

# Maptek Adds Value to Big Data

Ubiquitous sensors rip a deluge of data from the world around us, said spatial business industry leader Richard Simpson in his keynote address to the Maptek users conference in Brisbane. This digital content makes the intangible more tangible and vastly improves our knowledge of our world. Through this “reality mirror”™ 3D spatial visualisation becomes a lens to reveal greater evidential qualities that can drive our decision making with higher levels of confidence, he added.

Confident decision making relies on maximising the use of data collected throughout the mining value chain. This is the underlying theme of the 3-day technical conference for Maptek customers, being held in Brisbane from 21 to 23 October.

Investing in new technology and embracing innovation play a key role in helping miners to cope with the rapidly changing operating environment. Sophisticated capture systems are recording information to build “virtual” mines that contain billions of data points. Mining companies need accurate data. They also need tools that drill down through the data to focus on information that can be analysed to make each shift productive, said Peter Johnson, general manager, Maptek Australia.

For more than 30 years Maptek has been working with industry to develop technology that helps miners resolve their unique issues - to get the right information, in the right way at the right time to make the right decisions. Ever since Maptek has been able to collect, model and analyse data in a 3D environment - starting with Vulcan in the 1980s and now with I-Site, BlastLogic, PerfectDig and Eureka - the challenge has been to use that data effectively. Massive databases require more than RAM, they need clever technology that allows the user's intuition to be given full rein, Johnson further explained.

Current industry conditions make it more important than ever for Maptek to focus on delivering exceptional value. With mining in our DNA, Maptek is well placed to continue to improve productivity by pushing the boundaries of technology and innovation.

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