

Implementing Turnkey Enterprise-wide GIS: The Unimin ArcGIS Journey

**ESRI UC
2014**

UC1486



Quick Introduction to Unimin / Sibelco

- Unimin (estd 1970) is the North American arm of the Sibelco Group (estd 1870)
- Multi-Billion Euro, Family owned business
- 230+ Mining operations around the world, ~50 across USA/Canada & Mexico
- Historically focused on the Industrial Silica business (largest supplier globally)
- 30+ year presence in US unconventional oil & gas industry, the current boom began in 2010/11.....

Today Unimin is the Largest Supplier of Proppants for Hydraulic Fracturing in North America & Worldwide



Outline

- **The Vision, Goal & (R)Evolution**
- **From Stonehenge to the space-age**
- **To "ELA" or Not to "ELA" - that is the question?**
- **What we bought & how well it worked for us**
- **How many committed people does it take to screw in a GIS?**
- **Wins & Lessons**

Vision for Business Intelligence

- Combine Visual (Spatial) Relationships, Historical, Current Performance Data & Forecast Information with Quantitative Analysis Tools.....with better FUTURE OUTCOMES in Mind



Anywhere/Anytime Input, Access & Output

ESRI ARC GIS
Visual / GeoSpatial
Analysis

+

ERP / COGNOS / TM1
Forecasting, Planning &
Quantitative Analytics
System

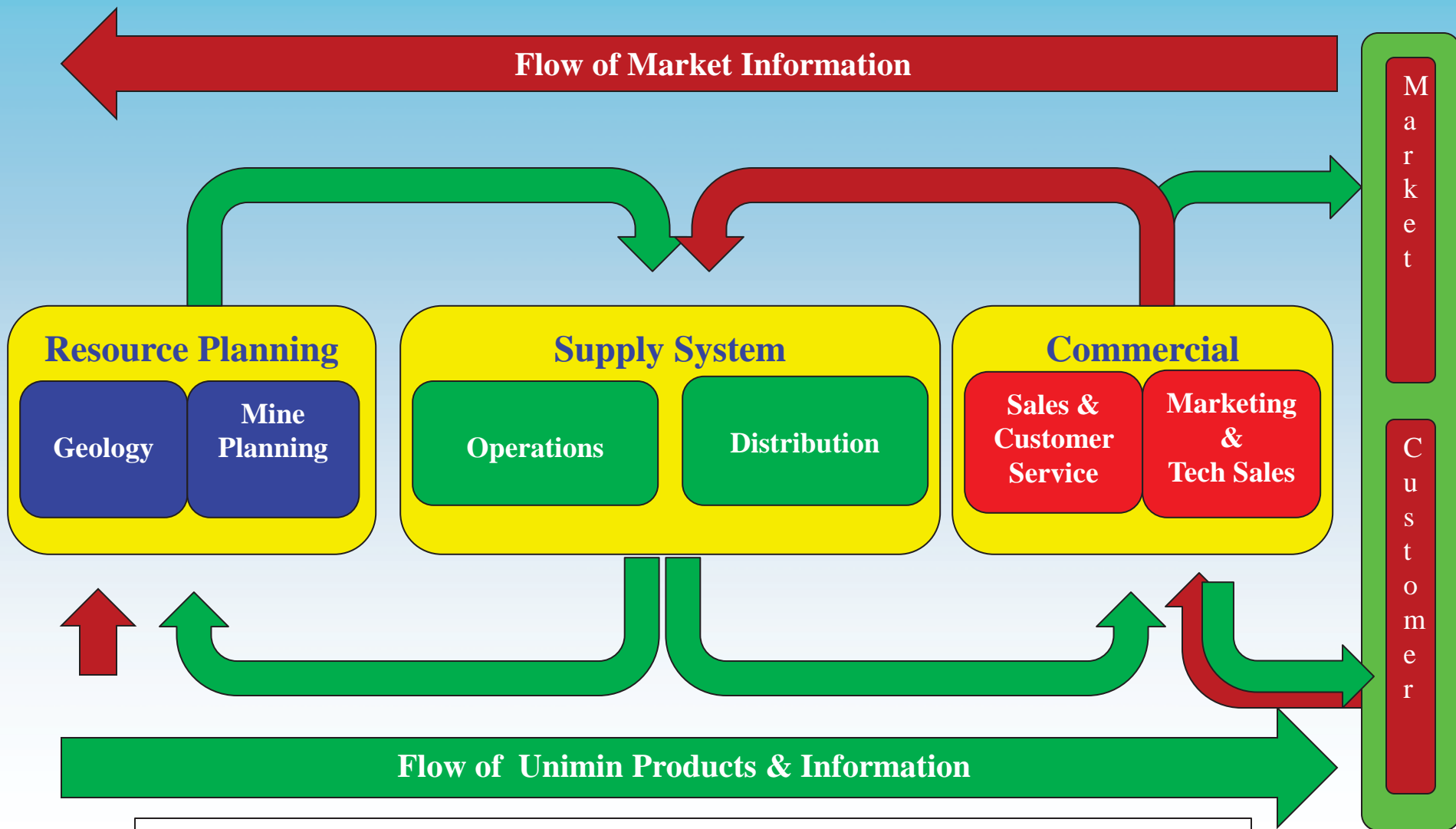
+

Salesforce.com
CRM &
Competitive
Intelligence

Global High-Availability Database + ERP System
for ALL Business Critical Data

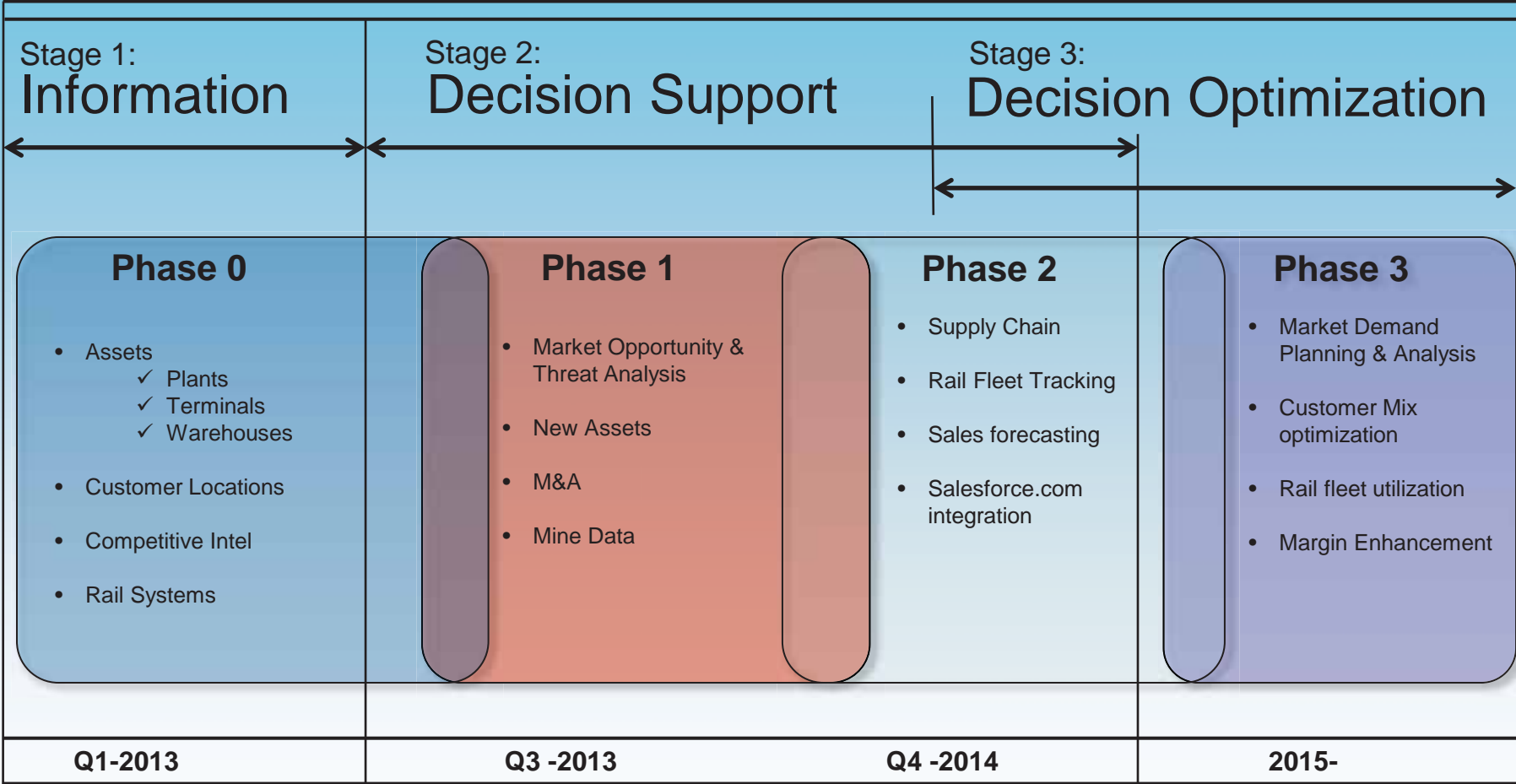
It's About - Connecting Mines & Minds to Markets

