



QSIIS Business Framework

Overview

“Enhancing spatial information supply chains”

This is a Queensland Spatial Information Infrastructure Council Document

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QSIS Business Framework

1. Introduction

In support of the Queensland Spatial Information Infrastructure Strategy (QSIS) the QSIS Information Office has developed and documented a Business Framework to assist organisations that have an interest in acquiring or supplying spatial information products.

The Business Framework includes:

Business Environment – a statement of aspirations for the creation of a success-oriented, collaborative spatial business environment.

Business Principles – a high level statement of the nature of roles that organisations play in the supply chain.

Business Arrangements – a template for creating a document describing the business arrangements between participating parties in a particular supply chain.

Licence Agreements – a suite of templates for licence agreements that may be used “as-is” or adapted to suit particular requirements.

Other related documents published by QSIIIC include **Service Charter Guidelines** and the **QSIS Custodianship Standard**. The QSIS Information Office also coordinates a web-based self-assessment facility for Custodians.

It is important that each organisation intending to use documents from the QSIS Business Framework satisfies itself that the standard documents meet their particular purpose.

The Queensland Spatial Information Infrastructure Council (QSIIIC) encourages use of the standard agreements wherever possible and where an organisation identifies that the templates do not suit their needs, QSIIIC encourages organisations to clearly identify the business arrangement that is to be addressed and to use a similar style of agreement to those provided. Feedback will be welcomed by QSIIIC through the QSIS Information Office (E-mail to QIO@treasury.qld.gov.au) to assist with the continuous evolution and improvement of the QSIS Business Framework.

2. Spatial Information Supply Chains

QSIS has adopted a supply chain approach to describe the context in which Business Arrangements can be established between participants.

The terms Supply Chain, Demand Chain and Value Chain, all refer to different views of the same business structure from the perspectives of customer (who looks towards the *supply* end), supplier (who looks towards the *demand* end), and independent observer (looking at the overall *value-adding* that occurs along the chain).

A supply chain model helps participating organisations to understand the typical business relationships that form for the value adding and resale of spatial information. It is particularly useful to be able to assess the impacts that decisions made at one point along the chain might have on other participants along the chain.

Each supply chain is an identifiable network of business arrangements that achieves the transformation of original data into useful information products. Each spatial information product (or product family) will acquire added value as it progresses along its supply chain of participating organisations.

Figure 1 shows a generalised model of a spatial information supply chain. Each of the bubbles represents a recognised business role. In a supply chain, there may be more than one organisation that plays a particular role, and a single organisation might construct its business to perform more than one role (e.g. distribution and value-adding). Each supply chain is a particular set of paths through such a network of relationships and is generally dealing with a single spatial information product or product family.

Roles in the Spatial Information Supply Chain
Queensland Spatial Information Infrastructure Strategy

