

Agricultural Information System in the KSA - General Framework for implementation

Riyadh, 8 February 2009

Dr. Sjaak Wolfert, Dr. George Beers, Dr. Hans Vrolijk



Sjaak Wolfert – who am I?

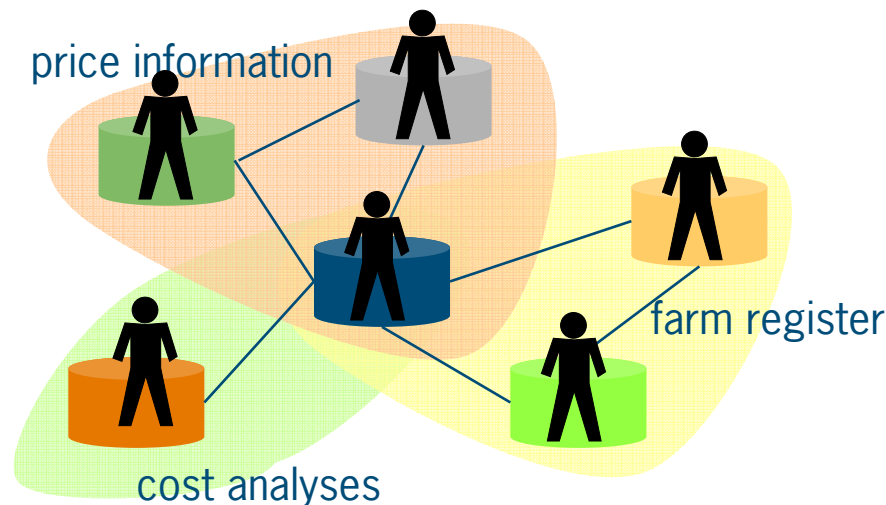
- MSc/PhD at Wageningen University
- 2001 – now: senior scientific researcher at Agriculture Economics Research Institute (LEI-WUR)
 - team leader of 'Management & ICT in Agri-Food Supply Chain Networks'
- 2006 – now: President of the Dutch Society for ICT in Agriculture, Food and the Environment (VIAS)
- 2007 – 2009: President of the European Federation for Information Technology in Agriculture, Food and the Environment (EFITA)

