

your
future
is in
the
bag





let's talk dirty

If anybody knows about the data management issues associated with exploration and mining companies, it's Dr. Joanna Pearson, Technical Director for Maxwell GeoServices. With over twenty years of industry experience, Joanna has a reputation for being 'hands-on', and enjoys nothing more than getting down and dirty with the data.



The data in a simple sample bag is the beginning of your company's future.

When you really think about it, the data and metadata generated from the contents of a simple sample bag is going to provide the future for your company. As this data travels through the business process, many people will **'get their hands dirty'** with the information. There is always the possibility of losing control of the final result.

It is therefore essential to develop a data management strategy that will enable you to keep track of your information and harness the full potential of your integrated data... The data is central to the success and future of any mining or exploration company. When the information is utilised to its full capacity, this simple sample bag can lead to big results... **Your Future is in the Bag.**

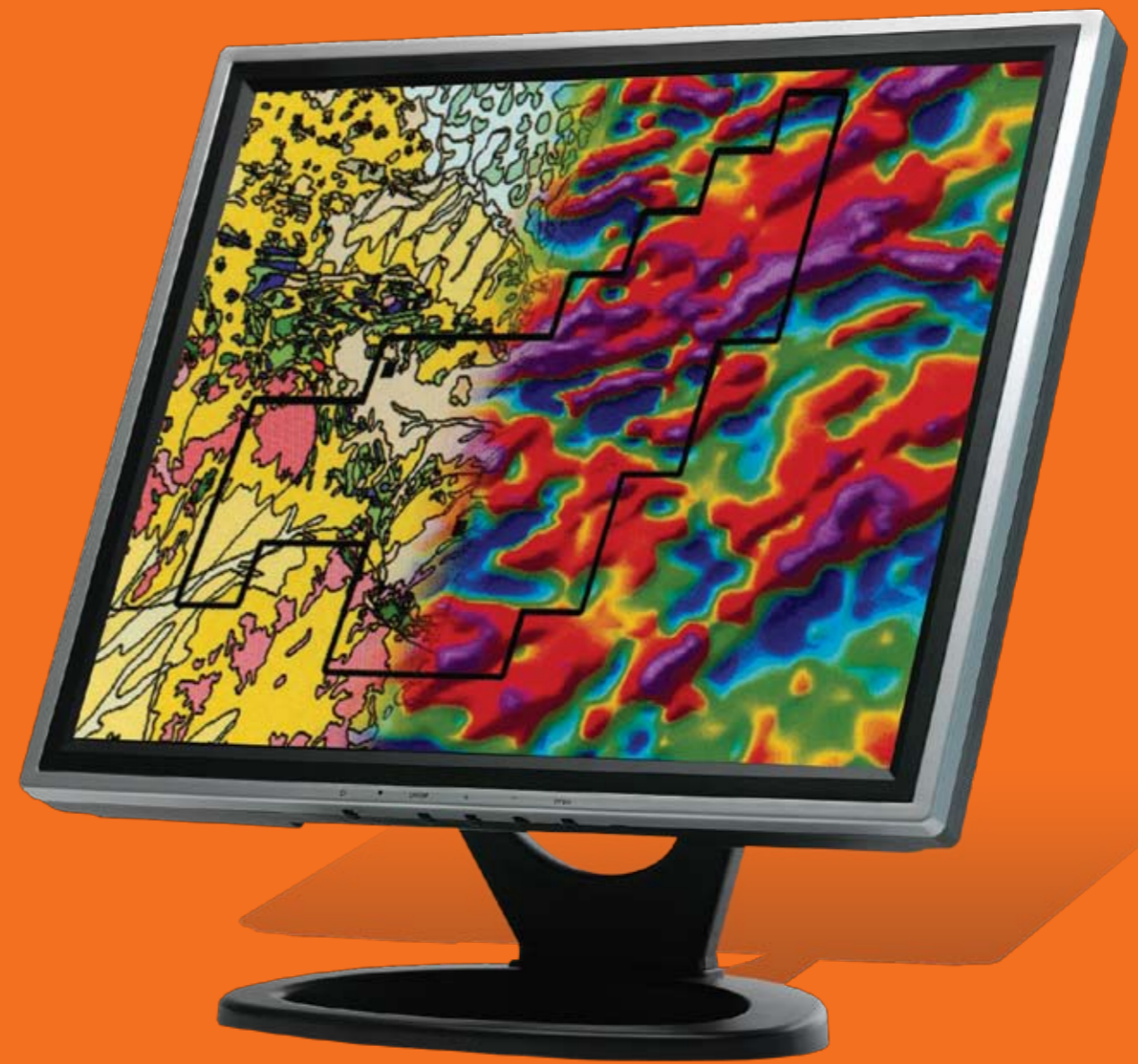
Maxwell GeoServices has developed the 'dataFIRST' program in response to a recognised industry need to install flexible, cost effective data management systems for small to medium sized mining and exploration companies.