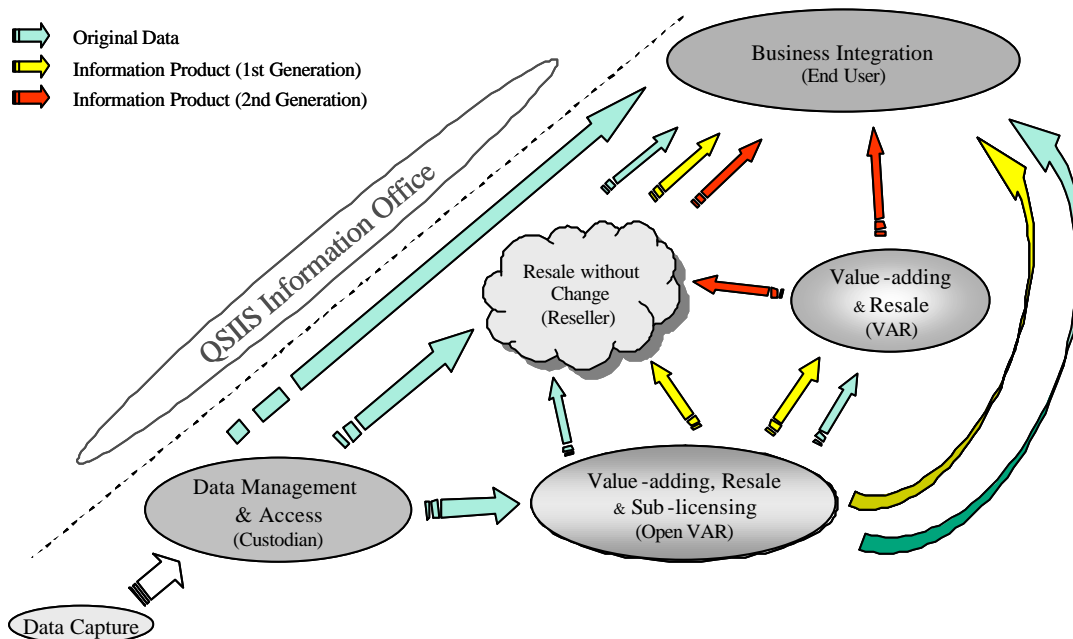


Figure 1 – Supply Chain Roles

When the business interfaces of the supply chain exist between independent organisations, it is essential to establish agreements to clearly identify the intellectual property of the provider and to establish the scope of the rights granted to the receiver. The framework of inter-related agreements thus enables the information supply chain to function effectively.

3. QSIIS Business Environment and Principles

QSIIC aspires to achieving a collaborative business environment characterised by efficient supply chains that provide easy access to spatial data, value-added products and services. In support of the supply chain approach, QSIIC has developed a set of Business Principles for each role in the supply chain. Participants can be collectors, contributors, integrators, resellers and users of spatial information. They include Federal, State and Local governments, the private sector and the community. The community includes organisations, other groups and individuals with a particular interest that uses spatial information.

The principles are designed to assist such organisations to consider not only their own role in the supply chain but also understand better the roles of others. The QSIIS Business Principles are available on the QSIIS Website (www.qsiis.qld.gov.au).

The Business Principles refer to the following roles:

- Data Capture
- Data Management & Access
- Value-adding, Sublicensing and Resale
- Business Integration

4. Business Arrangements

The particular business arrangements between participants in the supply chain are described in a Business Arrangements document. This document is developed using a generic template published by the QSIIS Information Office that provides a guide to the negotiations between the parties and records their mutual agreement on key matters. The arrangements are then implemented through appropriate licence agreements. Figure 2 shows the context in which the licence agreements support the QSIIS Business Principles and the business arrangements between participants. The types of issues to be considered include the composition of the dataset, who needs to be consulted in developing the arrangements, exclusivity, custodianship, intellectual property, marketplace needs, community service obligations, privacy, liabilities, acquisition, pricing, access and reselling.

The development of the Business Arrangements in a consultative process ensures that all stakeholders clearly understand the issues associated with the dataset.

Licence Agreements

The Business Arrangements are implemented through licence agreements. Figure 2 shows the context in which the Licence Agreements support the QSIIS Business Principles and the Business Arrangements between all of the parties.

