



# Maximising geospatial data for exploration and discovery

## freedom to explore™

“People used to spend a lot of time running around looking for stuff they couldn’t find, but now they can find it right away because it’s all coming from one place. That has improved our effectiveness. It’s a one-stop shop.”

*-Peter Thurston,  
Rio Tinto Exploration*

## The importance of data management

Time wasted finding, cleaning and reformatting large volumes of data continues to be one of the biggest barriers to efficient analysis and knowledge development. Last year, the Digital Universe grew by 62% to nearly 800,000 petabytes, according to a study released by IDC and EMC Corp. By 2020, we’ll have created 35 trillion gigabytes of data – much of that in the “cloud.”

As data volumes continue to grow, exploration organisations need new ways to deal with data and information—ensuring data is easily found when needed, to inform decision-making on global project portfolios. This includes having solutions for:

- **Cleaning and cataloguing data:** The quality of source data, including metadata, is the foundation for all the analysis and interpretation that follows and forms the basis for exploration decisions.
- **Efficient search and retrieval:** Timely access to data is consistently cited as one of the biggest data management challenges. Time spent sourcing data takes away from more valuable exploration work.
- **Sharing data and knowledge:** Automation of how data, maps and interpretations are stored and shared eliminates the risk of losing historical information and ensures project knowledge is transferable across global team members.

## Why do you need to manage your data?

With spatially referenced, well organized, described and consistently named, data is searchable and usable. The company’s experienced and new users can easily search spatially or on various metadata criteria, and retrieve the datasets for use in their applications and on their projects.

There’s huge value in resolving your organizations data challenge, here are a few of the reasons why...

- Ensure the reliability, availability and security of exploration data assets
- Store and manage all of your historical, current and future project data in one central location
- Share your data with your teams and collaborate on exploration projects
- Reduce costs by not reacquiring data that you already have
- Reduce operating costs by taking another look at your historical data and/or adding a new layer of information to your current project
- Enterprise management of exploration data gives geoscientists more time to focus on exploration, making decisions based on the data.
- Data is essential to exploration decision making and new project success
- Minimize the cost of discovery by maximizing productivity

### Did you know? We surveyed our explorers and here’s a summary of some of the information we received...

We made some interesting observations as a result of the survey. The most significant is that centralized data management appears to be an emerging trend. Another key finding is that a majority of geoscientists spend more than 30% of their time looking for and accessing, cleaning, and preparing their data. The volume and quality of data was not highlighted as a big issue, but data duplication was: 42% of companies surveyed did not feel confident that they understood the amount of data duplication.



“We have a data system that’s well organized and easily shared across the organization, so that even if a geophysicist was to transfer offices or move on to another project someone else would be able to come in and pick up where they left off.”

-Jared Townsend,  
Barrick Gold

## How can we help you manage your data?

### Unlock the value of your exploration data

Geosoft delivers comprehensive, integrated solutions that help the world’s leading explorers handle and manage large volume geoscientific data. Focused on delivering a natural data experience to explorers, our solutions are centered on optimizing the end user experience – delivering powerful capabilities and tools – while ensuring adherence to industry information management best-practices.

Geosoft services include:

- Data organisation, publishing, and distribution
- A full range of planning, implementation, data review and preparation services
- A complete technology and service solution for metadata management
- Geospatial data server solutions for exploration organisations
- Enterprise Information Management Solution implementation and deployment

### Why is data management such a challenge for explorers?

Our survey author, Steve Randall, sums up why explorers find data management so challenging. “Like most of us, they are focused on the short term, managing the project they are currently working on,” he says. “But as soon as the project slips back in the priority and then needs to be picked back up or if there are multiple users, the complexity increases and the effort to try and access the required data as quickly as possible becomes an ever increasing challenge.”

## Why Geosoft?

### Trusted solution provider

With over 25+ years of exploration industry experience, Geosoft has become a trusted solution provider to exploration companies worldwide. Geosoft helps the world’s leading explorers solve their data challenges by leveraging a proven strategy and workflow that provides structure and process to managing exploration data.

#### PEOPLE:

Our experienced team of geoscientists, solution architects, and developers, are recognized world-wide as the industry’s preferred solutions providers dedicated to supporting customer success.

#### APPLICATIONS:

We created physical data formats (gdb, grids, maps), and we support geochemistry, GIS and image file formats /data.

#### PROCESSES:

Processes: Review-Prepare-Manage.

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