



Data, Information & Insight

**emapsite**<sup>™</sup>  
delivering location

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**emapsite**<sup>™</sup>

Delivering location content and services



“As a general rule, the most successful man in life, is a man who has the best information.”

Benjamin Disraeli

## Business decisions affect customers, employees and contractors every single day.

Ultimately your judgment will determine your organisation's future viability. Good decisions are based on accurate insight. To achieve that, you need the best data to be managed by the right people.

Companies with poor data management and governance are at a significant disadvantage to those that employ best-of-class regimes.

Smart organisations maximise their investment in data. They use it to understand their customers' behaviour, identify market trends and competitive threats, and manage risk. These organisations know that poor quality data will simply threaten their business objectives by leading to cost and time inefficiencies and below-par performance.

## At emapsite, we recommend following six essential safeguards to help you champion quality location data.

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**Data Quality**  
Good decisions are based on accurate insight.

## Make sure you have a reliable source

The provenance of data has a direct effect on the reliability of decisions based on it. If the organisation that originally gathered and generated the data is a credible source, you have the reassurance of a properly validated and audited regime. You will know, for example, the frequency of update and therefore how current the information at your fingertips is.

emapsite's data provisioning platform provides access to location content from more than 30 providers. Each one is recognised as a leader in their market with a proven track record.

### Providers include:

Ordnance Survey, Environment Agency, British Geological Survey, JBA, Bluesky, The Local Data Company, GroundSure, OceanWise, The GeoInformation Group, Getmapping, Intermap Technologies and Airbus Defence & Space.

## Understand ongoing or hidden costs

Organisations often fail to appreciate the full cost of owning and maintaining complex data sets. While the upfront purchase or licensing charge may be clear, there is a danger of overlooking the hidden costs of ongoing licensing, storage, integration, management, currency maintenance and distribution to where and when it is needed.

Regular update releases need implementing in a timely manner in order to maintain currency and accuracy. Resource constraints often result either in a lag in updates or, worse, a non-existent update regime. In either case the quality of the data is degraded over time leading to worsening decision quality. Estimates vary but some reports suggest as much 40% of an organisation's costs are down to poor quality, outdated data.

emapsite ensures that all the data we manage on your behalf is updated within five working days from the original suppliers' latest release.

“Estimates vary but some reports suggest as much 40% of an organisation's costs are down to poor quality, outdated data.”

## Be consistent across your organisation

Businesses and other organisations are making more use of location data than ever before and that is great news. However, especially in more complex settings, there can be a risk of 'data silos' and uncoordinated update strategies. This is typically where different departments act autonomously and there is a lack of organisation-wide data governance policy. The result is an inefficient use of resources, variations in currency and content and challenges when departments want to share data.


At emapsite, we facilitate for you a 'single version of the truth' that runs right across your organisation. Our rigorous update schedules provide you with the reassurance that the data we manage on your behalf is always consistent and up to date.

## Consider access, compliance, security & the need to share

Enabling access to data at the right time by the right people helps your organisation be responsive. It means managing incoming information requests from customers in an accurate, timely way. It also allows you to gather and compile a host of essential management information for decision making and analysis. Whether working at the desktop, remotely or in the field, employees need confidence that the data they are using is accurate, up to date and always available. The data emapsite manages on your behalf is delivered via APIs. If you need tight control of cost or usage, it is easy to ensure that relevant user groups only have access to the data they need.

As a result of regulatory requirements and evolving business practice, demands for external information are increasing. Ensuring the right people across the right teams request and acquire access to location data in the required format can be a time-consuming, repetitive, error-prone task that diverts resource from more valuable activity.

emapsite is making data sharing between organisations easier and more cost-effective. Through our services, you are able to authorise external organisations to have access to the data we manage on your behalf. Once you tell us who to authorise, we give them access in an automated way so reducing the costs for you in servicing information requests.



“Through our services, you are able to authorise external organisations to have access to the data we manage on your behalf.”