Framework of Licences Enabling the Supply Chain Roles

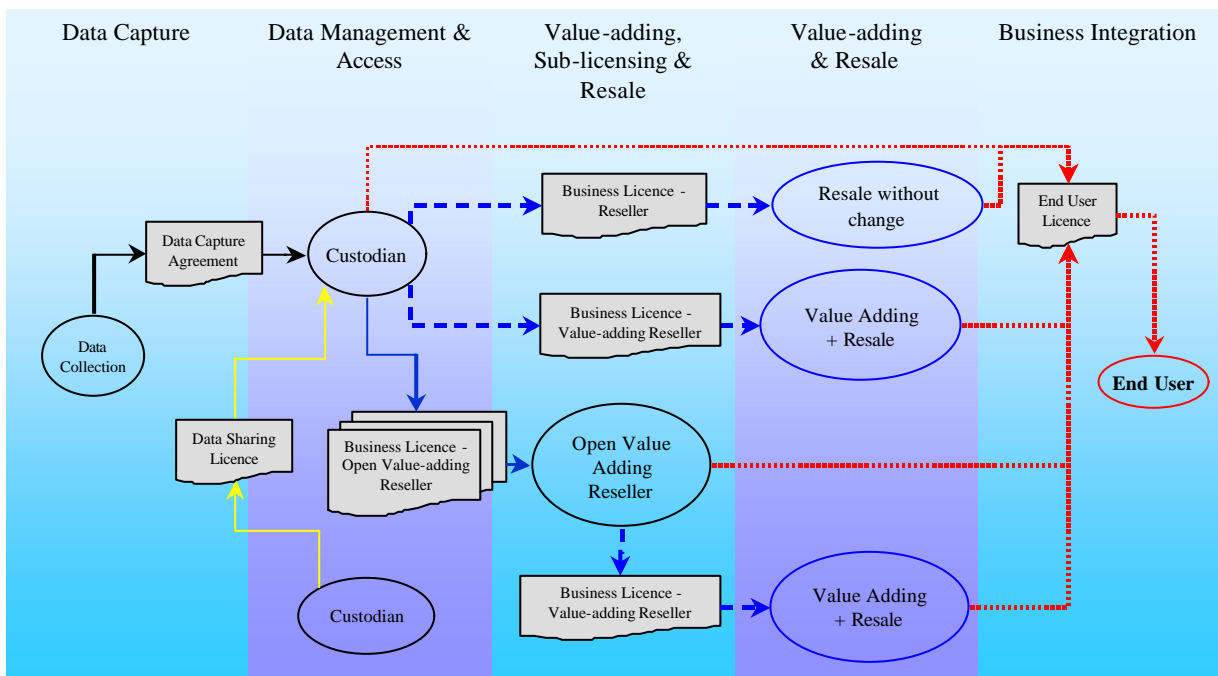


Figure 2 – Framework of Licences

The licences set out the principal rights of the licensees in the value adding and resale of spatial information. The QSIIS Information Office publishes a suite of standard licence templates to assist organisations in dealing with the key issues. The complete set of templates is listed in Table 1 at the end of this overview.

Business Licence

Three licences are contained in a single licence template. The template may be used by an organisation to appoint licensees in the roles of **Reseller, Value-adding Reseller, or Open Value-adding Reseller**.

A **Reseller** is any organisation or person that is licensed and supplied with data for the purposes of selling the data to end users under licence. A Reseller may not modify or add value to the data.

Value Adding means any augmenting, repackaging or incorporating of the original data with new data. Reformatting or conversion of the data onto different media or the translation into a different format is not value adding.

A **Value Adding Reseller** (“VAR”) is any organisation or person that is supplied data or data products for the purposes of:

- (a) further value-adding to the data or data products; or,
- (b) incorporating the data or data products into a significantly different product; or,
- (c) incorporating the data or data products with an application program including run-time “view only” software.

An **Open Value Adding Reseller** (“Open VAR”) means any organisation or person that is supplied data or data products for the purposes of acting as a Reseller, Value Adding Reseller and in addition is authorised to issue sub-licences for the data or data products to others to act as Resellers or Value Adding Resellers.

End User Licence

End User means any corporation, organisation or person who receives or accesses the data or data products for own use and not for resale. The End User Licence establishes appropriate arrangements for the ongoing supply and maintenance of spatial data and information products.

Online User Click-through Licence

Online User means any corporation, organisation or person who receives or accesses for payment or otherwise the data or data products for own use and not for resale and who gains access to the products through an online service.

Data Sharing Licence

An agreement between a Custodian and another Data Provider (which may be another Custodian) to establish the terms and conditions for the sharing of digital data required to build an integrated data set.

Memorandum of Understanding

Where the parties to the agreement operate within a single corporate entity (e.g. Departments of the State Government) the nature of the agreement is a Memorandum of Understanding (MOU). The MOU template may only be used for supply of data between such parties where the data is intended for internal use and not for resale. Should the receiving party require to resell the data then the Business Licence should be used in its existing form with the status of a memorandum of understanding. The Memorandum of understanding should NOT be used where the parties are independent corporate entities.

