

Ordnance Survey Recognises Partners

Five companies celebrated success at Ordnance Survey's Partner Conference awards - thanks to their innovative use of geographic information. Leica Geosystems, Mapflow, Garmin, Senenergy Econnect and ESRI (UK) all triumphed with awards at a ceremony in St Albans, Hertfordshire. The awards were held during Ordnance Survey's Partner Conference, Location09, which was attended by organisations with products and services based on the mapping agency's geographic information (GI).

Most innovative service in the land and property sector went to Leica's SmartNet, which provides the surveying industry with a reliable and accurate GPS correction service. Based on Ordnance Survey's own network, OS Net, SmartNet allows surveyors to harness the accuracy of real-time kinematic correction data without having their own reference stations.

In the banking, finance and insurance sector, Mapflow claimed the award for its Mapflow Geo product range, which brings location intelligence to the property insurance market to minimise risk, create business efficiencies and reduce claims costs.

Garmin picked up the prize for most innovative product in the navigation sector for its GB Discoverer series which provides turn-by-turn directions based on OS Landranger Maps and OS Explorer Maps.

The award for most innovative service in the web or enterprise sector went to Senenergy Econnect for its gridconnection.co.uk site. The website automates the initial assessment of connecting new renewable energy sources to the main electricity network, allowing developers to carry out assessments online within minutes.

The selection panel also picked out ESRI (UK) for a special award in recognition of its innovative use of GI in education. GI is increasingly playing a role within education, allowing students and teachers to engage in studies that promote critical thinking and integrated learning. ESRI has developed specially tailored initiatives for schools, colleges, universities, museums and libraries.

More than 200 delegates attended the conference, giving them a chance to meet and discuss future opportunities and uses of Ordnance Survey data. It was also a chance to hear the latest developments on Ordnance Survey's new business strategy which was launched in May.

In addition to presentations from key representatives of Ordnance Survey - including Director General and Chief Executive Vanessa Lawrence CB - there were many other high-profile speakers. Among them was Drayton Bird, the famous marketer, who discussed the use of direct marketing to maximum impact in difficult times. Dave Pepperell, Vice President of Innovation and Partner Development at Capgemini, was also on hand discussing his approach to innovation in identifying good candidates and then measuring success.

See [video of Leica](#), one of the recognised organisations.