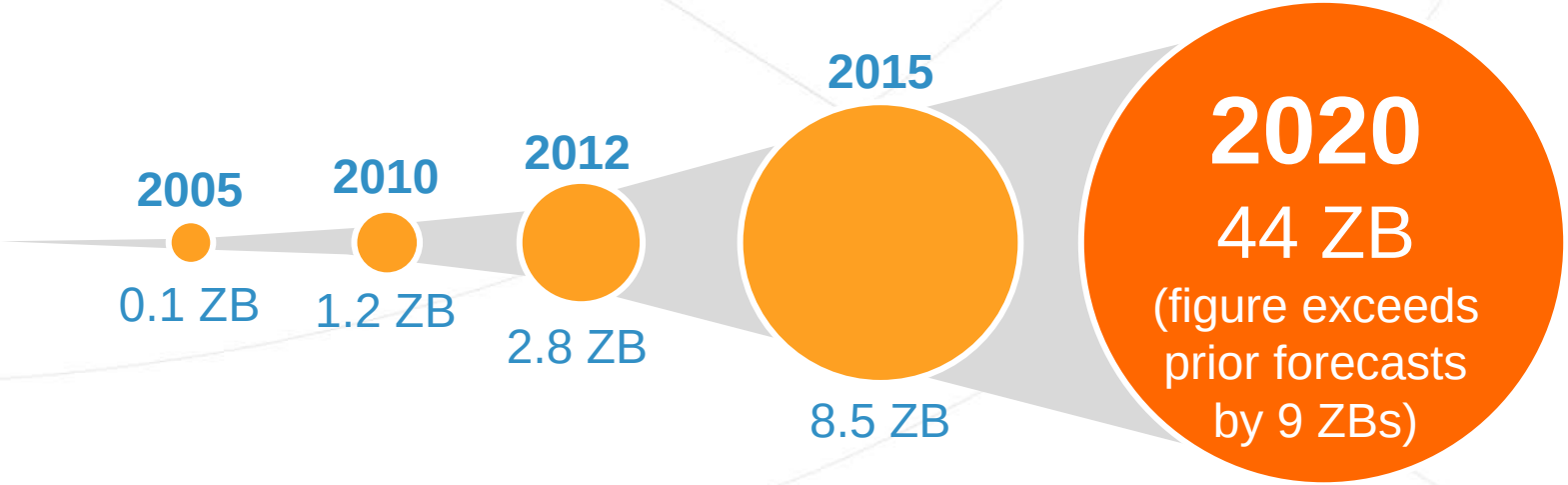
PSMA AUSTRALIA

Changing the business of geospatial data

Michael Dixon, PSMA Australia
Locate18, April 2018

Data Matters

