

BUSINESS INTELLIGENCE NEEDS LOCATION STANDARDS

MICHAEL SANDERSON AND THIERRY BADARD EXPLAIN WHY

The challenges facing C-level executives (chief executive officer, chief operating officer, etc.) in public and private sector enterprises drive the market for Business Intelligence (BI) systems. These top decision makers value tailored interfaces – dashboards and scorecards – that enable them to see at a glance what's happening, what has happened and what is likely to happen in their business areas and domains of interest.

Operating behind their dashboards and scorecards are sophisticated business analytics and data warehouse applications that typically access multiple diverse sources of data. The goal of BI is to support better business decision-making leading to new revenue opportunities, improved cost visibility, and better risk management.

BI necessarily involves geographic information related to prices, customers, suppliers, distributors, natural resources, transportation hubs, energy and even the different taxes, rules, policies and practices in different nations and jurisdictions. Such information may be derived from an integrated GIS or from a “dumb attribute” in the data. (For example, sales zones as geographic boundaries as opposed to coded sales zones.) In either case, open geospatial standards are becoming more important.

Deriving maximum benefit

Geospatial data stovepipes and walled gardens imposed by proprietary or community-specific interfaces and encodings limit the publishing, discovery, assessment, access and use of data that may be critical in important decisions. Open standards are the key to deriving maximum business benefit and return on investment from BI systems and from today's burgeoning location data and location apps.

Gartner (2011)¹ says that the BI market is now at risk of creating fragmented silos of data, definitions and tools. Gartner (2011)² has also noted that now is the appropriate time for location to be introduced to the BI space and specifically cited OGC as a key actor in this activity. Accordingly, the OGC



membership is beginning to make “GeoBI” a major focus area for OGC standards activities. Increasing the uptake of OGC standards in the location intelligence marketplace and invigorating standards initiatives within the BI market can be a basis for improved decision making and opportunities for the broader use of products that are implemented using OGC standards.

New Domain Working Group

The OGC Technical Committee Geospatial Business Intelligence Domain Working Group (GeoBI DWG) was officially created in December 2011 (see www.opengeospatial.org/projects/groups/geobidwg). This working group has begun to define an agenda for the OGC to promote the uptake of standards-based GeoBI throughout the BI industry.

The GeoBI DWG will draw on work being done by other OGC working groups, such as those addressing geosemantics, workflow, mass market and decision support. OGC Domain Working Groups (www.opengeospatial.org/projects/groups/wg) are part of the OGC Standards Program. GeoBI

DWG objectives will also be served by the OGC Interoperability Program, Compliance Program and Marketing and Communications Program, as described on the OGC Programs page (www.opengeospatial.org/projects).

¹ Gartner Magic Quadrant for Business Intelligence Platforms (Rita L. Sallam, James Richardson, John Hagerty, Bill Hostmann) January 2011.

² Gartner Analyst Andreas Bitterer speaking at the BI Summit, London 2011 stated that only a small number BI implementations can answer the ‘where’ question



Michael Sanderson (Director of Strategy, 1Spatial), and Thierry Badard (CTO, Spatialytics) are Co-Chairs of the OGC's GeoBI Working Group

The No 1 Geo-Event!

**See the latest in geomatics
and GIS technologies**

- **talk to the experts**
- **FREE seminars**
- **Free pre-registration**
Personal registrations open 1 January 2012
- **Gala Evening***



**To get a special deal to stay on site at the
Holiday Inn for just £88 incl breakfast & VAT
call 0871 942 9071 and quote "GEO-12".*



Providing ROI through:

- highly competitive and cost-effective stand packages to achieve your marketing goals.
- over 14 years experience of successful exhibitions and conferences dedicated to the geospatial industry.
- GEO Event continues to be the event of choice for product launches and company announcements for leading industry players.

EXHIBITORS: *for stand availability please call Sharon Robson on +44 (0)1438 352617*

21 & 22 March 2012 @ Holiday Inn, London-Elstree M25 Jct 23

**for more information visit
www.pvpubs.com**