Business Intelligence Flow



The Challenge is To Convert High Volumes of Data Into Coherent & Coordinated Sets of Information to Enable Business Decisions

A Long-Term View of the Value of GIS from Day-1



Evolve Business Intelligence Capability from Static Disparate Data to Information Based Decision Optimization in 36-months



From Stonehenge

Our Starting Point – *Culture Eats Strategy for Breakfast.....*

- Old fashioned Industrial minerals company
- Very cost conscious and not tech savvy
- Zero in-house IT capacity / capability
- Slow to adopt change



Driving Forces – *Market Made Us Do It.....* & The Drivers *Committed People Helped*

- In 2010/11 US unconventional (shale oil & gas) erupted in earnest *driving* changes in growth rates, thinking and business practices
- Large volumes of disparate data
- New People, infusing new approaches and ways of thinking....
- Help from ESRI's pre-sales effort (Peter Will, David Jacob) & Industry Partners/Mentor (Chris Franks, Freeport McMoran)

To ELA or Not to ELA?...That is The Question

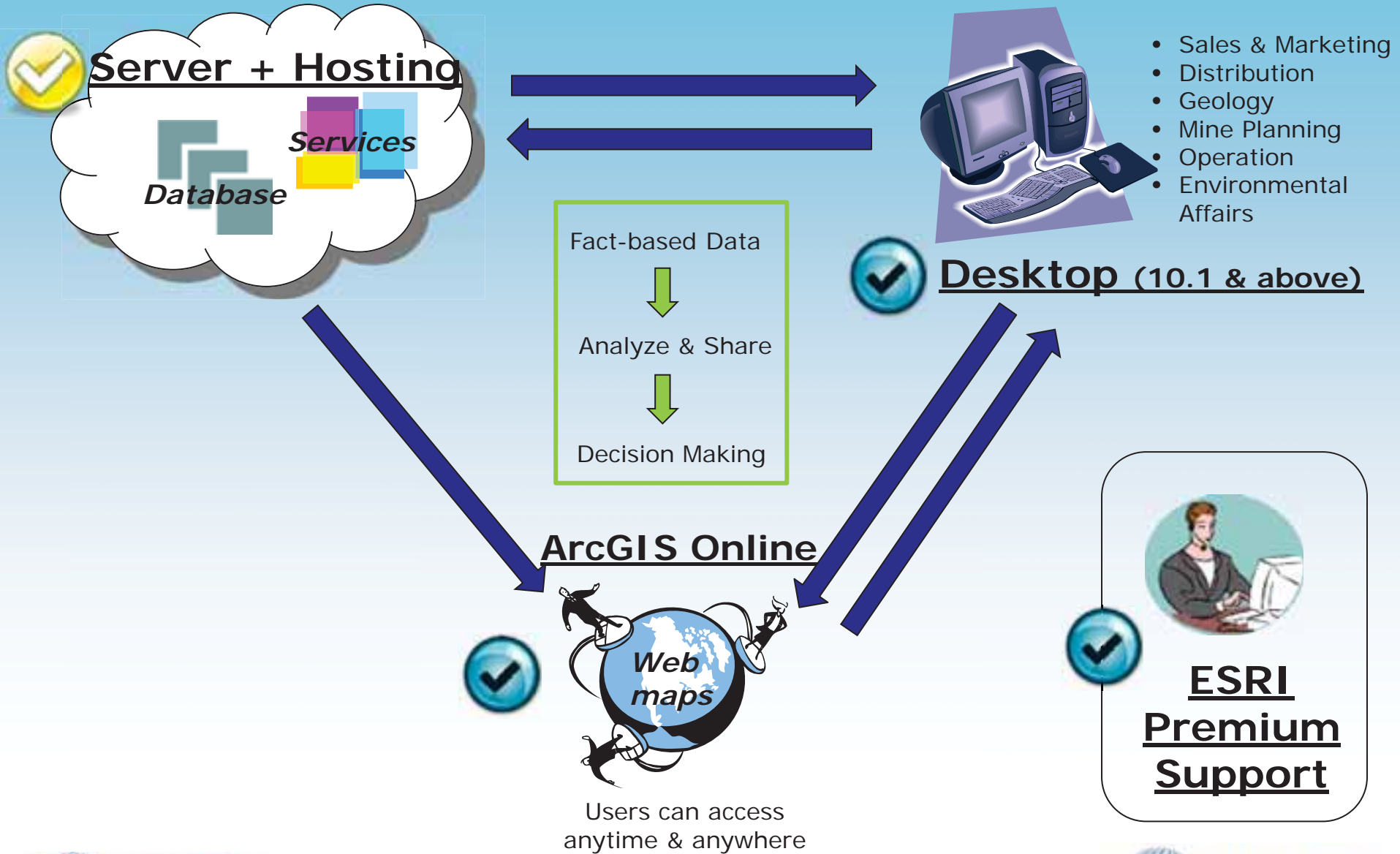
Pros

- Unlimited software (w/ geographic limitations)
- You'll spend less over 3-years (hopefully!)
- Can be combined with an EAP (usually for less)

Cons

- Software and Services a la carte
- 3-year commitment
- Do you really need / are able to extract value of an EAP?

What We Bought & How Well It Worked



How Many Does It Take to Screw in a GIS

- It DEPENDS.....on
 - Your company's / leadership's commitment to GIS
 - The scope & support for your vision of GIS as a tool
 - A Project vs. a Program Approach
 - How much is In-sourced vs Out-sourced