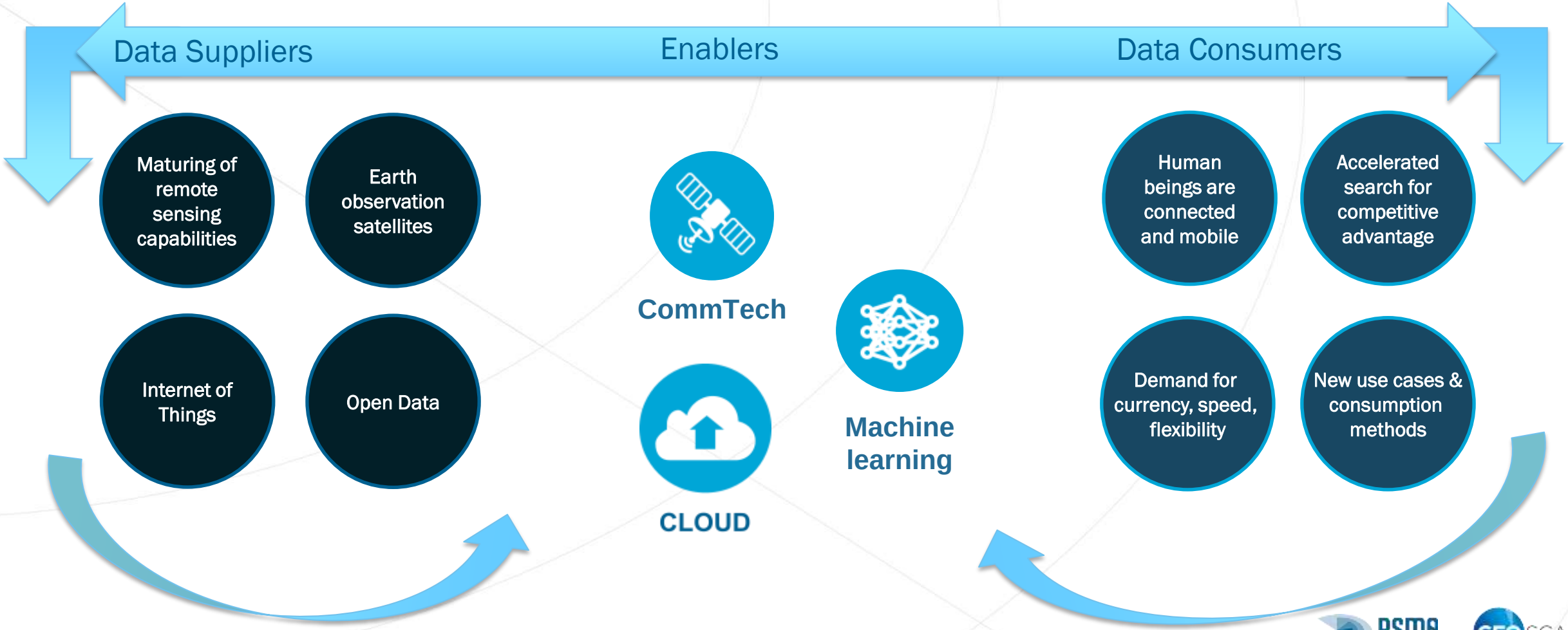
Data explosion outpacing technology



Data richness means greater potential

Source: HP

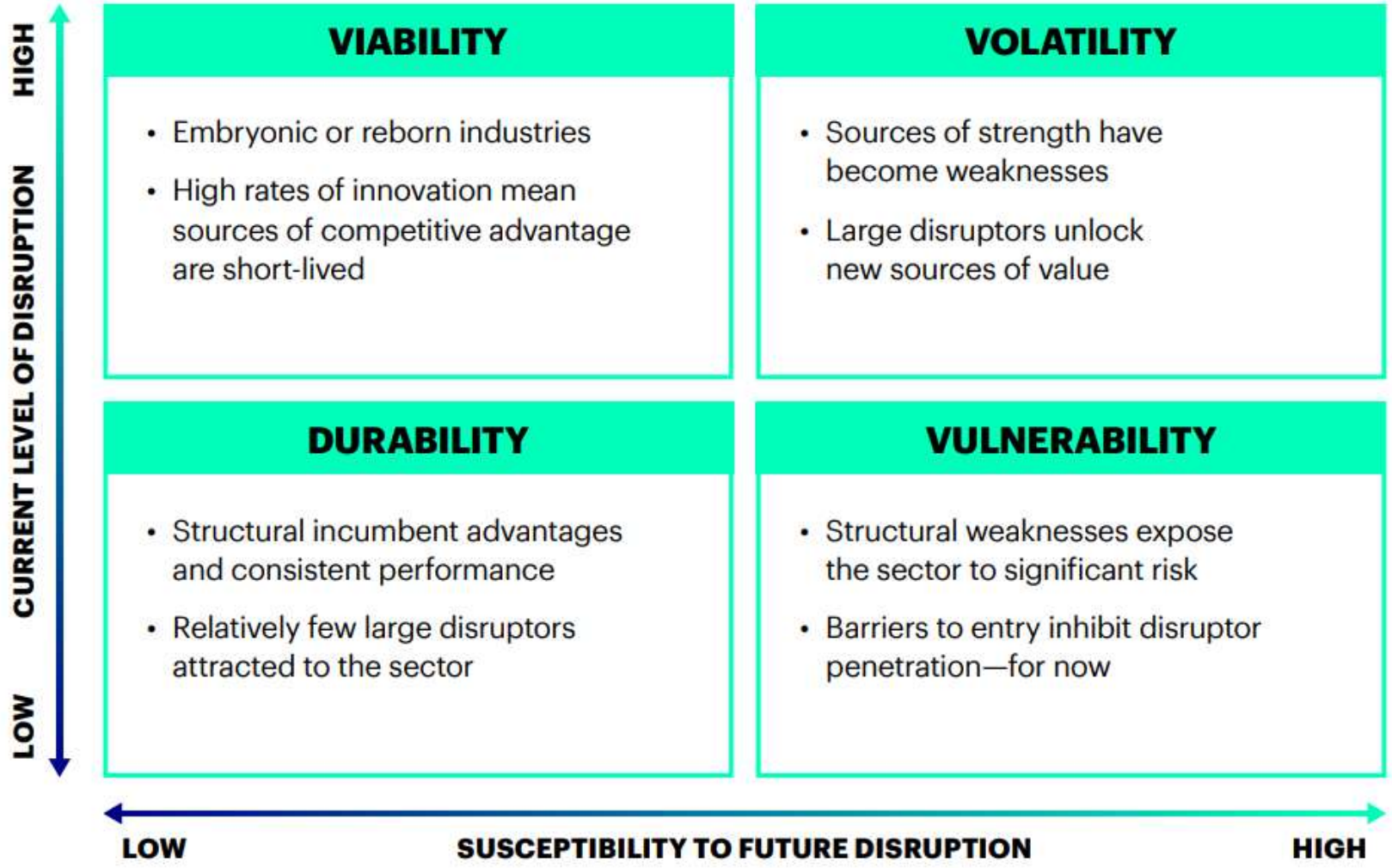