The collection of data and metadata into a structured format will have a high impact on the decision making process. The program has been designed by experienced Maxwell geoscientists that have "kicked the same rocks", and who understand the everyday pressures to better manage the data. The program is designed to allow your company to own the way forward, without the pressure. You can start with a small piece of the data management system and then add as required.

The first step of dataFIRST is getting a **review** done so that your company can map out where it's at, and where it wants to go with data management, without costing an arm and a leg.

As Dr. Joanna Pearson explains:
"It's always best to have a data management system in place as early as possible. Commonly, many companies are well down the track before they realise that their data is in a mess. Data equals information - you need to be informed enough to make sound business decisions to plan your way forward."





what is dataFIRST

The 'dataFIRST' program offers a solution for small to medium sized companies to overcome the challenges and barriers of selecting a data management system. The program is flexible, and can get companies up and running with the minimum of fuss.

The first stage of dataFIRST is a review that will provide you with a practical and flexible plan to fit your business, commodity and budget.



key benefits of dataFIRST

- **Pricing**
dataFIRST won't cost you an arm or a leg. The pricing adapts to the solutions you require. No two data management systems or requirements are the same. Our pricing is flexible to accommodate all your needs
 - **Simple Start**
dataFIRST can start by simply providing you with the right template
 - **World Class Service**
Our dedicated team of experienced database consultants, will understand your specific needs and support you all the way
 - **Database Hosting**
dataFIRST can host and support your database at 'ours place' or support the database at 'yours'
 - **World Class Technology**
When you use Maxwell's services and software you automatically have access to industry standard data management systems,
- which provide industry best practice for capture, hosting and delivery of geological data
- **Flexible Business Solutions**
dataFIRST grows with your business at a pace that suits you. The program is flexible enough to allow companies to start at any point, and keep on the road to discovery. Scalable database architecture underlies our solution
 - **Partnership**
The dataFIRST strategy is about creating an innovative partnership that supports the data management vision
 - **Data Health Check**
dataFIRST offers a 'data health check' even if you just want to check you're on the right track
 - **Troubleshooting**
dataFIRST can assist you with any data management troubleshooting issues and give you a fresh start
- **On Demand**
dataFIRST is available on demand, no matter where your operation is and no matter what the commodity
 - **Support**
Our dedicated team of experienced database consultants will understand your specific needs and support you all the way

"Just think, today's super pits had to start somewhere – from the very first sample bag you need to know where you are heading."
- Dr. Joanna Pearson





dataFIRST inhouse

dataFIRST inhouse is designed to provide your company with an industry standard data management system that is easy to implement, totally flexible, and at an installation pace that grows with your operation. This provides you with greater control over selecting your data management system... dataFIRST is suitable for companies with inhouse technical skills and the IT infrastructure to support a data management system.

Flexibility and cost are key features of dataFIRST inhouse. You can install the complete end to end solution, or only parts. Whatever the decision, the data management system is robust and scalable, and developed through Maxwell's hands on experience.

