



SPATIAL INFORMATION DAY 2010

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Spatial Information Day 2010 Abstract

Title: Positioning your business for spatial

Session: 4 – Spatial Business

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Abstract:

Many organisations structure their GIS as a business *function*, with spatial expertise located within a discrete business unit or group. Whilst this takes advantage of efficiencies in co-locating expertise, it can also have the unintended effect of creating a "spatial silo".

An oft-quoted biological insight is that "specialisation" is the last stage before extinction". With any change in the business, specialist groups are often targeted early for "right-sizing", as it is assumed that the rest of the business can absorb their expertise.

This paper argues that rather than accepting an inevitable dilution of spatial expertise into the business, the spatial team can strengthen its position within the business by addressing this need early and head-on.

An example is used to illustrate the stated technique.

Objective

In order for spatial information to generate more value to the business, its relevance to *normal business processes* needs to be articulated in a systematic, highly visible way.

This talk presents a formal technique to achieve just this type of communication.

Methodology

The difference between business function and business process is defined. This leads to the description of a standard (although still not fully appreciated) business process mapping technique, enhanced to explicitly take into account spatial concepts.

Results

The end result is the identification and detailed specification of business processes for which spatial information provides significant value.

Conclusion

This talk shows that normal business process modelling of workflow can help identify where spatial information generates business value in actual practice. It therefore provides a means whereby the spatial team can break beyond its functional boundaries, and provide critical service for end-to-end business processes. This can significantly improve the positioning of spatial services within the business.

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