The changing landscape



“There is no such place as the average place on earth.”

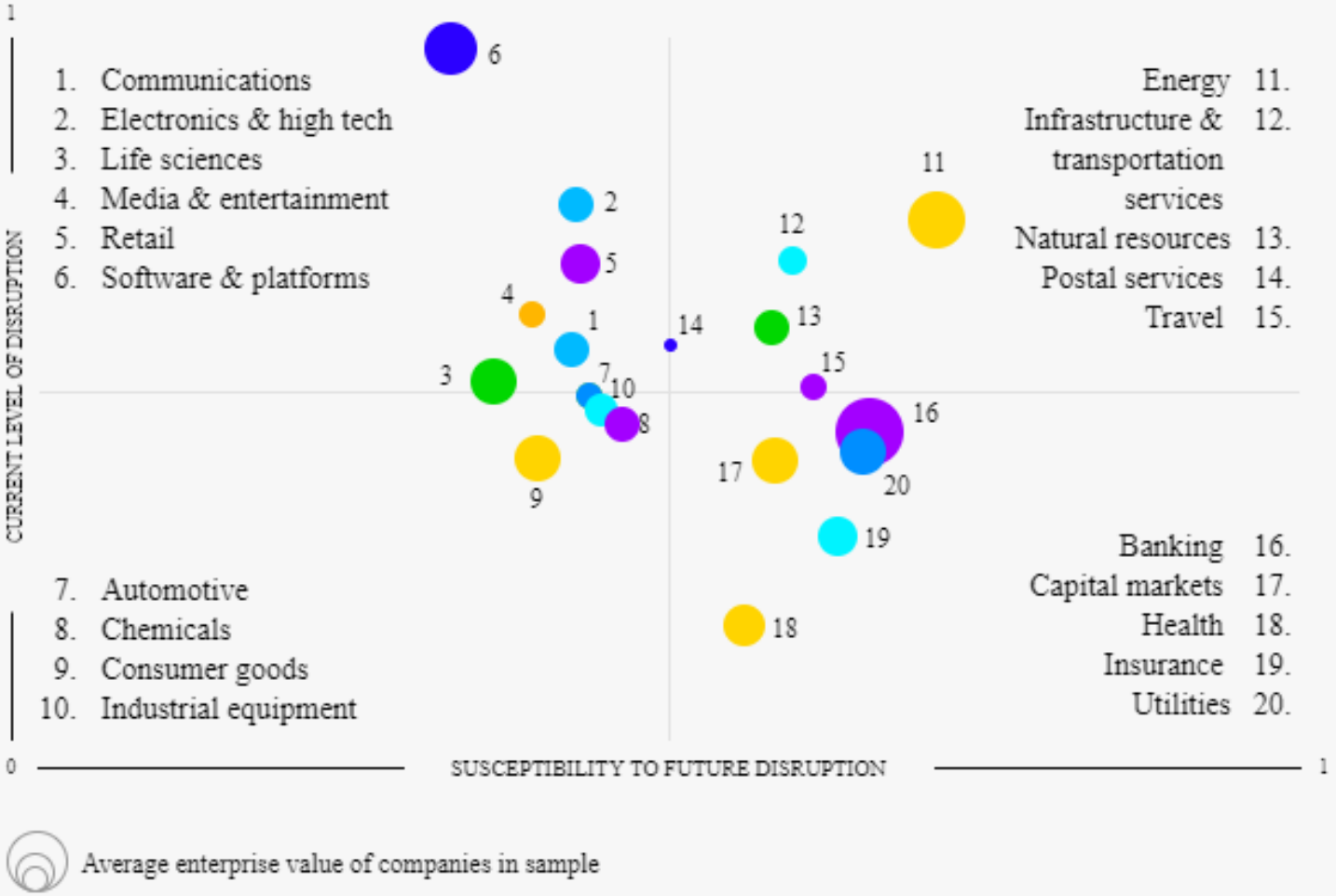
Michael Goodchild
Professor of Geography

