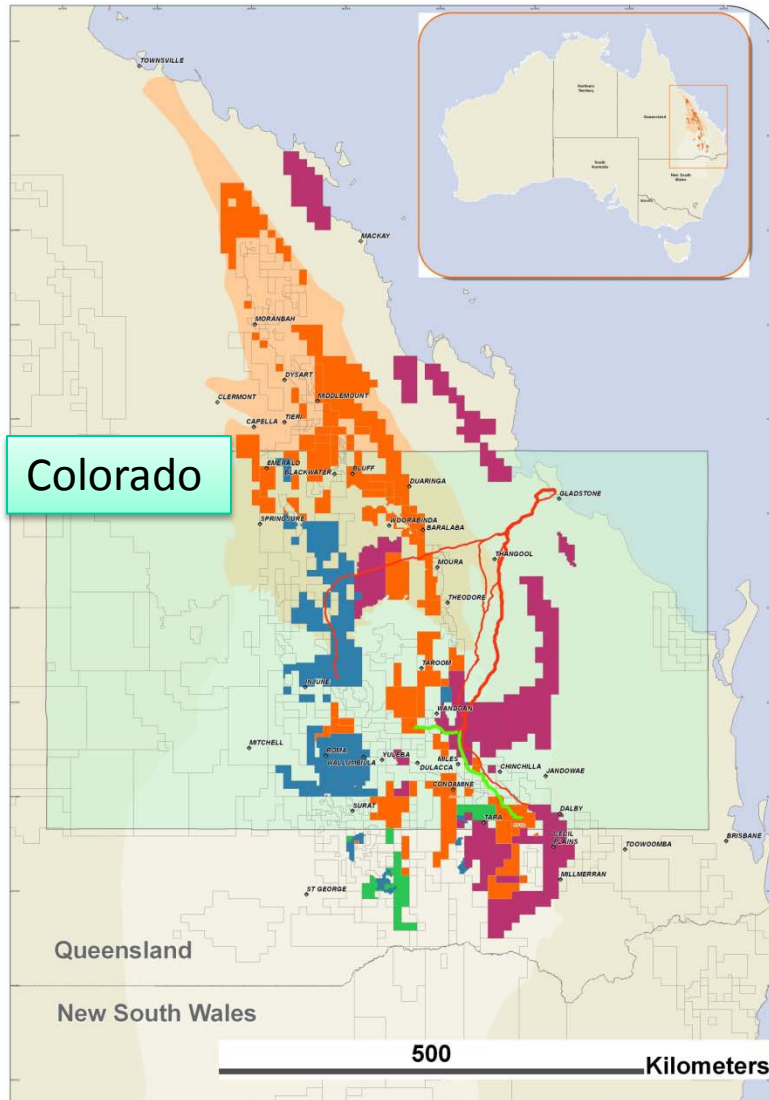


# Integration Traction through Personalised Workspaces

A case study in the Australian Coal Seam Gas Industry

Note: \*Coal Seam Gas is Coal Bed Methane



## Aus resources industry

- Current mining & LNG resources boom in Australia

## GeoSynergy

- consultancy within resources industry

Scope: 4 major players, 3 mega-projects, \$66 billion currently approved

### Mega-Projects

- Big projects + Big areas + Tight schedule
- Skills shortage
- Complex regulatory framework
- Complex stakeholder management
- Community attitude



