



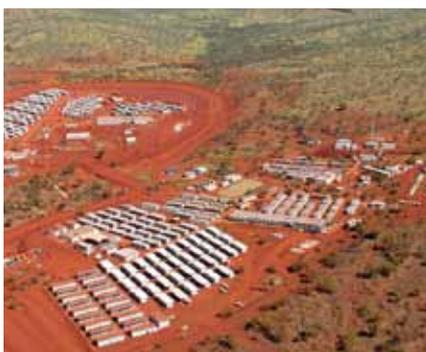
Enterprise GIS unearths golden mining strategy

Fortescue Metals Group has implemented an organisation-wide GIS solution to drive its \$8.4 billion expansion plan.

With employees, assets and activities located across multiple sites that cover 65,000 square kilometres of Western Australia's Pilbara region, Fortescue Metals Group must contend with large volumes of location-based information.

In fact, more than three quarters of the company's data has a geographical component.

To support an \$8.4 billion expansion plan aimed at tripling operations by 2013, the world's fourth largest iron ore producer formed a landmark partnership with the nation's leading location intelligence specialists, Esri Australia.



Fortescue's enterprise-wide GIS provides broad access to geospatial data and applications throughout their organisation. Fortescue's GIS experts maintain control of the information and applications, yet productivity skyrockets as more users have access to geospatial information.

The result was a cutting-edge Geographic Information System (GIS) solution that provides Fortescue with a more efficient way of thinking, planning and making decisions.

A crucial aspect of the GIS solution is its role as a central dashboard: an up-to-date, highly reliable and secured platform which provides a common and comprehensive visual picture of Fortescue's operations.

The GIS solution brings together Fortescue's data and translates it into the visual format of a map – providing a 'single point of truth' for users across the company.

For example, disparate data relating to mining sites, tenure, and environmental and heritage management can be combined and layered over a map, highlighting patterns and relationships between the data that may previously have gone unnoticed.

The solution provides significant advantages for Fortescue's workforce, as it removes the challenge of accessing multiple and competing technologies or information sources.

Fortescue currently operates two mines, a 300 kilometre railway and deep-water multi-user port, all in the heart of Western Australia's Pilbara region.

Its expansion plan includes increased port and rail operations, upgrades of existing mines and the creation of a third mine.

Fortescue GIS superintendent Jen Thomson said she expects the GIS solution to have a positive impact throughout the company.

"We intend to improve all aspects of our business through easy access to data via the GIS's desktop and web-based interfaces," Ms Thomson said.

"Esri Australia's GIS technology enables us to provide better visualisation and distribution of our spatial information to staff.

"We expect the GIS to expedite the location and extraction of new resources, identify bottlenecks in workflows, and guide land management, risk and safety monitoring.

"Ultimately with this system, we're aiming for a new, secure and efficient way of operating that will improve our workflow efficiency, enable users to make more informed decisions and broaden the spectrum of users able to make those decisions."

"We intend to improve all aspects of our business through easy access to data via the GIS's desktop and web-based interfaces."

Jen Thomson, Fortescue Metal Group

Australia produces 400 million tonnes of iron ore annually, valued at more than \$30 billion.

With 97 per cent coming from Western Australia, Fortescue's strengthened GIS capability is set to give the mining giant a substantial edge over its competitors.

Although resource companies have used GIS technology in exploration and tenure management for decades, Fortescue joins an increasing number of mining enterprises using the technology across all areas of their organisation, to deliver significant productivity, efficiency and safety gains.



Discover the value Esri Australia's location intelligence solutions will bring to your organisation. Call us on 1300 635 196 today.