- dataFIRST inhouse provides expert data management knowledge, information technology and consulting
- dataFIRST inhouse provides a scalable data management solution that grows on demand
- dataFIRST inhouse provides a system that is interoperable with other mining and GIS software
- dataFIRST inhouse provides a time saving data management template that is industry standard
- dataFIRST inhouse can be managed by Maxwell personnel in your office, or by your staff directly
- dataFIRST inhouse provides industry best practice for capture, hosting and delivery of geological data





dataFIRST outsourcing

The dataFIRST outsourcing service will appeal to many mining and exploration companies wanting to outsource their data management. This may be due to technical reasons, skills shortages, or lack of infrastructure. Here are a number of reasons why you should consider outsourcing with Maxwell GeoServices:

- **Access skilled resources**
- **Increase efficiencies**
- **Expanded data management services**
- **Reduce operating costs**

Our full spectrum of dataFIRST outsourcing services - from hosting end to end data management systems for clients through to infrastructure functionality, are used as an indispensable operational tool by many exploration and mining companies. These services are provided reliably, quickly and collaboratively. No other data management service provider matches the range and flexibility of Maxwell's mix of hosting solutions or delivery options.

- dataFIRST outsourcing provides access to expert data management knowledge, information technology and consulting
- dataFIRST outsourcing provides clients with industry best practice for capture, hosting and delivery of geological information
- dataFIRST outsourcing delivers the freedom of a "pay as you go" plan
- dataFIRST outsourcing delivers when there is a skills shortage, and technical people are difficult to recruit
- dataFIRST outsourcing allows for the re-distribution of time and resources to core business activities

As Dr. Joanna Pearson explains:
"What keeps coming out loud and clear is that most people have a cry for help in the area of data management! Budget constraints, training issues and skills shortages are getting in the way of successful data management. All of this contributes to problems faced by companies who don't have their 'data ducks' in a row."



dataFIRST on demand

Maxwell's dataFIRST on demand services allow companies to request specific jobs without any long term commitment. The value proposition for you is that this service uses a "pay as you go" plan that avoids significant up front financial costs. Whether it is historic data compilation, assay management, training, dataFIRST on demand delivers at your request.

You have Maxwell's data management services available to you on demand from as little as an hour at a time.

- dataFIRST on demand delivers the freedom of a fixed hourly rate that you can use whenever, wherever and for how long - it's all up to you!
- dataFIRST on demand delivers when your own staff are away sick or on leave
- dataFIRST on demand fills the demand when you have an overflow of work, a skills shortage or need assistance when re-employing
- dataFIRST on demand can sort out historical data issues
- dataFIRST on demand can act as secondary support for your existing personnel