## Gain the insight but let the experts manage the data

Organisations license and manage data primarily for the insight they obtain about market opportunities, risk, customer trends and competitors. Acquiring and maintaining data is typically not a core discipline. Spending time on procurement processes, licensing, obtaining updates and removing unwanted or out-of-date material all adds costs to the bottom line and distracts from core business activity and effort.

emapsite promotes and facilitates greater business agility through our turn-on/turn-off facility. It is a simple process to turn on new data sets without capital outlay. It is just as easy to turn off unwanted data sets even before the end of the licence term. Change requests to your API key are implemented very rapidly, allowing you take advantage of new data sets straight away. The facility also allows for data suitability assessments to be made and for short term or one-off projects where access to data is only required for limited periods.

## Pay only for the data you actually use

The licensing of large or national data sets can seem expensive which can deter use of the best available data. Experience shows that often only a subset of the data is used, with licence fees for the unused data a wasted cost.

emapsite facilitates your access to such data sets on an as-needed basis and without the burdens associated with 'ownership'. As you only pay for the data you use, the cost is a fraction of what it would be if you licensed and managed the whole data set yourself.

On occasion, where projected usage forecast of a particular data set is high, it may be more beneficial to pre license some data sets. emapsite allows you to combine pre licensed data with pay as you go data to optimise data costs.

emapsite will work with you to develop anticipated usage models to make efficient use of the data you have access to.

“ As you only pay for the data you use, the cost is a fraction of what it would be if you bought the whole data set yourself. ”

# Why choose emapsite?

**We are totally focused on the provision of digital mapping and location content to the professional user.**

Since our launch in 2000, we have become the 'go to' platform for direct customers, partners, alliances and other intermediaries seeking best-of-breed capability in what is a highly specialised and fast moving discipline.

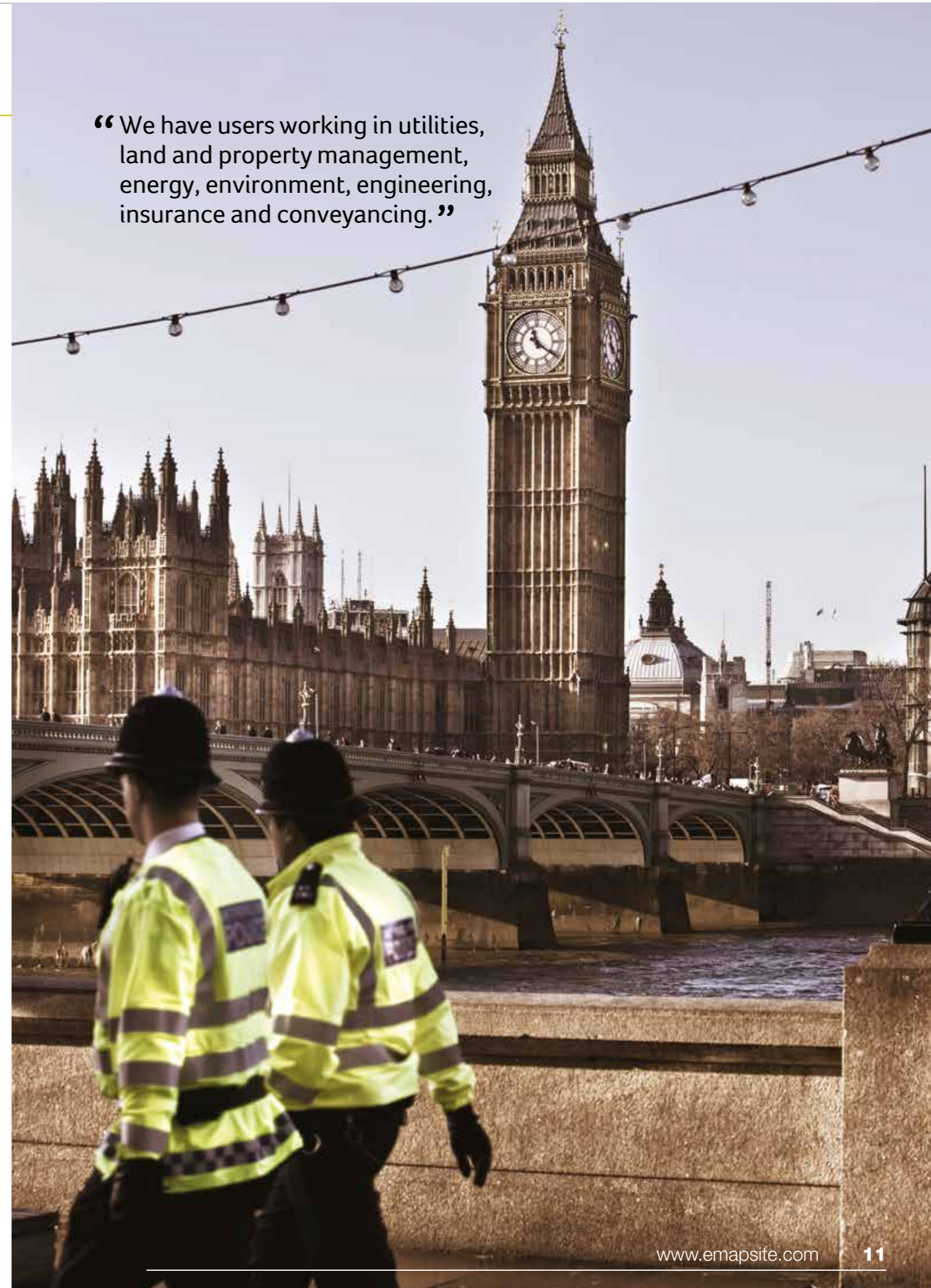
emapsite brings together innovative online access with deep expertise not only in digital geographic data itself but in the sectors and applications where it is used.