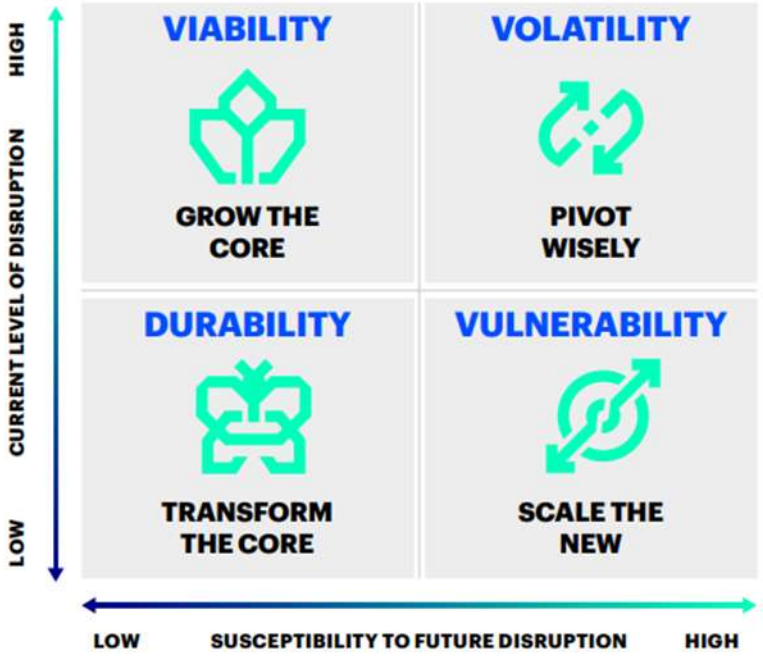
How likely are you to be disrupted?



Source: Accenture, 2018, Disruption need not be an enigma, retrieved 27 March 2018, https://www.accenture.com/us-en/insight-leading-new-disruptability-index

