

Date

Thursday 19 July 2007

Title of session

Workshop 3 – Geospatial Enterprise

Name of presenter/chair

Chair: Clemens Portele, Managing Director, Interactive Instruments, GmbH

Presenter: Robert Saxon, GeoRisk Consultant, Royal & SunAlliance

Rapporteurs

Dave Lovell, EuroGeographics and Yvette Ragozins, Land Registry (GB)

Presentation title: Geographically Enabling the Enterprise

A prerequisite for Enterprise GIS is a good technical strategy and a strong business strategy. When successfully implemented it can play a significant role in business performance.

This workshop looked at the technical issues and a case study in Royal and SunAlliance Insurance (RSA).

Questions	Answers
Is the technology applied to all RSA markets you work in.	No, we've been developing it in the UK where geo-coding is a practical option using Ordnance Survey's AddressPoint. When we extend to non UK markets we will need to look at the practicality of geo-coding.
Why didn't you do it sooner?	<p>We needed to get a budget agreed and this has required a 4-5 yr programme of persuasion and articulation of benefits which it is impossible to accurately predict.</p> <p>So we started with flood risks and used that to inform extensions of the technology into an enterprise wide application. We realised that it needed to be approached as a business change project, with geography fitting into that.</p> <p>All areas of the business need to be involved.</p>
Did you need to educate others about geography?	Yes and we are still doing it; you need to feed awareness up the line to decision makers. It's down to the cost/benefit of investment but progress is good and geography is now being used in the sales function and improving our customers experience.
Cost/benefit results are open to different interpretations – how do you build trust in the results?	The methodology is about successfully introducing or expanding the use of GIS. Return on Investment is just a tool. It isn't difficult to analyse it, the cost side is easy, the benefit side is difficult. ESRI have identified a strategy to articulate the different areas of benefit and produced some .xls to support the process.
What can NMOs learn from R&A? What do you need from the NMOs?	We need the data that supports our business requirements. Data quality is an issue, e.g. quality of DEMs.
Does ESRI have the technology to support national cadastre?	We have some of the components but system integration will be necessary.