### Emergent Delivery Strategies

- Complexity & change (Upstream)
- Getting everyone to pull together



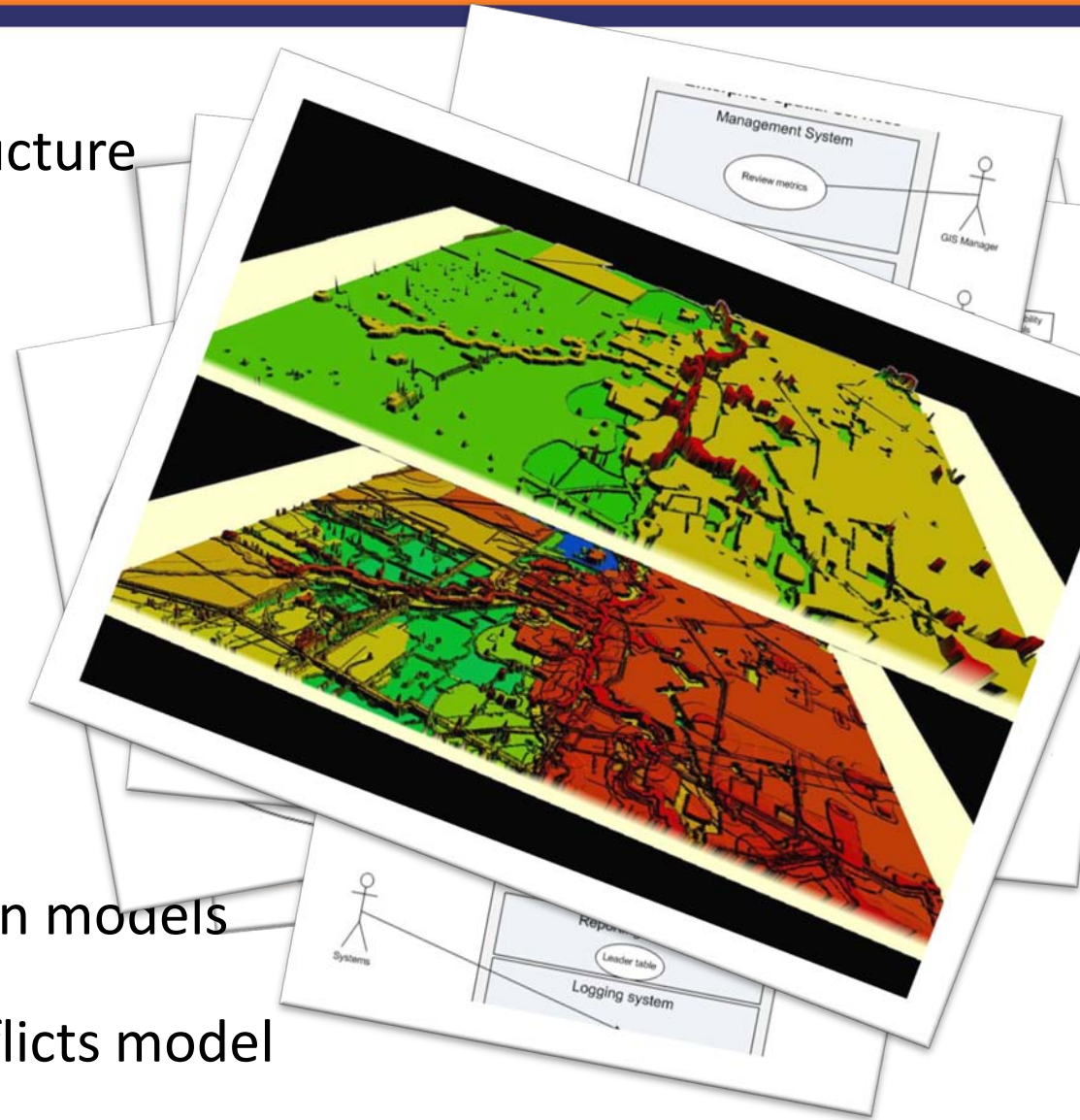
### IM challenges

- Orchestration
- Continual quick wins
- Structured sync'd growth with business
- Creating better "shared understandings"

Note : \*Aus Landholder does not have right to minerals/gas on his property  
\*Resource company has legal right to drill/mine (as last resort).