Our award-winning capability has been recognised and adopted across public and private sectors. We have users working in a wide range of verticals including utilities, land and property management, environment, engineering, finance, insurance and conveyancing.

We are the power behind the location content in such services as:

- > Registers of Scotland crofting register
- > Government of Wales Maritime Conservation Zone consultation interface
- > United Utilities internal imagery access solution
- > Integrated Land System for a major developer
- > Seaplanner's marine coordination toolkit
- > The National Schools MapPilot for all secondary schools
- > Network Rail's entire OS MasterMap provisioning platform
- > Scottish Government OSMA Web Services (Pilot).

**Our platform of services has the proven scalability, resilience and performance to support hosted data as a service (DaaS) or 'data on demand' solutions.**



**“ We have users working in utilities, land and property management, energy, environment, engineering, insurance and conveyancing. ”**

# Cost transparency and flexibility

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We recognise that you will want a cost-effective service based on a predictable budget. We tailor our service around precisely what you need. We discuss and agree with you a forecast model of usage and anticipated licence costs.

These are rolled into a predictable monthly service fee that smooths out short-term peaks and troughs but flexes should long-term business trends vary from that forecast.

A clear understanding at the outset allows you to allocate transaction costs easily and accurately across process, service and departmental budgets.

“ We discuss and agree with you a forecast model of usage and anticipated licence costs.”



# Safeguarding your content

As you increasingly share business information within your organisation and among project partners and contractors, you will naturally want to safeguard access.

Our services enable you to store and protect your own data as UGC (user generated content) in layers accessed through the API. This means you can safely communicate a 'single version of the truth' across your organisation and your external communities.

If you are commissioning other organisations to collect survey data on your behalf, or you are generating data from field force activity, we are able to facilitate data collection from mobile devices.

