



Managing Data Licensing Need Not Be a Problem!

FIG 2010
Tuesday 13th April 2010

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Agenda

- Mouchel overview
- Why an Spatial Data Infrastructure (SDI)
- Licensing
- Value Chain
- Benefits
- Solution
- Future
- Conclusion

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Key figures

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Mouchel Overview

- Revenue up 13% to £740.6m
- Over 11,000 staff
- Operating margins¹ maintained at 6.4%²
- Profit before tax¹ up 3% to £40.1m
- Earnings per share¹ up 3% to 26.4p
- Dividend maintained at 6.10p
- Forward order book £1.9bn
- Bidding pipeline £2.2bn

¹Excludes those items which the Group presents as exceptional items in accounts (including the annual amortisation of intangible assets arising from business combinations)

²Operating margins maintained at 6.4% for 2yrs running (2008 and 2009)

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Our markets

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Central government - Improving public services



Local government - Building stronger communities



Health - Maintaining public health



Highways - Keeping traffic on the move



Education and children services - Investing in our future



Utilities - Keeping water flowing and lights burning brightly

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Why a Spatial Data Infrastructure (SDI)?

A vehicle to deliver the answer



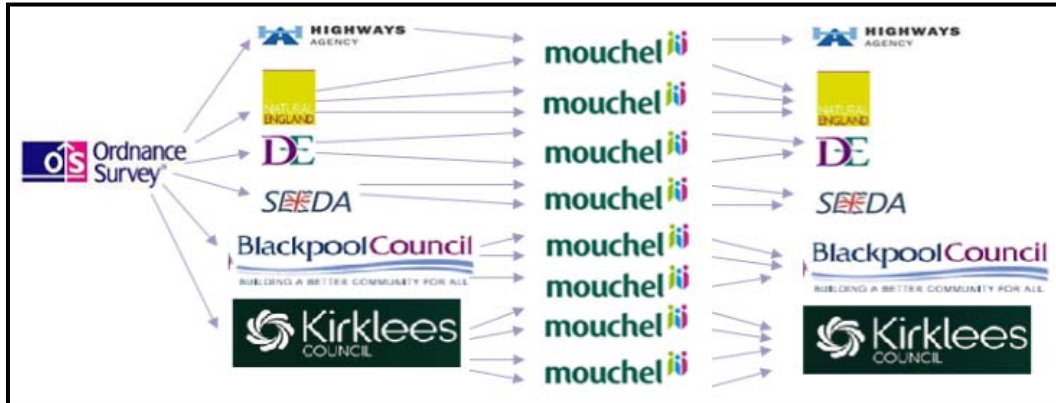
Problem of Licensing



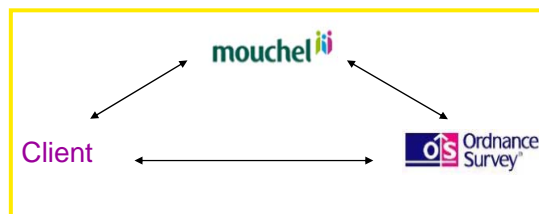
These documents sometimes have legs



Licensing Old Model

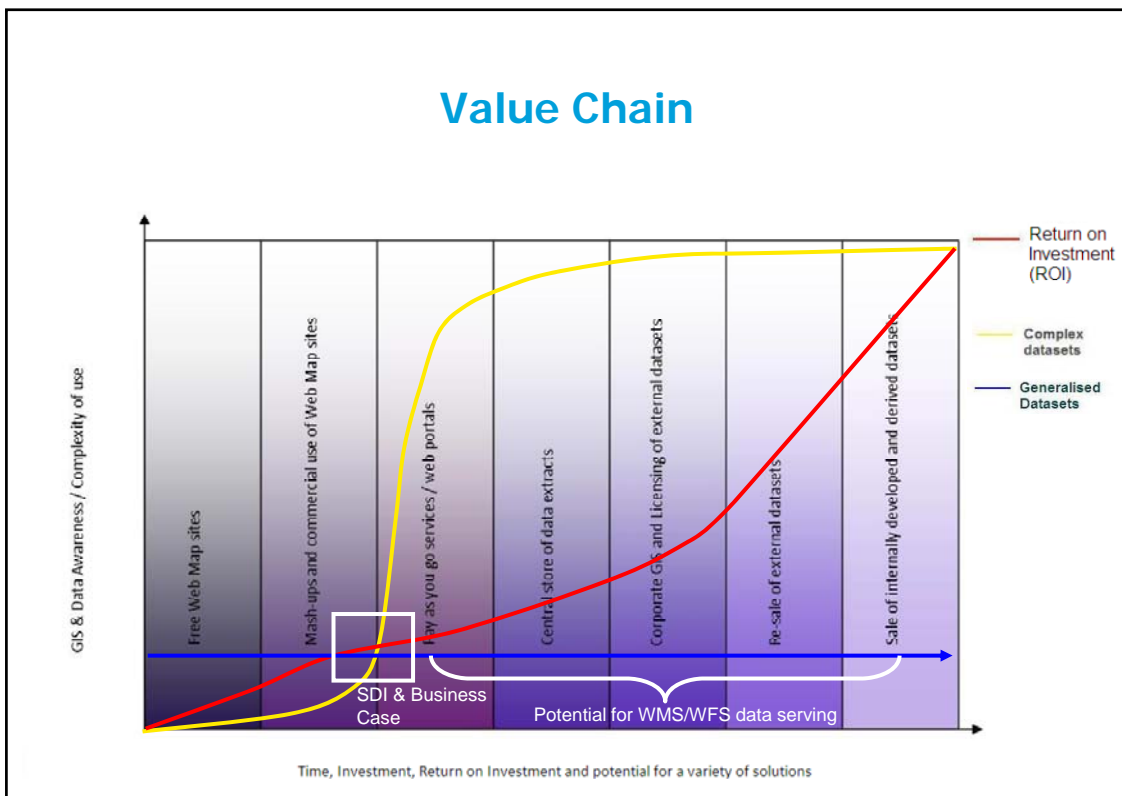


Licensing New Model



Risk Mitigation - Multi Client Contractor Licence (MCCL) & SDI

Value Chain



Key Benefits

- Relevant data available only within a defined time period
- Any data format / architecture
- Valid licensing of data is assured
- Efficient, secure, and cost effective data management
 - Tangible Return on Investment (ROI)
 - For Mouchel over £380k per year in efficiency savings
- Fully auditable
- Standards compliant
- Future proofed;
 - INSPIRE
 - UK Location Programme
 - Cascading service

Return on Investment (ROI)

- 83% employees said “added value to client”
- Delivered within 1.5% budget
- 111% Project ROI
- £388780 ROI per year

Getting the Board of Directors on Board?