These type of models

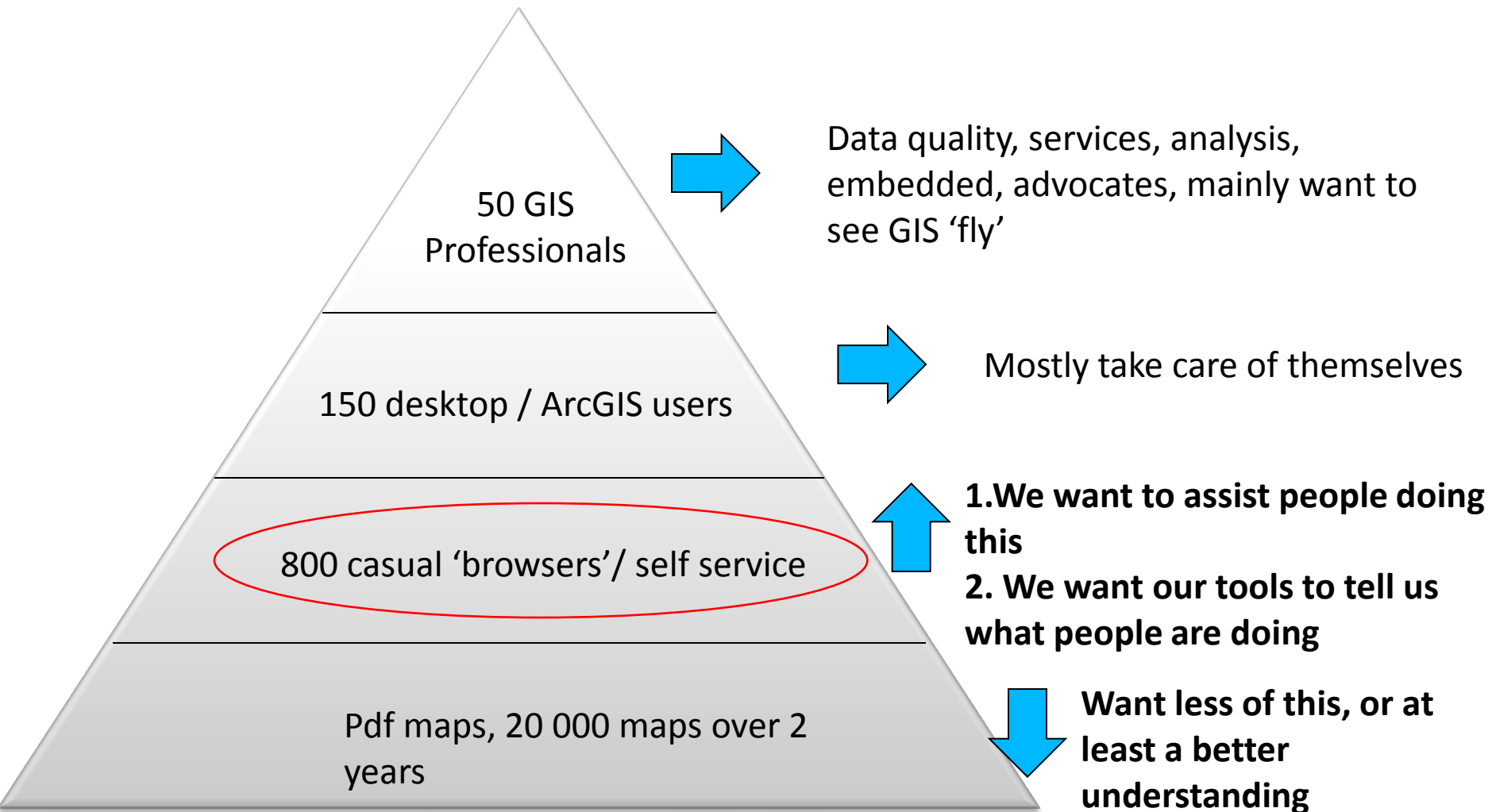
- Org framework and structure
- Logical models
- Data storage model
- Data capture model
- Data serving models
- Technical Architecture
- Information supply chain models
- Design constraints conflicts model
- **Services Interaction model**



This talk is about ...

