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ConsultingWhere *is an International specialist IT consulting organization focused on location Information*

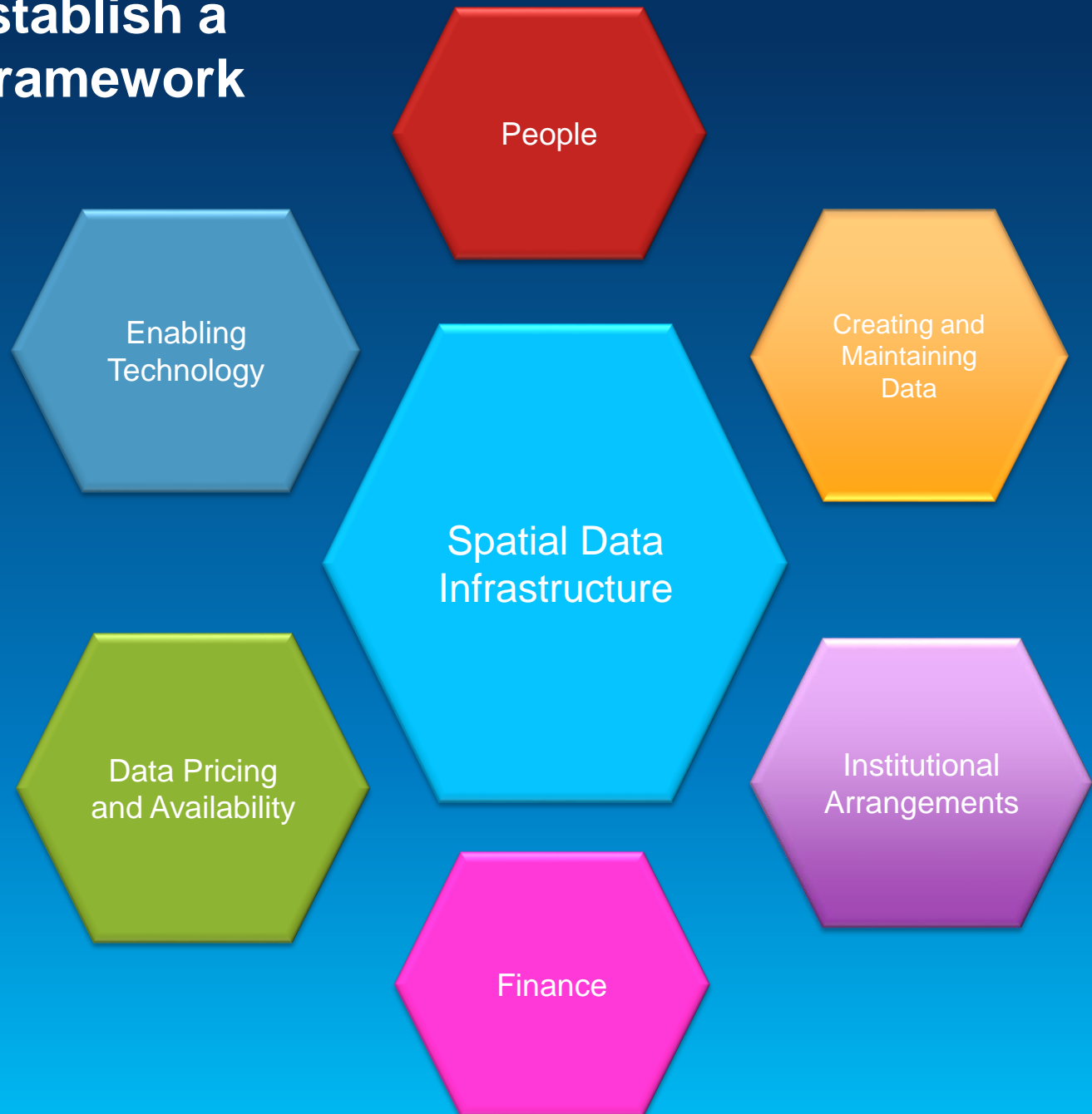Twitter: @acoote
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Spatial Data Infrastructures:
Best Practice Lessons Learned

Lesson 1: Language is important

- **Cut the tech talk**

- **Learn the language of business**

- **Stress the term Infrastructure**
  - **Think of SDI as like a road or electricity network**
  - **It's a collection of asset that needs maintaining, upgrading**

- **Be aware of Cultural Differences**

Lesson 2: Establish a Common Framework

People

Enabling Technology

Creating and Maintaining Data

Spatial Data Infrastructure

Data Pricing and Availability

Institutional Arrangements

Finance

Lesson 3: Determine the Drivers

- **Align with the political agenda**
  - **Understand the national action plan**
  - **Analyse where SDI can add the greatest value (social and economic) in meet the plans objectives**
- **Priorities are very different in different parts of the world, the key drives may be:**
  - **Where can we connect electricity to more people quickly?**
  - **How can an SDI establish land rights so people can get loans to build houses?**
  - **Why is agricultural production low in this area?**
  - **What can SDI do to help keep our population safe**

Lesson 4: SDI Scales

- **The principles are applicable:**
  - **In local government**
  - **In regional government**
  - **Nationally**
  - **Globally**
- **Across different sectors**
  - **Public sector but also**
  - **Corporations – often referred here as enterprise GIS, but incorporating the same principles**
  - **NGOs - MapAction disaster deployments rely on having an SDI**

Lesson 5: The Plumbing is fixed

- **Enabling GIS Technology is available:**
  - **Mobile apps makes every citizen a GIS user**
  - **Cloud makes it more accessible than every before**
  - **The tools are getting simpler to use**

- **Data is the challenge**
  - **ESRI community map and other sources are part of the solution**
  - **Authoritative data underwritten by an official source is however still required for many applications**

Lesson 6: Build an SDI ecosystem

- **Fostering collaboration is key:**
  - **Authoritative data comes from many public sources**
  - **Overcoming concerns about loss of power or influence are often preventing data sharing**

- **Engage the private sector**
  - **Many of the most successful SDI implementations, such as Geoconnections in Canada, have public and private partnerships at their core**
  - **Innovation in our sector is, in many countries, being led by start-ups who do not realize they are using GIS**

- **Learn from others**
  - **There are good practice examples in many geographies**

Lesson 7: Think big, Start small

- **SDI requires a big vision**
  - Q. How do you eat an elephant
  - A. One bite at a time

- **Look for quick wins**
  - Things that can make real impact with relatively little resources
  - Don't worry that the data is imperfect – its going to better than decisions being made without any spatial context

Lesson 8: Learn economics

- **What is the economic value of SDI**
  - **Do the benefits outweight the costs?**
  - **When will those benefits be realised?**
  - **Express benefits in financial terms – saying they are "intangible" is just being lazy**
- **Use the existing sources**
  - **You are not the first to need to do this**
  - **There are an increasing number of studies from across the world covering many sectors**
  - **There is web community of practice, see http://www.socioeconomicbenefits.com**

Lesson 9: Communicate Clear Messages

- **What problem are you solving?**

- **Why should decision makers care?**

- **How can SDI solve the problem**

- **Craft elevator pitches for key use cases:**
  - **Keep it short**
  - **No tech talk**
  - **Focus on the money**
  - **Stick to irrefutable facts**

Lesson 10: Timing is key

- **SDI (and GIS) can be seen as a solution in search of a problem**

- **Whilst you may have a great story it might not be the right time to tell it**
  - **Unfortunately sometimes something bad has to happen to force change – be ready to be there**

- **Remember: "Rome was not built in a day"**
  - **Keep pushing the message!**
  - **Don't get disheartened!!!**

Thank You

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Understanding our world.