Business Enterprise GIS
“Where Business and GIS meet”

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April 25, 2012
Who am I?

- Bart Kusse
- 55 years old
- Married, 3 sons of 26, 23 and 21 years old
- Etc, etc (see bio)

- Involved in GIS since 1987!
  So over 25 years experience in GIS or Geo-ICT!

- Manager Geo-ICT for Capgemini Netherlands
GIS playground

The “GIS playground” has changed:

- No more proprietary systems, which had
  - Specific preparation/input of data
  - Specific databases
  - Specific programming (AML, Avenue)

- Everyone can make a map nowadays

- “Geo” is ubiquitous
The players have changed

- The number of GIS-vendors has decreased
  - Niche vendors have been incorporated

- Niche (only GIS) players expand their portfolio (they have to)

- BIG players (system integrators) see GIS or Geo-ICT as an important domain in Enterprise Information Management

→ Business Enterprise GIS
Geographical data to multi-channel business applications can be integrated with your IT

Repositories
- Large-scale repositories
- Customers and suppliers addresses
- Lands use, property and equipment

Sensor data
- Mobile sensors
- Fixed

GIS
- Geo DataBase
- Image analysis
- Geo-processing
- Network analysis
- Data update

Applications
- Energy
- Utilities
- Telecom
- Transport
- Defense
- Environment
- Health
- Retail
- Insurance
- Desktop
- Mobile
- Cloud
- …
The Strategy is:
Think & Act Enterprise Wide!

- ICT department and the GIS department have to collaborate
- They NEED each other, because

60% to 80% of decision-making data is geographical data

More than 80% of geographical data is managed in your own systems

Only 2% of geographical information is really utilized
And make sure you are prepared for new ‘trends’ like:

Cloud computing

Big Data

Open data

Mobile Technology

Crowd Sourcing
Cloud computing

Isn’t really that exciting, most of the time we already use it
The challenge is how to get there…..
Roadmaps to the Cloud

Cloud@Once

Dual Approach

Safe Exploration

Connected Domain(s)

Autonomous Domain(s)

Collaboration

Tools

Dead End

Now

All Domains (Near) Future
Big data

- More and more data are gathered and stored by companies
- Hence, ‘Master data management’ is an actual issue
- And the same Geo-data is collected for different purposes
- Data quality is essential and thus meta-data needs to be stored
Open data

- New datasources become available every day
- EVERYONE can collect and distribute data
- Some even make a ‘business’ out of this: openstreetmap.org
- By 2015 data gathered by the government becomes public
- HOW WILL THIS AFFECT YOUR ORGANIZATION?
Mobile technology

- Lots of ‘apps’ are becoming available
- More smartphones are sold each day
- GPS location comes with the phone nowadays
- So ‘mapping’ is not an issue, just do it
Crowd sourcing

- Geo-ICT and crowd sourcing go hand-in-hand

- Crowd sourcing makes use of the availability of the public to acquire information or the need for changes/improvements

- Also in this case smartphones are an asset (photo and GPS-location)
In conclusion

- Develop your strategy for **Business Enterprise GIS NOW**!

- Integration and collaboration are KEY for the right **Business Information** to become available

- In times of crisis you don’t have time to think, **YOU HAVE TO ACT**

- So **ACT NOW!**