System Integration and Business Process Embedment Extending Geospatial Value Chain

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Data World, 15 January 2018
Taking Geospatial out of the Back-office

- Familiarisation
- Location is everywhere
- Database integration
- Data Availability
Driver for Enterprise Adoption of Geospatial

Open Access/Data Sharing
- Availability
- Accuracy
- No need of local base map data anymore

Open Source Mapping Platforms
- Cloud
- APIs
- Interoperability

Community
- Crowdsourcing
- Collaboration

Esri ArcGIS, QGIS, Mapbox, TileMill, Leaflet, Avenza MAPublisher, Intergraph GeoMedia Pro, Microsoft Office, Adobe Illustrator, InDesign, Photoshop, Flash, and Acrobat
Geospatial Processes

Where
How
Quantify
Trends
Predict
Visualize

Data Models
Workflow
Algorithms
Relationships
Reporting
Decision Making
Business models changing

Data
- Verify/Collect direct from customer for some reward
- Open source
- Pay as you use
- Data sharing/collaboration

Software
- Platform based
- Pay as you use
- Revenue share

Hardware
- Cloud
Business Focus

• Process alignment
• Integration
• Core business and applications
• Analytics
• Telling Stories
Success Factors

• Easy to use 3rd Party API’s
• Data accuracy
• Change Management
• Leadership
Thank You

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