Top 10 Tips for a Successful Agricultural Enterprise GIS

Raymond De Lai

Herbert Resource Information Centre
Joint venture between five partners:
- Wilmar Sugar
- Herbert Cane Productivity Services Ltd
- Hinchinbrook Shire Council
- CANEGROWERS (Herbert River)
- Terrain NRM

Use location based and geospatial solutions to help drive improved profitability and efficiency gains for our partners.

Better decision-making, by:

- improving **access** to relevant information
- improving **capacity** to use that information; and
- identifying **opportunities** for working together across the community
Sugar Cane Supply Chain
What is an Enterprise GIS?

- An integrated, collaborative “single point of truth”
- Sharing and integration of systems
- Consolidating "silos" of information
- Standardisation of technologies and processes
- Web based information access and delivery
- Allows virtual integration across the supply chain – Industry GIS
HRIC Agricultural E-GIS
Tracking Cane Haul Outs
#1: Focus on business value

- Be passionate about creating value
- Work with business process owners:
  - Identify services with most value with least cost and risk
  - Align and support business and industry processes
- Look for services or projects that:
  - Improve productivity
  - Improve efficiency
  - Improve your product or service
- Develop case studies and ROI analysis
  - *The Business Benefits of GIS: An ROI Approach*
  - *Measuring Up: The Business Case for GIS*
#2: Treat the Whole Supply Chain as One Business

- ‘Virtual’ Integration for non-vertically integrated supply chains - Benefit of E-GIS
- Vertical Interdependency
- Integrated approach rather than silo’d approach

- E-GIS for whole supply chain management system and business management: (farming; harvesting, transport, milling, shipping, marketing, RD&E)

- Not just PA and farming systems
- Maximise gains and minimise losses
#3: Have a Plan

- Be strategic
- Be clear on your Positioning and Differentiation
- Aim for ‘quick wins’ to build support and confidence
- Recognise that GIS is more ‘IS’ than ‘G’ – manage under IT principles

- Equally address ‘Four Pillars’ of GIS:
  - Data and Information
  - Technology
  - People and Skills
  - Organisational and Institutional Arrangements
#4: Deal with Complex, Interdependent, Political, and Ambiguous Relationships and Processes

- Part of agricultural supply chains
- Foster trust, commitment, cooperation and a shared vision
- Communicate well and often
- Carry stakeholders with you
- Win friends and influence people
- Invest in institutional strengthening
#5: Address Organisational and Institutional Structures

- To really drive value from your GIS investment
- Strategy, structure, and business processes all need to be aligned
- Address barriers limiting value creation potential
- Collaborate and cooperate
#6: Enterprise GIS Disempowers Gatekeepers

- GIS Users can be the worst at putting up barriers
- Be bold and prepared to fight to deliver solutions to create value
- Expect gatekeepers to recruit vendors and service providers to support them.

- Consider whether you are a gatekeeper yourself, restricting innovation, growth, and real value creation!
#7: Data is Exponentially More Valuable the More Times it is Used

Cane data – list uses and users

30 000ha under yield monitoring
Turns whole area into a variety trial
Real time pour rate data for Harvest Performance reporting
#8: Don’t Hold Off Buying New Technology Today for Something Better Tomorrow

- Make the best decision with what you know now
- Align your technology needs to the industry and business requirements
- Buy now with an eye to the future
- Benefit of Cloud – IaaS and Saas
- Factor in maintenance and support
#9: Don’t Be Afraid to Ask for Help

- Use and trust experts
- Trust people around you – ask and receive advice
- GIS is a broad discipline
- Business processes are complex
#10: Invest In Your People

- Training and development
- It’s people and their ideas, passion, knowledge and commitment that will make your project a success
- Establish a reasonable training budget
- Give your staff the skills and tools to do the best job they can
Top Ten Tips for Agricultural E-GIS

1. Focus on business value
2. Consider the whole supply chain as one Business
3. Have a plan
4. Expect to deal with complex, interdependent, political, and ambiguous relationships and processes
5. Address organisational and institutional structures
6. Enterprise GIS disempowers Gatekeepers
7. Data is exponentially more valuable the more times it is used
8. Don’t hold off buying technology today for something better tomorrow
9. Don’t be afraid to ask for help
10. Invest in your people
Contact

Raymond De Lai
Centre Manager
Herbert Resource Information Centre
Ph: +61 7 4776 4778
Mob: +61 0417 194 073
Email: rdelai@hinchinbrook.qld.gov.au