 - Getting Good, Unmotivated Advice Upfront (make friends at the UC, and across the industry)
 - Get a Mentor / Industry Partner
 - Ability to Leverage ESRI Resources



From Stonehenge..... to The Space Age

Our Starting Point – *Culture Eats Strategy for Breakfast.....*

- Old fashioned company & culture
- Very cost conscious and not information technology savvy
- Zero in-house IT capacity / capability
- Slow to adopt change



Today – *Solid Progress To Date.....Many Miles yet to Go*

- 3 Person Core Team (sponsor, commercial, operations)
- Subscribe to Software, Tools and Services as needed.
- Fully Hosted With Premium (Tech) Support

Wins & Lessons

Wins – Green Now

- Delivered on the short-term promises we made.....
- Executive Decision making is Indeed Supported by GIS views
- Started Very Small, and Have Stayed Small Vs. Impact
- Cool Users (Effective Users with a knack for selling their ideas) Make the Tools Cool!!!
- Value of centralized data is now appreciated – enables single / current “version of the truth”

Lessons – Saves/Gets Green Later

- Things will progress slower than you plan(ned), so ensure spend in line with ability to execute (IRR vs ROI)...longer-term goals have been delayed by a year or more.....IT IS a MARATHON
- Add (People) & Resources in a Timely manner.... Needed IT support for managing hosted server
- Cool Tools Don't Make Cool Users!
- Don't buy it just because it's on “SALE!”

Thanks For Your Attention!

Sameer Rupani
VP Marketing
Unimin Corp

E: srupani@unimin.com

M: 203-945-8649

Sook Yen Chooi
Marketing/GIS
Unimin Corp

E: schooi@unimin.com

M: 203-912-7980

Evan Bowen
Sr. Geologist
Unimin Corp

E: ebowen@unimin.com

M: 309-242-0614

We're Hiring!! – Experienced GIS Manager