

CASE STUDY

## Clarity Mineral Services

“MAPINFO PROFESSIONAL® AND THE ENCOM DISCOVER SUITES EASILY PROVIDE ALL THE FUNCTIONALITIES WE REQUIRE”

Joel Briones, GIS & Data Manager, Clarity Mineral Services

FOR MINING COMPANY CLARITY MINERAL SERVICES, EASE OF USE MAKES MAPINFO PROFESSIONAL® THE LOCATION INTELLIGENCE TOOL OF CHOICE.



### Challenge

Exploration and mining companies frequently handle vast quantities of data – from historical maps to laboratory results. Clarity Mineral Services wanted a location intelligence solution that was easy to use, compatible with other software, and cost-effective. It also wanted excellent presentation-quality visuals.

### Solution

Clarity Mineral Services chose a solution using Pitney Bowes Business Insight's MapInfo Professional®, Encom Discover and Encom Discover 3D. Among the benefits resulting from this choice are faster data processing and turn-around time, increased accuracy, and simplified data validation.

### SUMMARY

Clarity Mineral Services, a division of the Clarity Capital Group, is a private mining house focused predominantly on Africa. It specialises in gold, base metals and diamonds, and its activities range from mineral exploration to mining.

In a competitive industry such as minerals exploration, timing is often critical in the property selection process. In some instances this could mean using geological knowledge about potential target areas to have a first mover's advantage. Once an area has been granted to an exploration company it has to accomplish a tremendous amount of geological research, data gathering, collection of samples for laboratory analyses, and processing the information to determine if the property contains economically-valuable mineral deposits. Location intelligence is critical for managing all these data-handling tasks in the most efficient manner to make accurate scientific conclusions that will support business decisions.

#### Selection criteria

Clarity Mineral Services wanted to set up a GIS-based database architecture designed for the capture, management and delivery of geoscientific observations and measurements. The solution would be an essential tool used throughout the lifespan of a mineral deposit, from its discovery during regional exploration to mine design, production and eventual project closure.

In choosing such a solution, the company's criteria included:

- ease of use for employees ranging from field technicians to senior managers

- compatibility with other specialist software
- the ability to create good visuals
- cost-effectiveness.

It was also essential that the solution could handle a wide range of information – such as geological and mine maps, drilling and borehole data, satellite imagery, analytical laboratory data – in a seamless platform. “We did not want to spend an enormous amount on a variety of software that does only a few functions each,” explains Joel Briones, GIS & Data Manager, Clarity Mineral Services.

#### The chosen solution

Having weighed up the solutions on the market, Clarity chose the solution offered by Pitney Bowes Business Insight. It used MapInfo Professional® and paired it with Encom Discover, which tailors the solution for geoscientists. By extending Encom Discover with Encom Discover 3D, they are able to use 3D models and graphics – excellent for presenting ore deposit models and mine design plans.

“MapInfo Professional® and the Encom Discover suites easily provide all the functionalities we require,” comments Joel Briones. “They are a fit-for-purpose solution to all our data handling and processing needs, and are practically suited to our technical requirements.”

He continues: “Compared with most specialised programs catering for the geoscientific community, these solutions also offer the best value for money software solution.”

**“TASKS THAT USED TO TAKE DAYS AND WEEKS TO ACCOMPLISH NOW TAKE A FEW MINUTES OR HOURS.”**

Joel Briones, GIS & Data Manager, Clarity Mineral Services

## RESULT

MapInfo Professional® and Encom Discover are now used by geologists at Clarity Mineral Services as a desktop application for their day-to-day work.

Field geologists collect rock, soil and sediment samples from project areas, and each one is given a geological observation and a geographic location taken with a GPS instrument. Lithological mapping is carried out, and eventually a geological map is produced. The areas covered can be from a few hundred square metres for prospect scale to hundreds of square kilometres for regional scale mapping. All the data collected is entered into the location intelligence solution and integrated with other geoscientific data to form meaningful analyses and interpretations.

### Daily benefits

Based on Clarity's experience of using MapInfo Professional® and Encom Discover in this way, Joel Briones believes, “The cost per unit can be easily translated to very high productive returns because it allows us to equip almost everyone in the data processing chain with the same tools. The people involved, from the field technicians doing the sample collections and data entry, to the geologist who does the data analyses, to the senior manager who has

to make the right business decisions, can all work in the same platform. All data can be seamlessly incorporated and shared throughout the whole team.”

Briones also sees great benefits in terms of speed and accuracy: “Having all digital data at hand can make the geological data analyses and interpretation process a lot faster. Tasks that used to take days and weeks to accomplish such as manually creating topographic contours and coloured geological maps, plotting of sample assay results, gridding geophysical surveys, now only take a few minutes or hours to complete.”

“Almost everything we do now in terms of data processing is faster. At the same time it is more accurate, and data can be easily validated and the results replicated.”

And finally, there is another reason for Briones' and Clarity Mineral Services' confidence in the location intelligence system they have chosen. One consideration for preferring MapInfo Professional® to other solutions was guaranteed product improvement from Pitney Bowes Business Insight, including committed technical support. “It means we have a secure and long-term solution,” concludes Briones.

## UNITED STATES

One Global View  
Troy, NY 12180-8399  
main: 1.518.285.6000  
1.800.327.8627  
fax: 1.518.285.6070  
pbbi.sales@pb.com

## CANADA

26 Wellington Street East  
Suite 500  
Toronto, Ontario  
M5E 1S2  
main: 1.416.594.5200  
fax: 1.416.594.5201  
pbbi.canada.sales@pb.com

## EUROPE/UNITED KINGDOM

Minton Place  
Victoria Street  
Windsor, Berkshire SL4 1EG  
main: 44.1753.848200  
fax: 44.1753.621140  
pbbi.europe@pb.com

## ASIA-PACIFIC/AUSTRALIA

Level 7  
1 Elizabeth Plaza  
North Sydney  
NSW 2060  
main: 61.2.9437.6255  
fax: 61.2.9439.1773  
pbbi.australia@pb.com

PITNEY BOWES BUSINESS INSIGHT  
IS HEADQUARTERED  
OUT OF THE UNITED STATES.

## THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Data handling and processing is crucial for a mining company. Data comes in great quantities and in numerous formats. Using MapInfo Professional®, Encom Discover and Encom Discover 3D enables Clarity Mineral Services to integrate this data seamlessly, and to work more quickly and accurately. The solution also allows the company to produce excellent 3D visualisations – useful, for example, when presenting to strategic partners and potential investors.



[www.pbbusinessinsight.com.au](http://www.pbbusinessinsight.com.au)

©2009 Pitney Bowes Software. All rights reserved.  
Pitney Bowes Business Insight, MapInfo and Group1 Software are trademarks of Pitney Bowes Business Insight,  
a division of Pitney Bowes Software and/or its affiliates.

92177 EMD 904