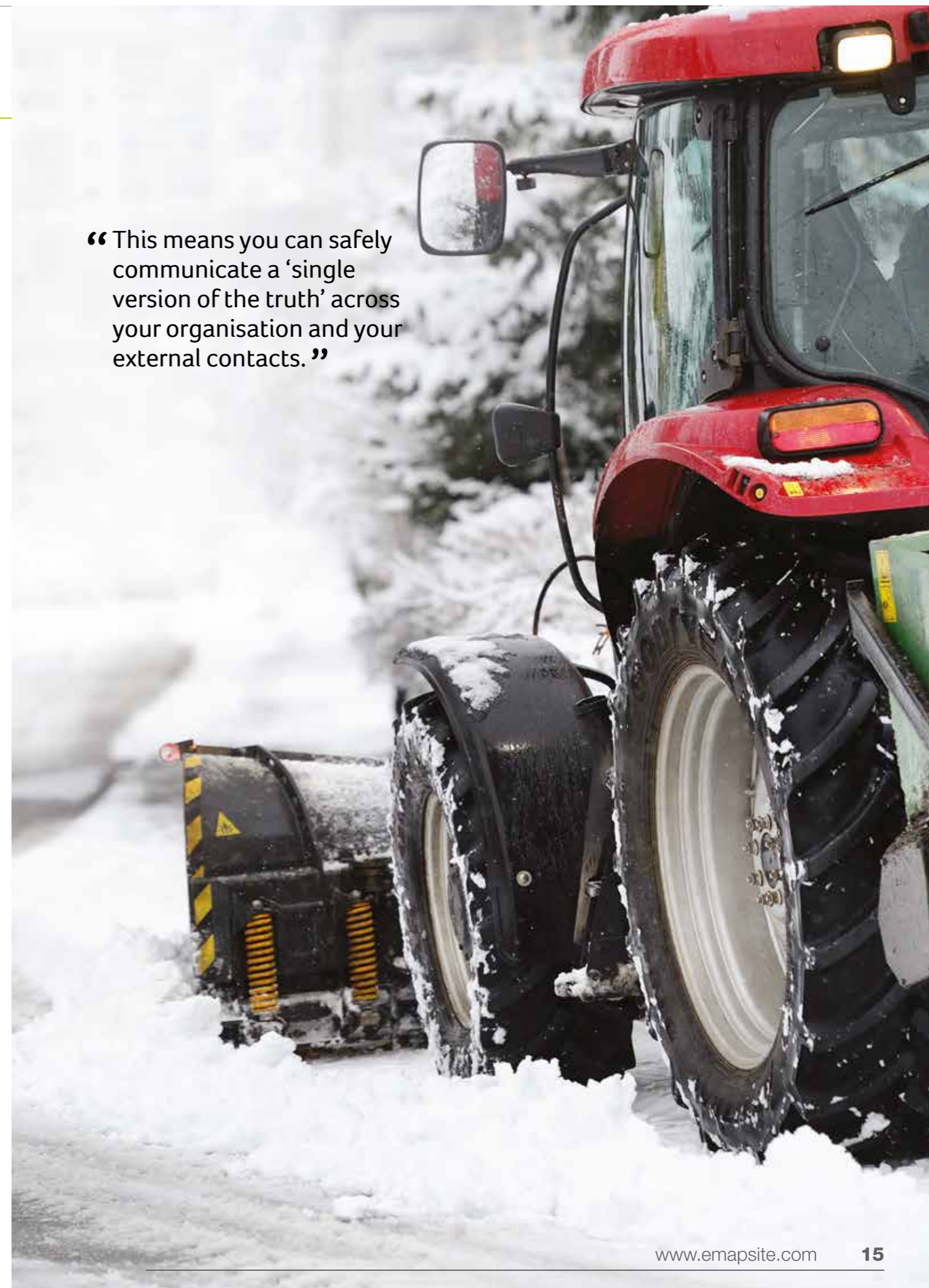
Data is automatically uploaded to our cloud-based facility and then made available for processing and distribution through the API according to your business rules.

As you are in charge, you can simplify distribution across different departments, reduce duplicate contractor commissions, encourage the reuse of existing data and avoid incidences of data 'loss'.



## ISO9001 & ISO27001:2013

emapsite recently received accreditation for its quality control (ISO9001) and information security management systems (ISO 27001:2013). This is a significant achievement for an SME and positions emapsite amongst a tiny field of location content provisioning capabilities. Working with emapsite assures you of a reliable and secure platform for accessing and integrating web map services.



“ This means you can safely communicate a ‘single version of the truth’ across your organisation and your external contacts. ”