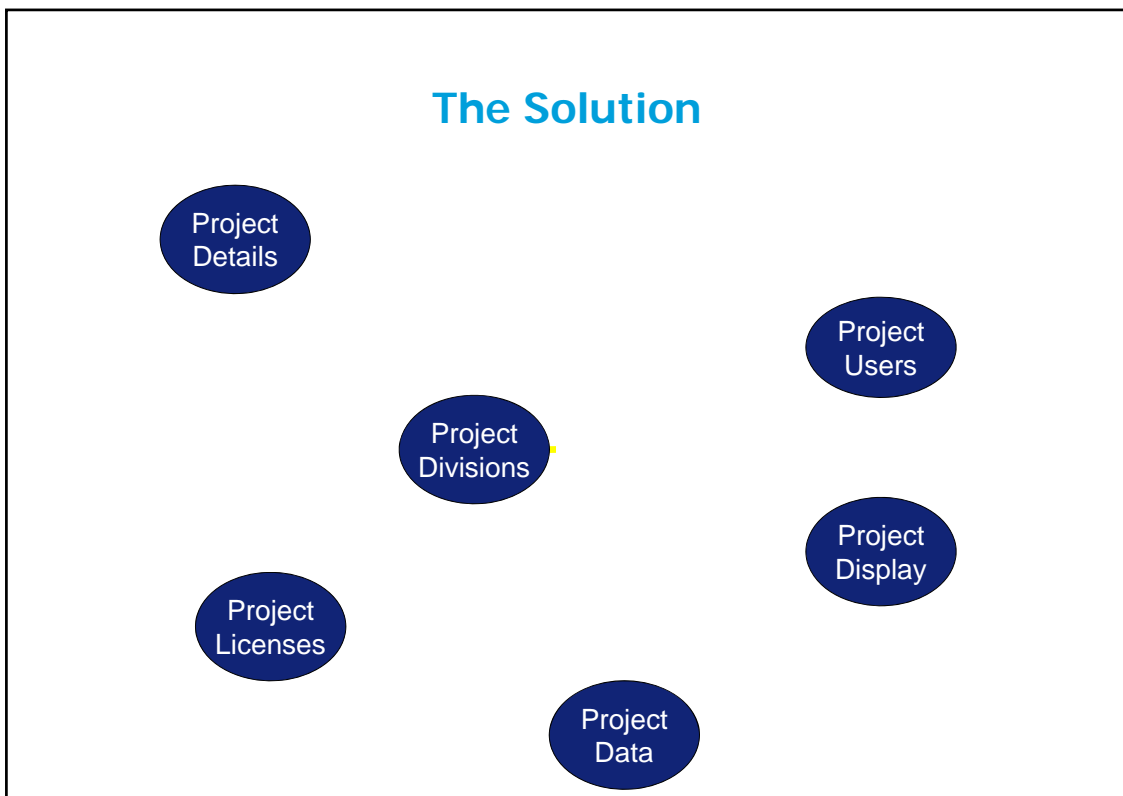
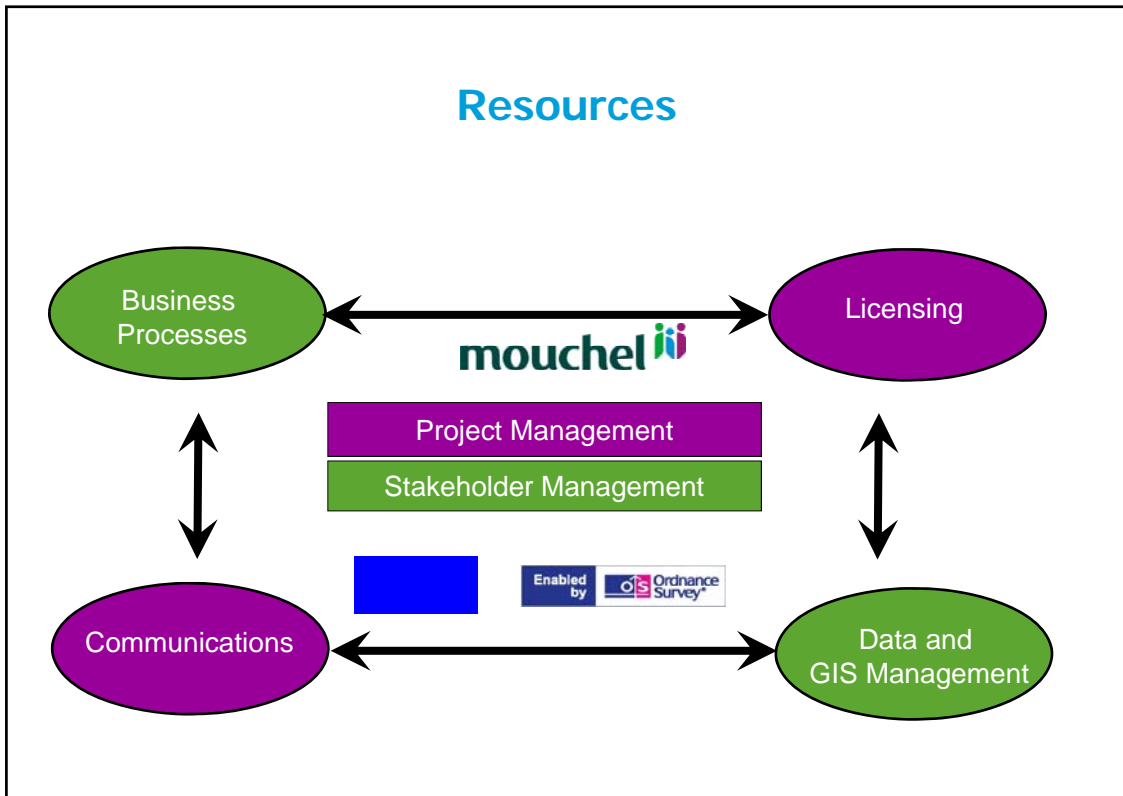
Word on the street