Business Framework Documents are published on the QSIIS Website: www.qsiis.qld.gov.au.

Document Number	Document Name
QBF01	QSIIS Business Framework Overview
QBF02	Business Environment
QBF03	Business Principles
QBF04	Business Arrangements
QBF05	Business Licence
QBF06	End User Licence
QBF07	Click-through Online User Licence
QBF08	Data Sharing Licence
QBF09	Memorandum of Understanding

Table 1 - Business Framework Documents

For further information or assistance, contact the QSIIS Information Office.

Contact Details
QSIIS Information Office, PO Box 37, Albert Street Brisbane, QLD 4002 L16, Minerals & Energy Centre 61 Mary Street, Brisbane, QLD 4000. Phone: (07) 3405 5279 Fax: (07) 3227 7437 E-mail: QIO@treasury.qld.gov.au

Table 2 - QSIIS Information Office Contact Details

5. How to use the framework

To gain some insight into the spatial information marketplace in Queensland read Business Environment (QBF02) and Business Principles (QBF03).

The following table provides some examples of how organisations can use the framework.

I wish to: -	I am described as: -	My data suppliers should ask me to enter into this licence: -	I should ask my customers to enter into this licence: -
Gain access to spatial data for my own use and receive updates.	End User	End User Licence – QBF06	I am not permitted to licence this data to any one else.
Gain access to spatial data for my own use across an Internet connection. I do not wish to receive updates.	Online User	Click-through Online User Licence – QBF07	I am not permitted to licence this data to any one else.
Enhance my business by selling spatial information products to my customers.	Reseller	Business Licence – QBF05 (Reseller option)	I am not permitted to modify or integrate the data. I am permitted to resell it to End Users under licence.
Gain access to spatial data to develop new spatial information products and services that I licence to my customers.	Value Adder or VAR	Business Licence – QBF05 (Value-adding Reseller option)	End User Licence – QBF06 or Click-through Online User Licence – QBF07
Gain access to spatial data to develop new spatial information products and services that I licence to my own customers. My products are also used by other Value-adders to create further spatial information products which they licence to their customers.	Open Value-adding Reseller	Business Licence – QBF05 (Open Value-adding Reseller option)	My Value-adder customers must be licensed using a Business Licence QBF05. Although the commercial terms and the definition of the data will be determined by me the licence that I offer them must be based on the licence under which I have received the original data. If I also have End User customers then they will be bound by: End User Licence – QBF06 or Click-through Online User Licence – QBF07

I wish to: -	I am described as: -	My data suppliers should ask me to enter into this licence: -	I should ask my customers to enter into this licence: -
Provide access to my spatial data that I collect and manage.	I am the owner of the data. If I assess myself against the QSIIS Custodianship Standard then I may also be referred to as the Custodian of the data.	If I engage others to collect the data for me then I need to have agreements with them that ensure that I have ownership of the data. (QSIIS does not currently provide a template for such arrangements.)	Business Licence - QBF05. If the arrangement involves multiple data sets, multiple providers and a diverse group of stakeholders I would develop a Business Arrangements document (QBF04) in collaboration with my customer and use this to formulate a Business Licence (QBF05).
I am a Custodian of some spatial data and I wish to combine that with data from another Custodian for our mutual benefit.	Custodian	Data Sharing Licence – QBF08	Business Licence – QBF05 and/or End User Licence – QBF06 and/or Click-through Online User Licence – QBF0
I am a Department of State Government and I wish to access data from another State Government Department for my own use in supporting my work programs and service delivery.	State Government Department	Memorandum of Understanding – QBF09	I am not permitted to licence this data to any customers.
I have data that is of interest to some Universities and Community Groups.	Custodian, Value-adding Reseller or Reseller	Business Licence – QBF05 (appropriate option/s) I can negotiate any special commercial terms with my data suppliers to support any special pricing for such users, however the essential rights and obligations of the licence do not change.	End User Licence – QBF06 or Click-through Online User Licence – QBF07 (Special commercial terms may apply.)