Changing the business of geospatial data

Michael Dixon, PSMA Australia
Locate18, April 2018
Data Matters

Data explosion outpacing technology

2005: 0.1 ZB
2010: 1.2 ZB
2012: 2.8 ZB
2015: 8.5 ZB
2020: 44 ZB

(figure exceeds prior forecasts by 9 ZBs)

Data richness means greater potential

Source: HP
The changing landscape

Human beings are connected and mobile
Demand for currency, speed, flexibility
New use cases & consumption methods

Maturing of remote sensing capabilities
Earth observation satellites
Internet of Things
Open Data

CommTech
CLOUD
Machine learning

Data Suppliers
Enablers
Data Consumers

Accelerated search for competitive advantage
Demand for currency, speed, flexibility
New use cases & consumption methods

Data Suppliers

Enablers

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

Michael Goodchild
Professor of Geography
How likely are you to be disrupted?

**VIABILITY**
- Embryonic or reborn industries
- High rates of innovation mean sources of competitive advantage are short-lived

**VOLATILITY**
- Sources of strength have become weaknesses
- Large disruptors unlock new sources of value

**DURABILITY**
- Structural incumbent advantages and consistent performance
- Relatively few large disruptors attracted to the sector

**VULNERABILITY**
- Structural weaknesses expose the sector to significant risk
- Barriers to entry inhibit disruptor penetration—for now

Understand your industry's current position

1. Communications
2. Electronics & high tech
3. Life sciences
4. Media & entertainment
5. Retail
6. Software & platforms
7. Automotive
8. Chemicals
9. Consumer goods
10. Industrial equipment

Energy
Infrastructure & transportation services
Natural resources
Postal services
Travel
Banking
Capital markets
Health
Insurance
Utilities

Average enterprise value of companies in sample

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

<table>
<thead>
<tr>
<th>Improve user connectivity</th>
<th>APIs allow data users to access the specific data they need, just as they need it, at speed.</th>
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<tbody>
<tr>
<td>Deliver speed to market</td>
<td>APIs reduce barriers to creating new products and services and improving business processes.</td>
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<td>Provide flexible ecosystem</td>
<td>APIs facilitate the integration of various data streams to generate insights and enable innovation.</td>
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<td>Make future-ready</td>
<td>APIs allow scalability and flexibility as the volume and nature of data needs change.</td>
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Geospatial data’s Virtuous Cycle

Inspired by @DavidSacks and Uber’s Virtuous Cycle
Organisational redesign

2017 STRUCTURE

- CHIEF EXECUTIVE OFFICER
  - EXECUTIVE OFFICE
  - PEOPLE & CULTURE
  - PRODUCTION & CUSTOMER SERVICE
  - TECHNOLOGY SERVICES
  - DISTRIBUTION & MARKETING SERVICES
  - PROJECT SERVICES & SUPPORT
  - FINANCE
Organisational redesign

2018 STRUCTURE

TRIBE

SQUAD

SQUAD

SQUAD

SQUAD

TRIBE LEAD

AGILE COACH

CHAPTER

CHAPTER

Chapter lead

Product owner
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?