“The information exchange it has delivered, has been invaluable by allowing people to network.”

Will Young – Mouchel GI Manager: Chelmsford Area Rapid Transit and Thurrock HGV impact study

“I look forward to the time when we can also access this data for use with other clients who are not part of the government agreements.”

Adrian Kelland – Mouchel GI Manager: Lincolnshire CC and Highways Agency



Who could use the solution?



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Broad capabilities of Maps@

- View only portal
- Licensing
- Administration
- Reporting
- WMS/WFS
- Pay as you go element
- Phased approach

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innogistic



Enabled by 

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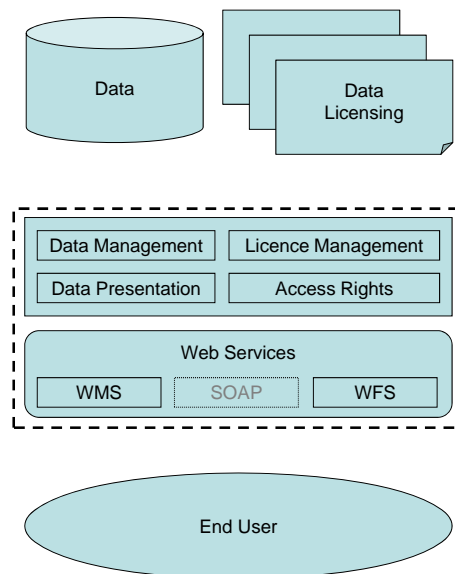
What is Maps@?

- Essentially, Maps@ is 'gate keeping' technology
- Facilitates the controlled distribution of licensed geospatial data
 - OGC compliant web services (WMS / WFS)
 - 'Needs-based' data distribution
- 'Time-bound' data availability
 - Individual user
 - Group of users
 - Work Package / Project / Programme lifecycle
 - Licence period
- Helps ensure that licence terms associated with data are not abused
 - No licence, no access

