

**Plenary Session 1 – From the Pharaohs to Geoinformatics
Keynote presentation**

Making Smart Decisions

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Key words:

ABSTRACT

Fortunately, change has been a part of the spatial industry from the beginning. It has been evolving and growing since the first person wanted to know how to get from point A to point B or wanted to know what was over the horizon. Technology has helped define the industry while creating many challenges and it is useful only if it makes life easier or provides answers.

Technology has provided access to information that before was either very time-consuming to gather or was only accessible to part of an organization. Access to spatial data has assumed an important role in the world given that natural and man-made disasters will continue to occur. Even within a single enterprise spatial data helps solve day-to-day business challenges and enable more informed decision making.

The limits of our imagination and data policies can slow the progress for the industry if the community doesn't realize the importance of an open spatial infrastructure. It is as simple as choosing to use applications that are based on open standards. New technologies, such as Web Services, have helped make the choice easier by providing clear business advantages – cost effective and easy to use for non-GIS professionals. Whether it's evacuating citizens before a hurricane, predicting the spread of disease, or routing a work crew in a major power outage, the need to share spatial data is critical.

Building a national, regional, or local spatial data infrastructure starts within each enterprise and the decision to make it an open spatial enterprise.

SHORT BIOGRAPHY

Preetha Pulusani has risen to the top of a global company that is one of the industry leaders in its market. President of the mapping and geospatial division at Intergraph Corporation, Pulusani sets the global strategic direction and overall business development for her division.

Since joining Intergraph in 1981, Mrs. Pulusani has served in several key management positions. As senior technical manager for product development, she led the development of all the company's GIS analysis products and several key CAD-based analysis products. During the early 1990s, she continued her career with Intergraph as executive marketing director including product marketing and next-generation business planning for Intergraph's mapping, GIS, civil engineering, and utilities markets.

In 1997, she was elected vice president of the company's Government and Transportation Solutions where she focused on worldwide strategic product planning and creation of the innovative GeoMedia product line. She was named executive vice president of the mapping and GIS business in 1998, and accepted her current position as president in 2001.

Pulusani holds a B.A. degree in accounting and computer science with a minor in business administration. In 2003 Pulusani was honored by the University of Alabama in Huntsville with the College of Science Distinguished Alumnus Award.

Pulusani was the first Principal Member representative to the Open Geospatial Consortium (OGC) in 1995 and joined the board in 2001. She has worked generously with OGC and as a driving force at Intergraph to support development of interoperability and open standards as an essential evolution in the community. She is also on the editorial board of Geospatial Solutions magazine where she shares her industry expertise.

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