
- **30,000 occupancy permits convert to land title and 85,000 households receive titles or certificates**



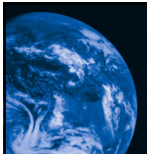
Additional Benefits

- **Network remains in place for continued use**
 - Potential to densify network and provide real-time DGPS correction services
 - Benefit to other industries, Ag, Construction, Natural Resource Management
- **Trained set of local surveyors**





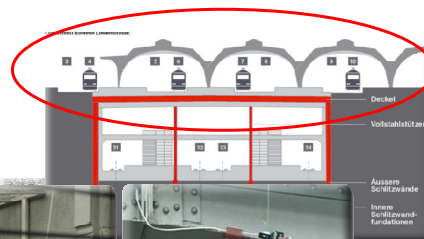
Developing – Funded Projects



Examples from the real world

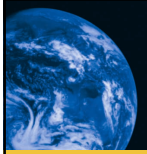
Zurich Central Station, Switzerland

- New rail track
- New train station
- New tunnel



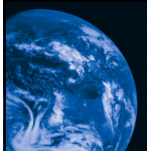
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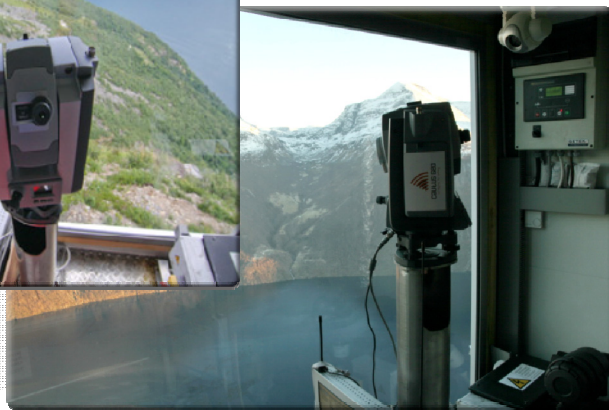
Examples from the real world

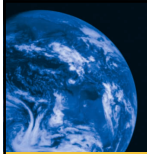
El Romeral Iron Mine, Chile



Examples from the real world

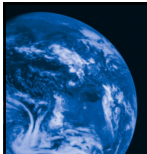
Land Slide in Åkneset, Norway





Education

- Training for current surveyors
- Supporting tomorrows surveyors
- FIG Foundation



Current Surveyors

- As projects arise opportunity exists to provide on the job training
 - Benin, Burkina-Faso
- Support for regional education development
- Manufacturers user conferences
 - Trimble Dimensions



Tomorrows Surveyors

- Internet makes the world very small

The diagram features a central globe with a network of white lines connecting various points across its surface. Four social media icons are positioned around the globe: YouTube (red and white), Twitter (blue and white), LinkedIn (blue and white), and Facebook (blue and white). Yellow arrows point from each icon towards the globe, indicating that these platforms facilitate global communication and connectivity. The background is a light gray grid pattern.

Trimble

Tomorrows Surveyors

The diagram illustrates the 'Trimble Connected Community' as a central hub. It consists of a blue circular icon with a white globe and a compass rose, with the text 'Trimble Connected Community' below it. Three yellow rounded rectangular boxes are arranged around the central icon: 'Experiences' at the top, 'Communication' on the left, and 'Shared Information' on the right. Yellow arrows point from each of these three boxes towards the central icon, suggesting that these elements contribute to or are part of the community. The background is a light gray grid pattern.

Trimble

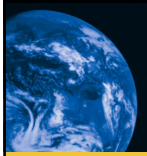


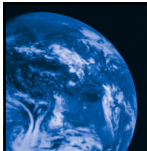
FIG Foundation

Build a Sustainable Future by:

- Giving grants and scholarships to support curricula development and capacity building, especially in developing countries
- Promoting high standards of surveying education and facilitating CPD (Continuous Professional Development) activities
- Promoting virtual academies and the use of distance learning in surveying education
- Encouraging research activities and the dissemination of research results
- Promoting the exchange of young surveying personnel
- Supporting conferences and other events by seed funding in co-operation with international agencies such as the United Nations



**Trimble is proud to be a Charter
Foundation Partner**

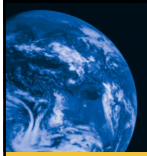


Trimble Cultural Development

*Proactive internationalism that pursues
a world-wide strategy while embracing cultural
and market differences*

- **Build local knowledge through**
 - **Establishing regional offices with local staff**
 - Ghana, Brazil, China, Thailand, India
 - **Appointing local distributors**
 - Provide local service, support and training

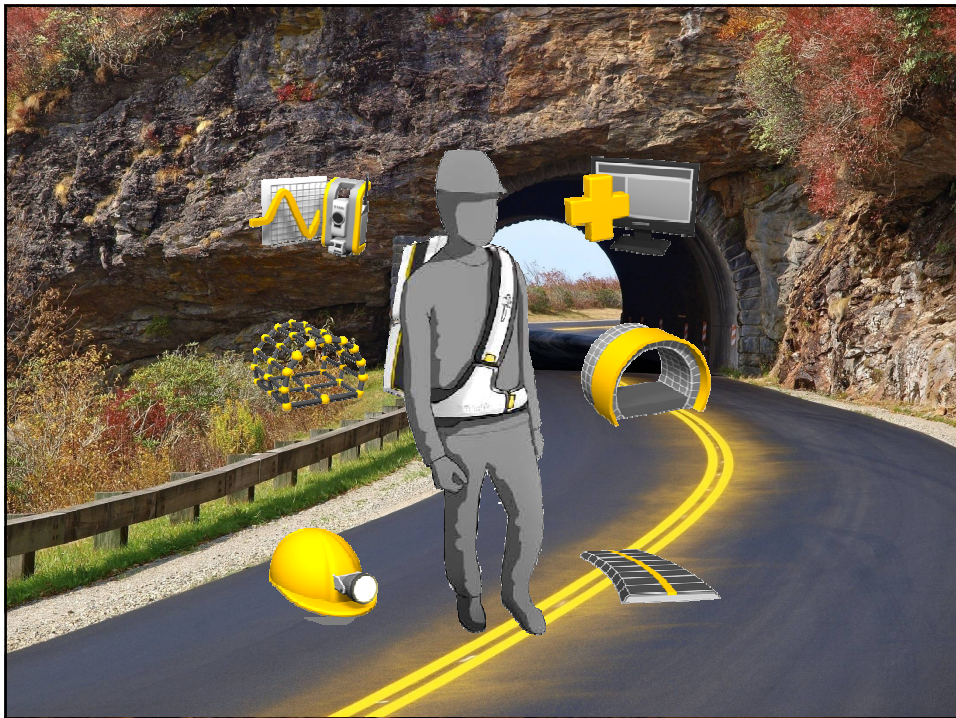




Enabling Localised Solutions

Recognising each customer is different

- Trimble Access provides customized workflow solutions
- Trimble SDK provides the ability to develop solution to meet specific customer challenges





Bridging the Gap of the Future

Cloud Services for Surveyors

- Baseline processing
- QA Tools
- Automatic file conversion
- Automatic reporting



The slide features a white background with a yellow horizontal line. On the left, there is a small image of Earth from space. Below the title, there is a list of four bullet points. To the left of the list is a surveyor silhouette. Below the list are three images: a surveyor in a field, a surveyor on a phone, and a surveyor at a desk. The Trimble logo is at the bottom left.