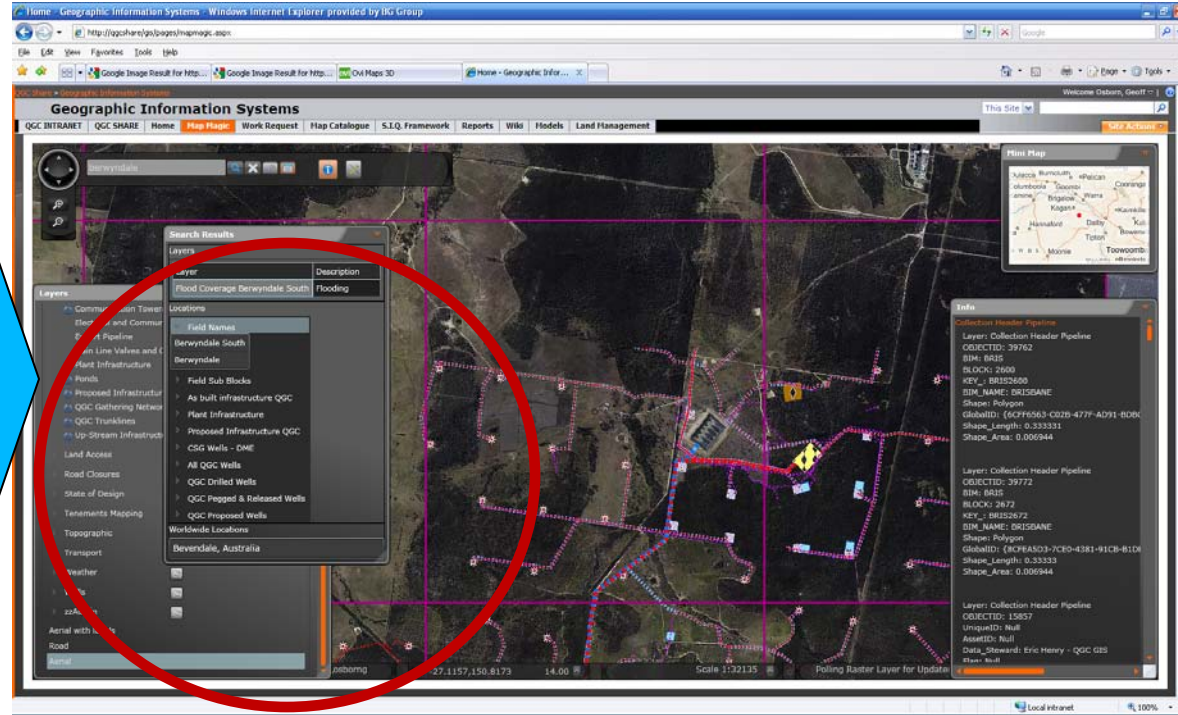
“efforts towards a codified coal seam gas business model, its use to agnostically provision GIS client tools, and the use of GIS tools to reflect improvements back onto our understanding of the business model”

