



CASE STUDY

Creating smart ports with a full suite geospatial solution

North Queensland Bulk Ports Corporation Limited (NQBPC) administers the seaport facilities at Hay Point, Mackay, Abbot Point, Weipa and Maryborough. More than half of Queensland's trade, by tonnage, passes through NQBPC ports, making it one of Australia's largest port authorities. NQBPC is responsible for development, security, safety, planning, maintenance and leasing within its port boundaries. It is committed to leading the sustainable development of Queensland ports.

The Challenge

Increasing efficiency and reducing risk

With a staff shortage and an outdated web map, NQBPC faced a mounting backlog of GIS tasks and a geospatial application that needed replacing. NQBPC employees were left to perform their own spatial analysis or wait for an in-demand GIS officer. This meant they were unable to serve customers in a timely manner and spatial data was inaccurate or outdated, increasing business risk and reducing organisational efficiency.

NQBPC needed an enterprise solution that was:

- Future-proof and could deliver value to all NQBPC teams
- Fully responsive and customisable, with mobile access to web maps
- Integrated with NQBPC systems, including the property database, for information sharing
- Consistent across the organisation, with data and web map applications, and tools for useful analysis

The Results

Improved web mapping grows user base and enhances customer service

AAM's custom solution equips NQBPC to better serve port customers and advances its profile as a leader in bulk port infrastructure.

- **Improves organisational efficiencies** with superior geospatial technology
- **Increases access and usability** through a powerful and intuitive web map application
- **Delivers value** to customers through responsive data visualisation
- **Reduces business risk** through accurate and current spatial information

"AAM empowered the NQBPC workforce with advanced geospatial technology, which helped us become much more efficient. What they accomplished in less than a year was impressive and set a high benchmark within our organisation."

To find out more - email info@aamgroup.com

The Solution

Vertically integrated geospatial solution

AAM provided a full suite, vertically integrated solution alongside a GIS report to support NQBPC's daily operations. Based on AAM's extensive experience with ports and in desktop mapping, map creation, mobile GIS and web mapping, the solution included:

- **GIS audit report**—interviews with key users about business needs and GIS utilisation
- **Improved spatial foundation**—AAM leveraged and enhanced ArcGIS Server and consolidated relational databases for mapping and monitoring
- **Web mapping enhancement**—Using Geocortex, AAM configured and built custom web mapping applications and tools, optimised for all NQBPC business groups