Understand your industry's current position



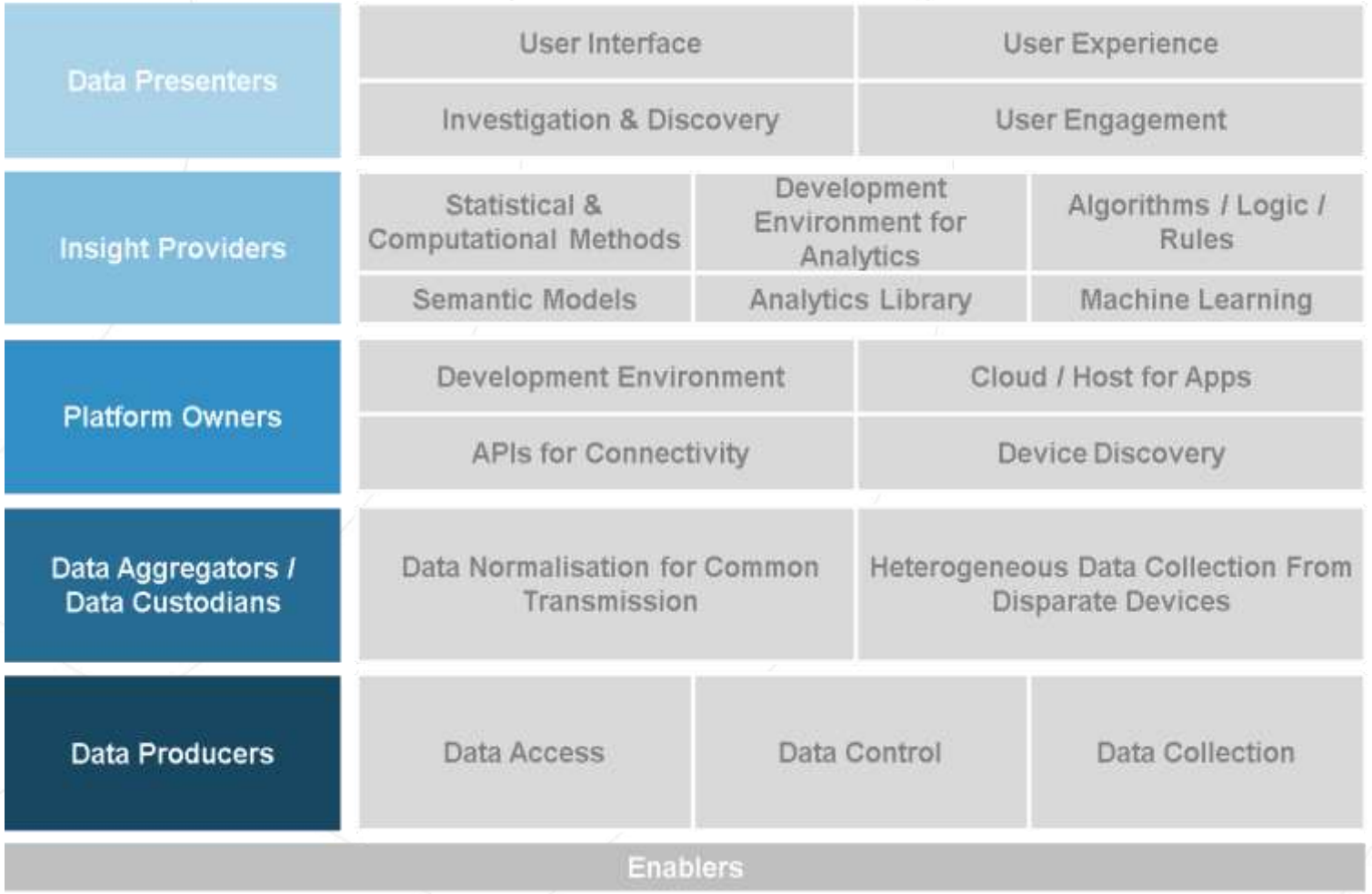


Source: Accenture, 2018, Disruption need not be an enigma, retrieved 27 March 2018, https://www.accenture.com/us-en/insight-leading-new-disruptability-index

The Data Economy Framework

IBM's framework categorises how organisations act within the data economy.

The geospatial industry must focus on **user need** and fully integrate into the data economy if we are to stay relevant.