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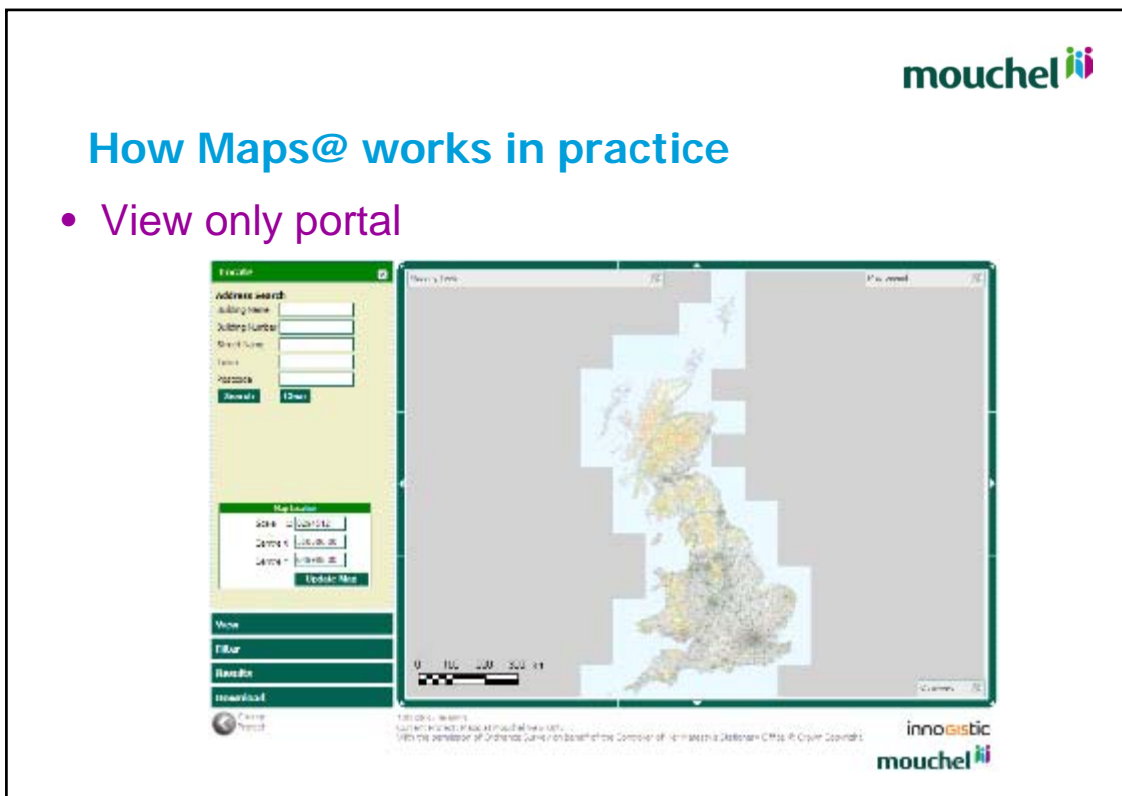
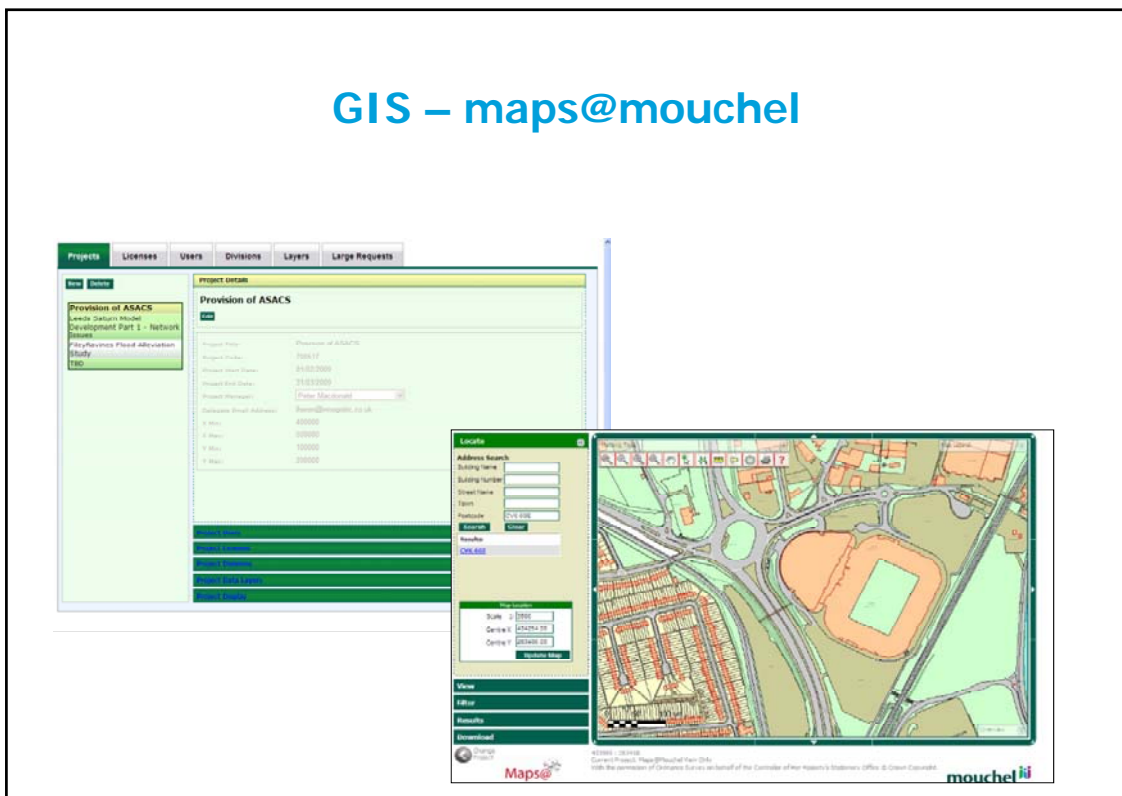
What is Maps@?

