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Ordnance Survey
Romsey Road
SOUTHAMPTON
SO16 4GU
United Kingdom

National Mapping Agencies – Technology driven businesses?

E Parsons
Chief Technology Officer
Ordnance Survey
Great Britain

Paper 5D.4

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Chief Technology Officer
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To what extent should a National Mapping Agency (NMA) be driven by technology?

This presentation will identify some of the challenges and opportunities that technological advances are bringing to the business of producing National Geospatial databases and products.

Technology has long been recognised as a powerful agent of change improving the operational effectiveness and capacity of NMAs. With the development of the Internet technological change is beginning to have an even more fundamental impact. Technology is now leveraged to a much greater extent by the users of geospatial data, allowing them to be increasingly demanding of new products and services. Their expectations driven by other types of digital information is that geospatial data should be delivered to meet their own particular needs for information when they want it, how then want it and at lower cost.

Mapping agencies must therefore also exploit technology to become more customer focused, or have their role diminished by other more commercial organisations that can better deliver what the customer needs.