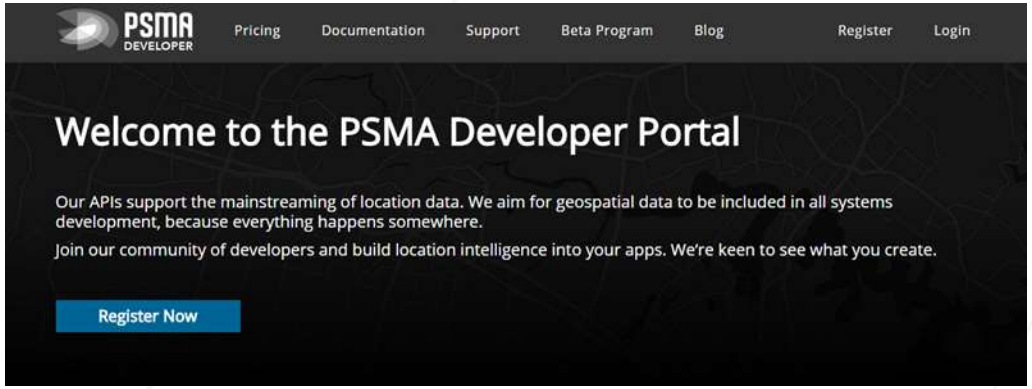
Source: IBM Corporation, 2016, The Rise of the Data Economy: Driving Value through Internet of Things Data Monetization

The Value of APIs

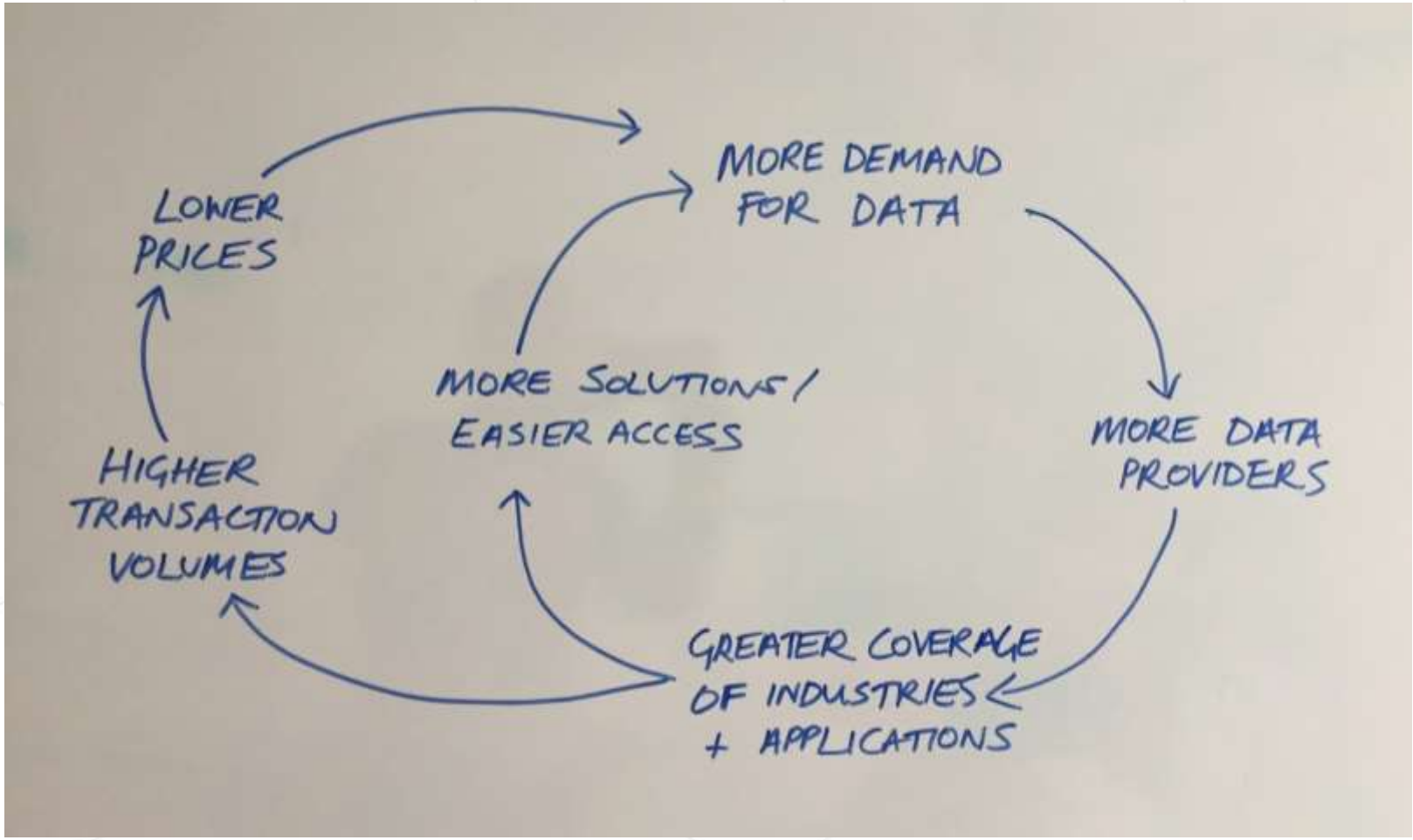
Application Programming Interfaces:

- Protocols that enable software applications to communicate with each other to share data
- Deliver interoperability between applications and facilitate direct connectivity between businesses
- Enable the data economy
- Eliminate the need for users of data to host it

Improve user connectivity	APIs allow data users to access the specific data they need, just as they need it, at speed.
Deliver speed to market	APIs reduce barriers to creating new products and services and improving business processes.
Provide flexible ecosystem	APIs facilitate the integration of various data streams to generate insights and enable innovation.
Make future-ready	APIs allow scalability and flexibility as the volume and nature of data needs change.



Geospatial data's Virtuous Cycle

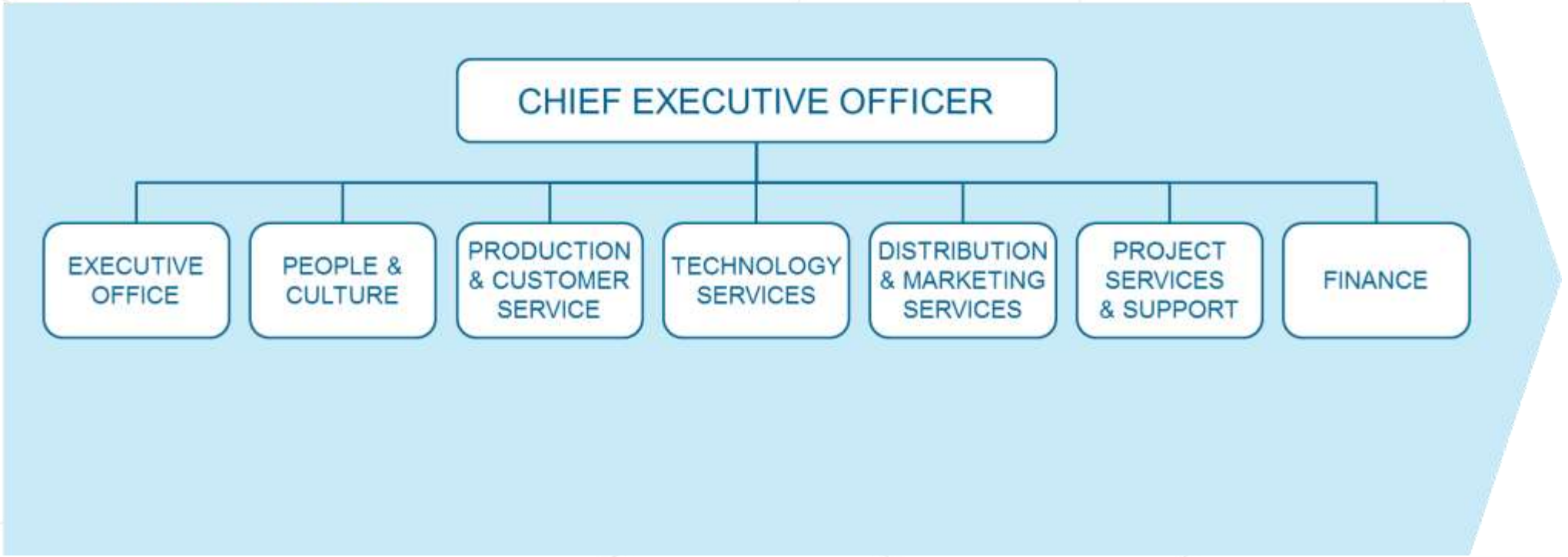


Inspired by @DavidSacks and Uber's Virtuous Cycle

PSMA AUSTRALIA GEOSCAPE

Organisational redesign

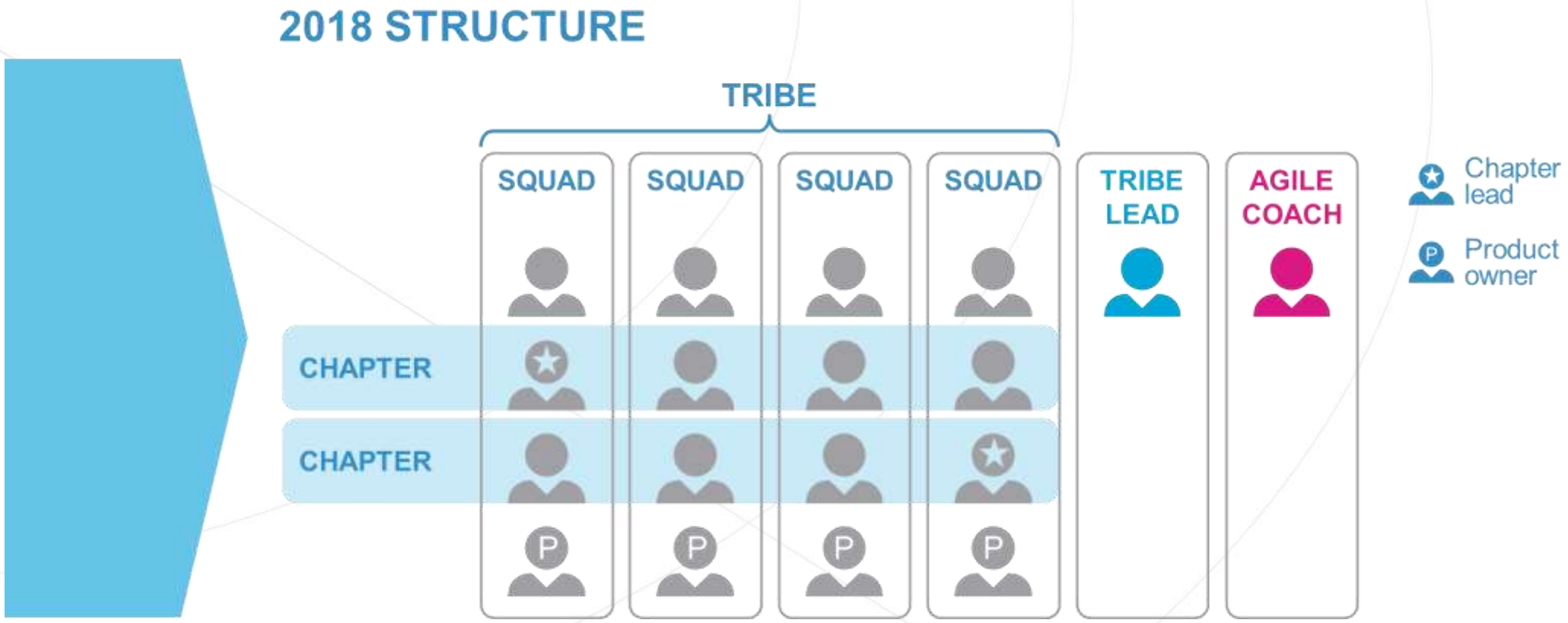
2017 STRUCTURE



Spotify Engineering Culture

Kniberg, H. 2014, Spotify Engineering Culture, retrieved 11 September 2017, https://labs.spotify.com/2014/03/27/spotify-engineering-culture-part-1/

Organisational redesign



Our FRANK Culture Program

- Our FRANK culture is named after our intent to encourage open and honest interactions amongst staff.
- It has given PSMA a shared focus on innovation and delivering at the highest level.
- We've aligned our business strategy with our business culture, because we know they have to work in harmony if we are to succeed.

We’re on the move! Are you?