- Simplistic 3-tier architecture
- Licence Logic Unique Selling Point (USP)
- Standards compliant & future proofed
- Serving data to any standards compliant client
- Multiple implementation at all levels of clients



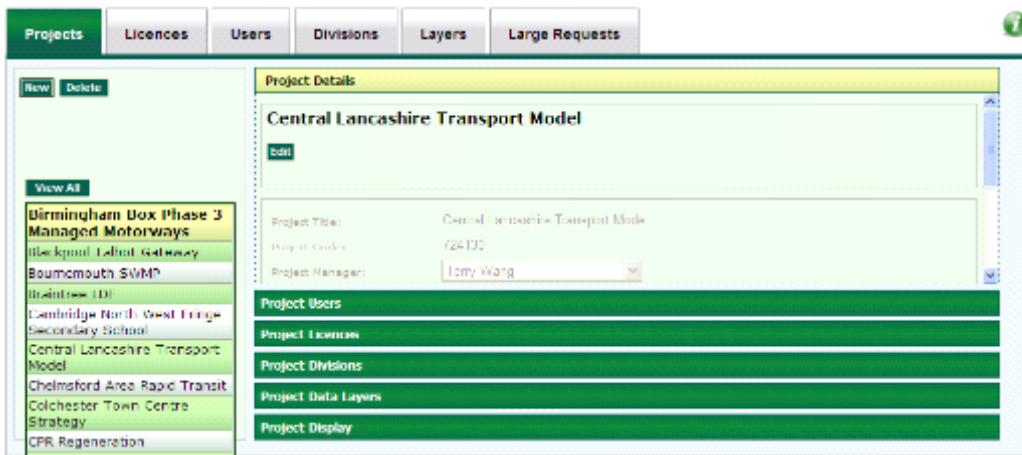
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GIS – maps@mouchel



