

# OSNI's Licensed Partner Programme

Cambridge Conference, Partner Workshop

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# NIMA

## Northern Ireland Mapping Agreement

- What is it?
  - NIMA is the Northern Ireland version of the OSGB PAN Government Agreement
  - It is the corporate supply of OSNI data to the Northern Ireland Civil Service for a period of three years
- Who Benefits?
  - The Northern Ireland Civil Service Departments, Agencies and NDPBs
  - OSNI Mapping data is free at the point of use to approx 26,000 civil servants
  - NIMA has assisted OSNI in becoming financially self-sustainable
  - OSNI benefits from exposure of our data and brand
- How do we ensure NIMA 2?
  - OSNI's strategic policy decision to appoint GI Solution Providers as Licensed Partners

# OSNI Licensed Partner Programme

## Appointment Procedure

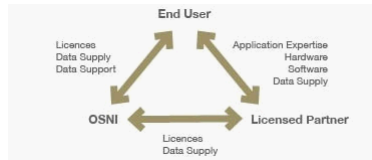
- Advertisement in GI journals and internet
- Two-day Accreditation Seminar at OSNI HQ
  - Open seminar about OSNI data, products and market strategies
- Application of a criteria matrix
  - GI Solution providers to meet selected criteria
  - Membership of a GI Association
- Licensed Agreements created and signed

**OSNI currently have 10 Licensed Partners**

# Licensed Partner Relationship

OSNI's Licensed Partner Programme aims to build relationships with solution providers to add value to Geographic Information. Licensed Partners will enable users of OSNI data to utilise and implement GI Services.

The purpose of the programme is to provide Accredited expert advice and solutions to our customers.



## Contact Details

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# Benefits

- To OSNI:-
  - Embed OSNI data within the NICS Departments
  - Exploit GI potential in Private Sector
  - Enhanced status through association
  - Increased market awareness of OSNI
- To Partners:-
  - Access to OSNI data for the purpose of developing, testing, evaluating and demonstrating
  - Direct Access to OSNI staff
  - Access to market demand
  - Opportunities to deliver services and solutions to our customers
  - Access to OSNI strategies
  - Joint marketing opportunities
  - Use of the OSNI brand
  - Use of OSNI conference facilities
  - Link to OSNI web site
  - Enhanced status through association

# Managing our Partners

- OSNI intend to appoint up to 25 Licensed Partners
- OSNI will limit the number of Licensed Partners to ensure proper management of the relationship and that mutual benefits are achieved
- OSNI intend to develop strong working partnerships
- OSNI will collaborate closely with Partners to ensure full market segmentation coverage
- OSNI will monitor the activity of Partners and will review each partnership after a period of 2 years

# Lessons Learnt

## Review of the Partner Programme

- Companies to be accredited, not individuals
- Criteria Matrix applied before future seminars
- Creation of Generic documents should be complete before initiating Programme
- Review and continual development of appropriate generic forms
- Ensure presentations at the Seminar are targeted and relevant
- Ensure appropriate communication within OSNI

# Thank you

Any Questions?

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