



Partnering Case Study II Ordnance Survey

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What I will cover....

- History
- Where are we today
- The future
- Learnings

History

- Paper maps circa 1930
- Early partnership in late 1980's for digital mapping
- Formal "Value Added Reseller" agreements mid 1990's
- Ordnance Survey Options agents launched 1992 –
- Largest partner signed up in 1995
- New markets opened up in 2002
- Accreditation introduced in 2003
- Partner awards introduced 2005
- More partners producing more revenue per partner now



Where is Ordnance Survey today?

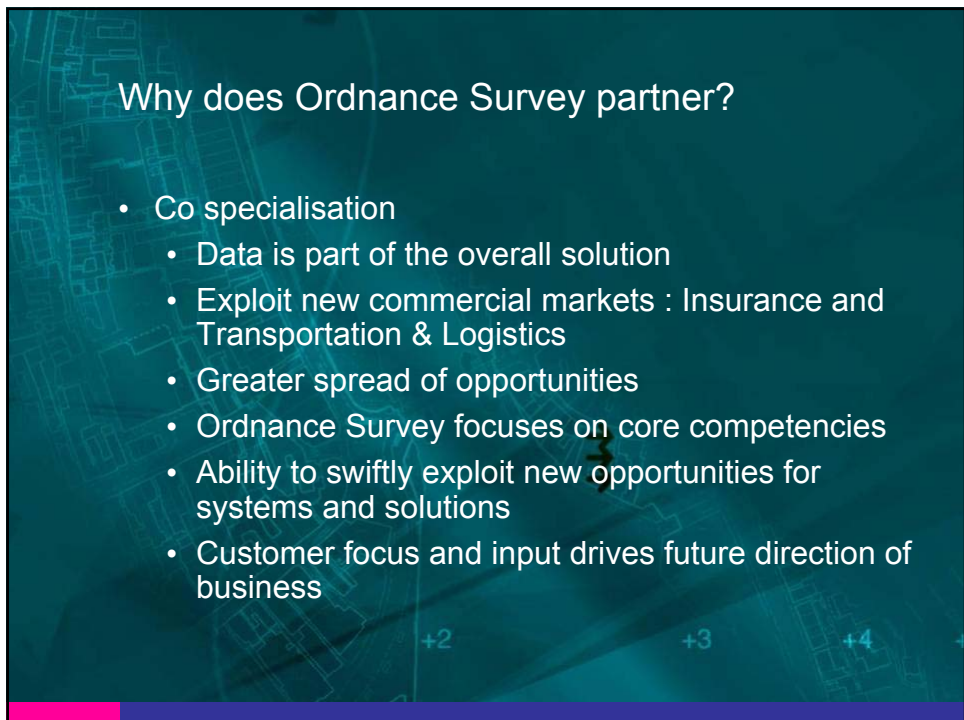
- Ordnance Survey branded partner channel
 - Mapping and Data Centres
 - 200 regionally located retail outlets
 - Drive Ordnance Survey paper and digital mapping products in to Land & Property Sector
 - Deriving £4million revenue p.a.
- Ordnance Survey Value Added Reseller
 - 190 independent partners
 - Across Land & Property, Personal Navigation, Outdoor Exploration, Insurance, Transport & Logistics and Location Based services
 - Deriving £19m revenue 06/07

Ordnance Survey Partners



Why does Ordnance Survey partner?

- Co specialisation
 - Data is part of the overall solution
 - Exploit new commercial markets : Insurance and Transportation & Logistics
 - Greater spread of opportunities
 - Ordnance Survey focuses on core competencies
 - Ability to swiftly exploit new opportunities for systems and solutions
 - Customer focus and input drives future direction of business



Lessons Learnt

- Must ensure Communication is 2 way process
- Clear pricing & licensing is key
- Share strategic goals and aspirations
- Strict accreditation ensures total buy in
- Spread the business
- Multi level engagement
- Capacity to collaborate is a core competency
- Not all partners are the same
- Partner conference and awards
- Networking is key
- Push further up value chain
- Strategic Alliances

The future

- More rigorous accreditation
- Diversity of markets
- Service orientated
- Moving up value chain
- Less is more
- Easier to do business with
- Increase knowledge transfer
- Strategic Alliances
- Flexibility to meet customer demand