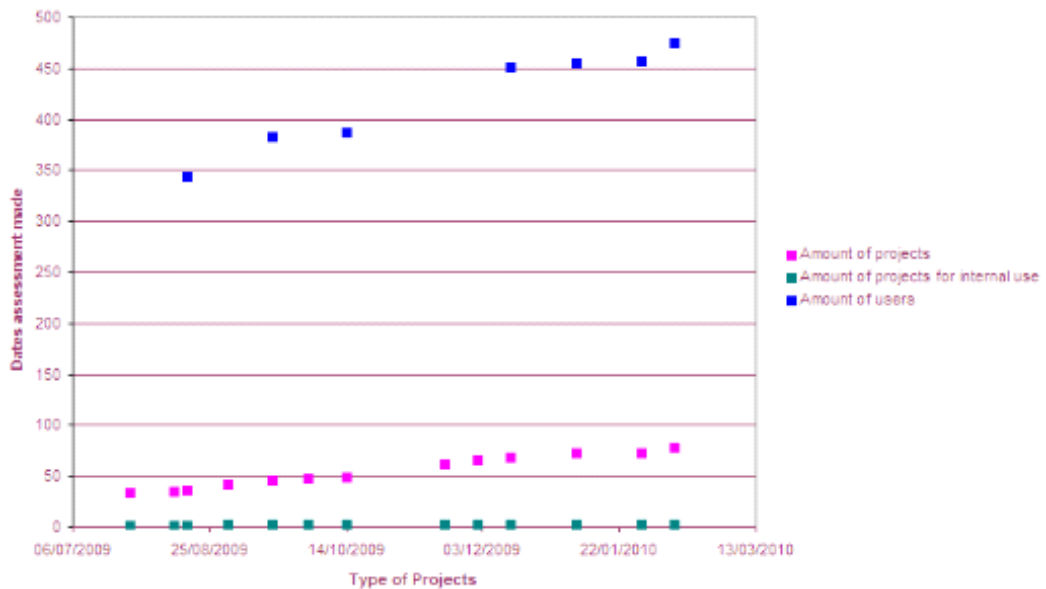
How Maps@ works in practice

- Administration

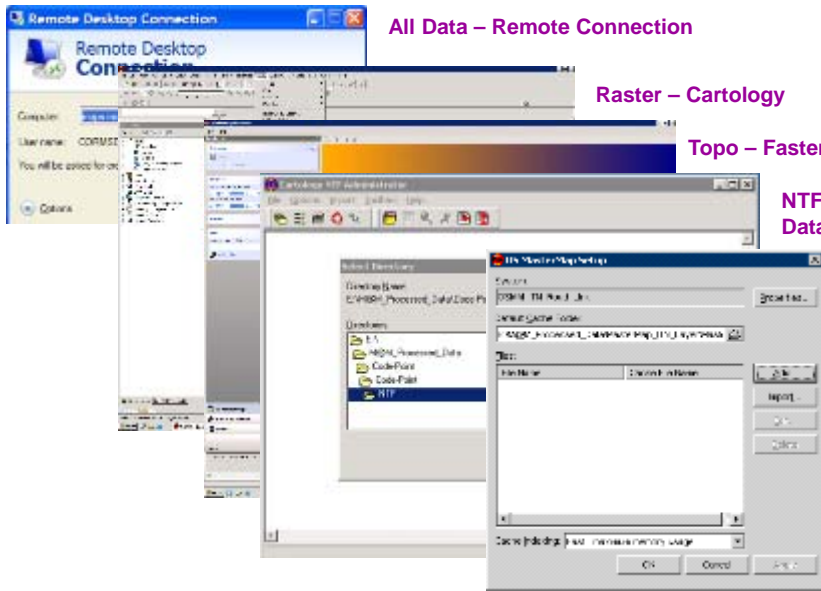


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Maps@mouchel Analysis July - September



How each of the different datasets are handled



The screenshot shows a Remote Desktop Connection window with several overlapping applications:

- All Data – Remote Connection**: A window showing a file explorer or connection details.
- Raster – Cartology**: A window showing a raster data processing interface.
- Topo – Fastermap – GZ files**: A window showing a topographic map or data processing interface.
- NTF – Cartology – SQL Database**: A window showing a SQL database interface.
- ITN – Cartology - SQL database**: A window showing a SQL database interface.

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Conclusions

- Bring the right people together
- Think about the solution required
- Plan for the future
- The positive impact of bringing licensing out of the filing cabinet and into an SDI

Future

- Increased awareness across business by using IT
- Business partners – 19th March
- Pay as you go delivery – 6th April
- Pay as you go link to SAP – May/June
- Other data providers
- Other partners and joint ventures
- Citrix access

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Recognition

- Medallist - Innovative Project of the Year, British Computer Society and Computing 2009 UK IT Awards.
- Presentations at AGI2009, Geodata 2009, EXCES and Geo9
- Articles in Geo:International, Geomatics World and GIS Professional
- DVD – The Surveyors Channel





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Questions and answers



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