

Scaling Success: Building Profitable and Sustainable Geospatial Businesses in a Rapidly Changing Industry

Wiam Labuschagne (South Africa)

Key words: Professional practice

SUMMARY

The geospatial industry is evolving faster than ever and while technology is advancing at light speed, business models often lag behind. As automation, AI, cloud platforms, and real-time GNSS networks redefine workflows, the companies that succeed will be those that evolve from being equipment-driven to value-driven enterprises.

In this session, Wiam Labuschagne, CEO of SOM Survey Instruments, shares a practical yet forward-thinking approach to building a profitable geospatial business in a dynamic market. Drawing on almost a decade of experience in distribution, operations, and strategic innovation, Wiam presents actionable insights into how geospatial professionals can adapt, scale, and diversify revenue streams.

Participants will learn how to:

- Transform traditional hardware or service businesses into recurring-revenue ecosystems
- Leverage GNSS infrastructure, AI, and automation to reduce operational friction and scale efficiently
- Build high-trust customer relationships that evolve into partnerships and community-driven networks
- Position their brand as a leader in an increasingly competitive, digital-first environment

This talk blends real-world case studies from Africa's fast-growing geospatial market with

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universal business principles that apply globally. Attendees will leave equipped with a roadmap to modernize their operations, strengthen financial resilience, and build businesses that can thrive through disruption not just survive it.

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