dataFIRST consulting

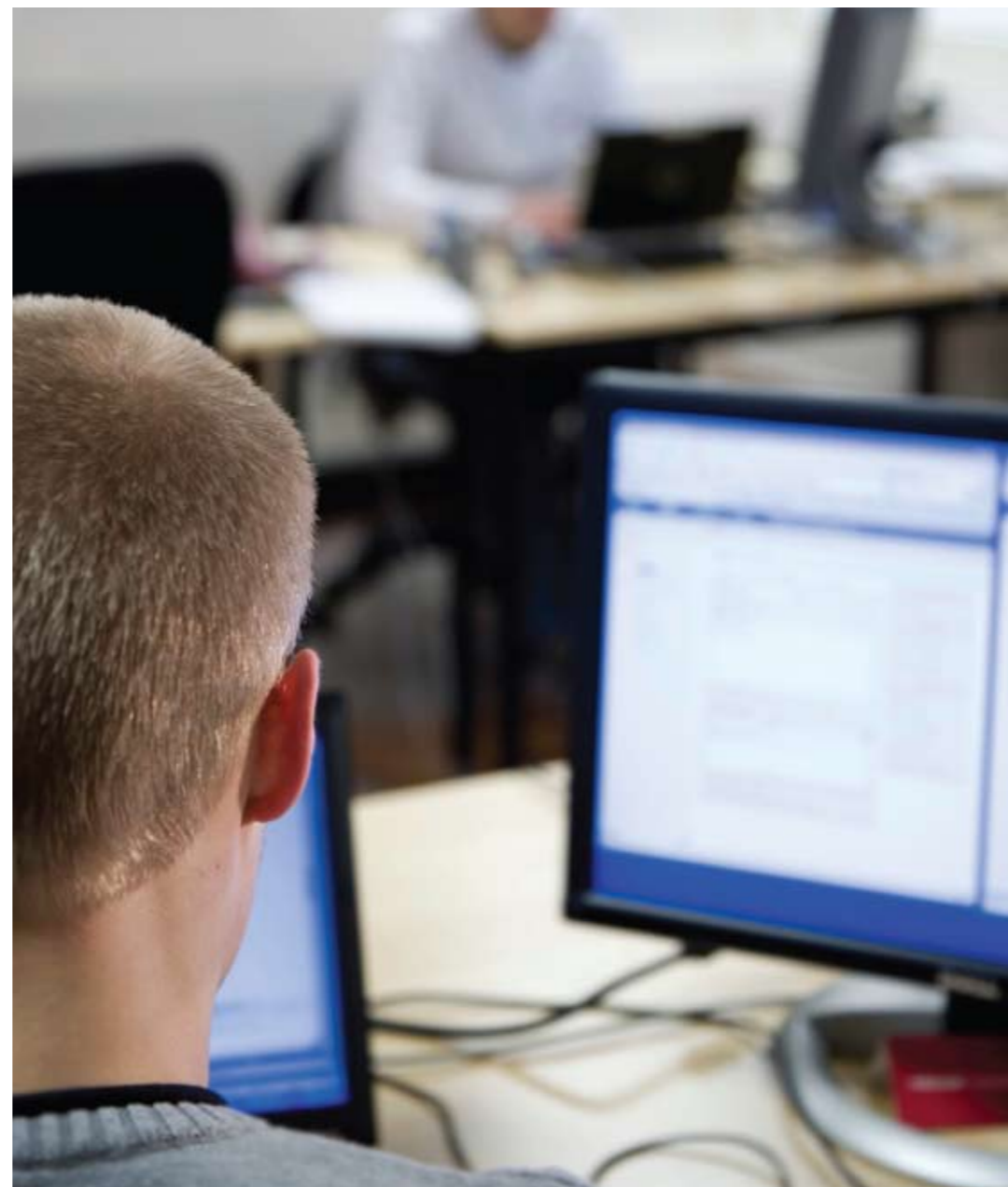
Maxwell's dataFIRST consulting uses operational experience and leading-edge technologies to identify data management opportunities to drive business process improvements. With in-depth industry knowledge, data management expertise, global exposure and a proven track record, Maxwell can mobilize the right people, skills and technologies to help your company improve its performance.

Maxwell consults to a wide range of clients on a variety of data management issues. With capabilities and knowledge that have been established through the years, this experience is invaluable in providing solutions for the most challenging issues facing your company. Maxwell has assisted both big and small clients across a wide range of commodities to achieve higher levels of performance and long-lasting results.

dataFIRST consulting can assist you in any area of data management – even if you just want to know that you are on the right track.

Some of the consulting services provided by Maxwell include:

- Database Design and Implementation
- Data Management Design and Implementation
- Database Architecture Auditing
- Data Auditing
- Capture of Legacy Data
- Advanced Assay Management
- Assay QAQC Auditing



When was the last time you had a 'data health check'?



dataFIRST delivers

- ✓ Affordable pricing that adapts to the solutions you require – why pay for services that you don't need?
- ✓ Fast implementation means that you will be up and running in no time at all
- ✓ Service second to none from a team of dedicated professionals
- ✓ Convenient hosting options that support your database securely
- ✓ Flexible solutions that can grow with your business
- ✓ A partnership built on long term relationships not short term goals
- ✓ Industry best practice data management systems that enhance your options



No matter what your current situation, a comprehensive dataFIRST review will offer you the recommendations and directions to get your data ducks in a row.

The review is an important 'first step' in gaining a clear understanding of your current situation and your future needs. A detailed report after consultation with you, will outline a plan that will secure your data management success.

taking the next step

There are 4 ways to contact us:

1. Complete the enclosed form and fax it to your nearest Maxwell office.
2. Email us at datafirst@maxwellgeoservices.com.
3. Go online at www.maxwellgeoservices.com and complete our online form.
4. Telephone any of the Maxwell GeoServices offices.



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