# User tier





800 people like this



1. What are they doing?
2. How do we prove the business value of GIS?
3. What's a managed model for future growth?

Business Objectives Analysis

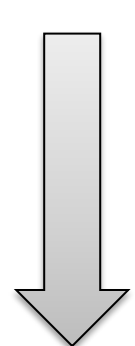
Observation

Interview

Profiling

Work req analysis

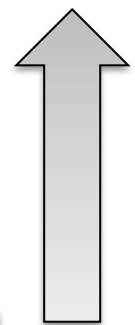
Map standardisation/  
templates



This is what the business wants to achieve



This is what we're looking into



This is what people are actually doing

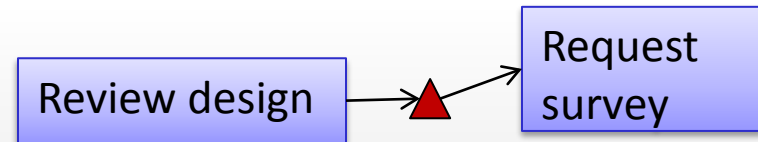
# There's 2 camps

## Surfers



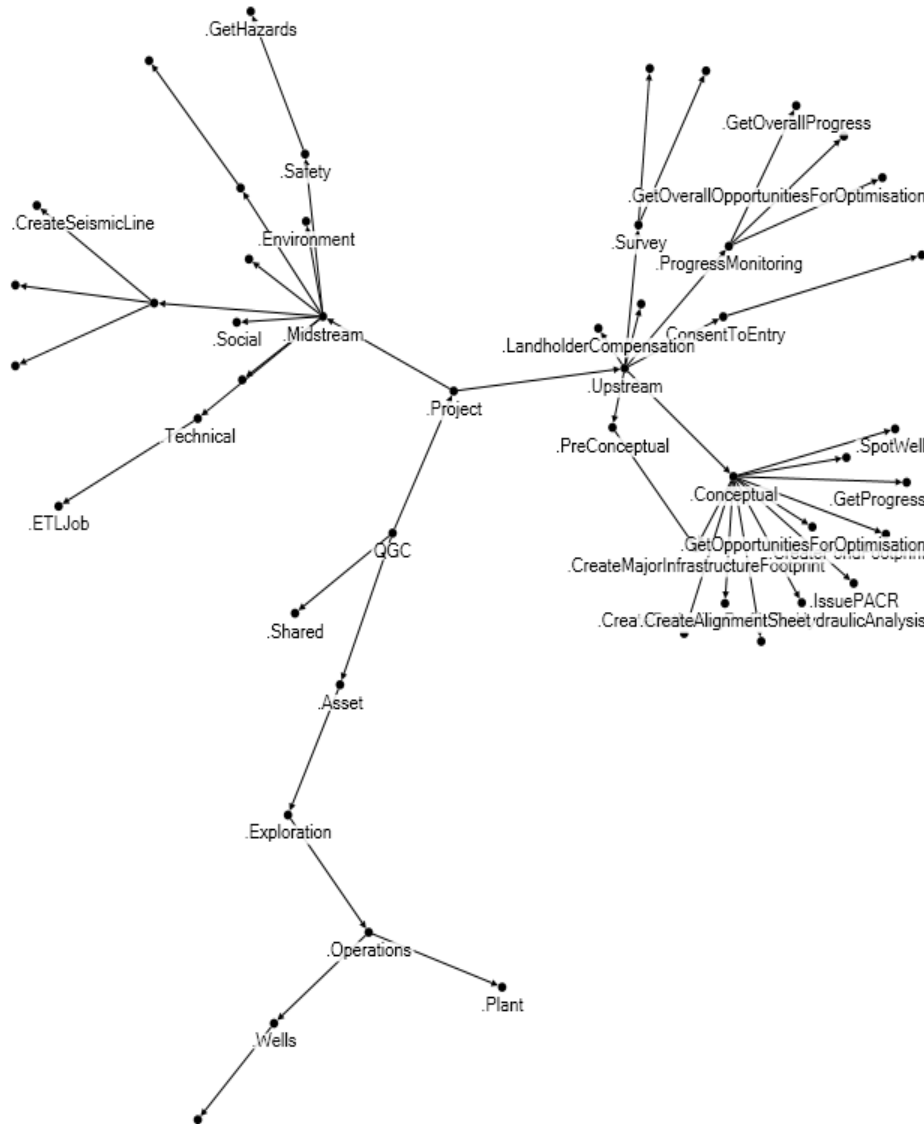
- Just 'finding stuff' / ad hoc
- Techniques to improve UX, findability

## Actors



- Have structured goals/objectives/workflow
- Good candidates to assist
- About 50 distinct user groups/actors

# Mapping it out – social network analysis



- Users explicitly linked to business functions
- Business Object Model / Domain Model
- Users 'mapping'\* requirements explicitly defined as GIS services

\*mapping = 2 way street of information flow



Business Group:  Filter:

- Available workspaces
- Environment...**  
All the individual Environment Constraints for review  
Status: Created  
Edit Delete Include Exclude
  - Environmental**  
Environmental Group Migration from V3  
Status: Active  
Edit Delete Include Exclude
  - Geophysics**  
Geophysics Group Migration from V3  
Status: Active  
Edit Delete Include Exclude
  - Infrastructure - All**  
QGC infrastructure  
Status: Active

### Environmental

Environmental Group Migration from V3

### Services

- AgriculturalLandClassesSo...**  
Automated import from QGC ArcGIS layer
- ESA Category A\_DERM**

Model structure/relationships recorded in central enterprise Meta Db

AD personalised workspaces provided to user

1. Clarity for actors/players
2. Clarity around activities/interactions
3. Business logic agnostic from client tools.
4. Reportable alignment with business objectives
5. Increased 'profiling' capability

1. Incorporate workflow/ sequencing (orchestration)
2. Use of industry modelling standards? (BPEL/UML/ SysML/ MDG)
3. Gamification (not gasification) concepts. (shared understandings)

Questions?