*The story of
the search
for the
chicken with
the golden
eggs*

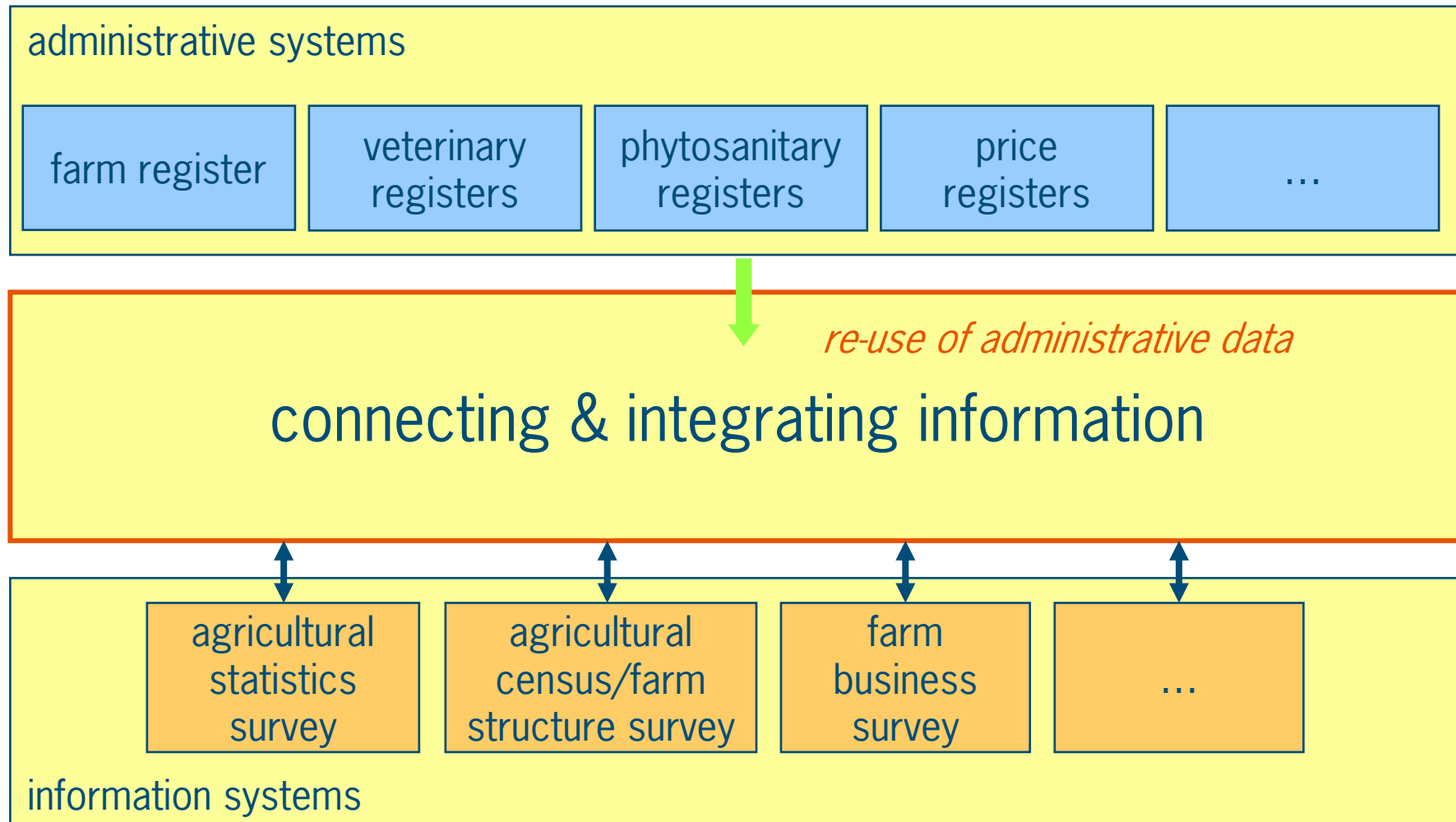


Statement

- developing AIS is not just building complete new information systems but primarily **integrating existing information**, holding a strong **organizational component** → **complex issue**

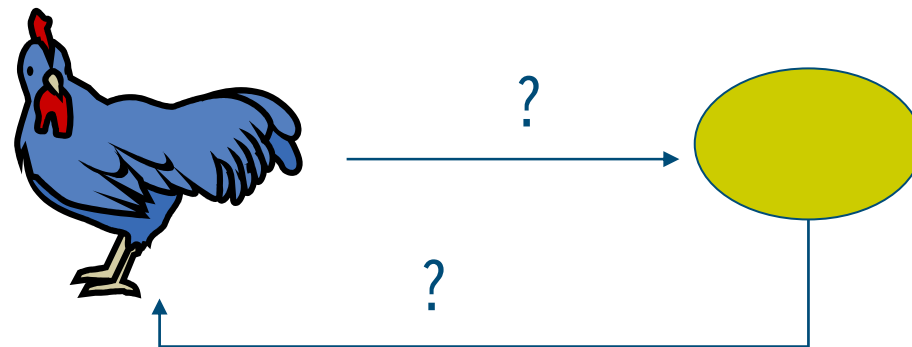


Information Integration



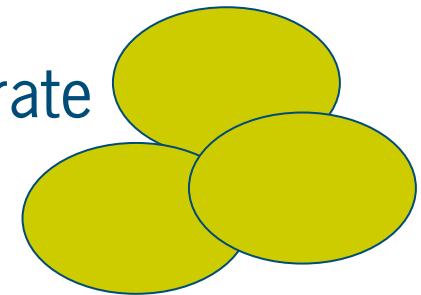
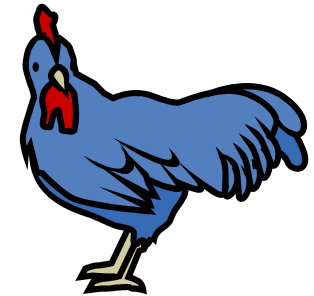
Statement

- developing AIS comprises the dilemma of the chicken and the egg: which came first?

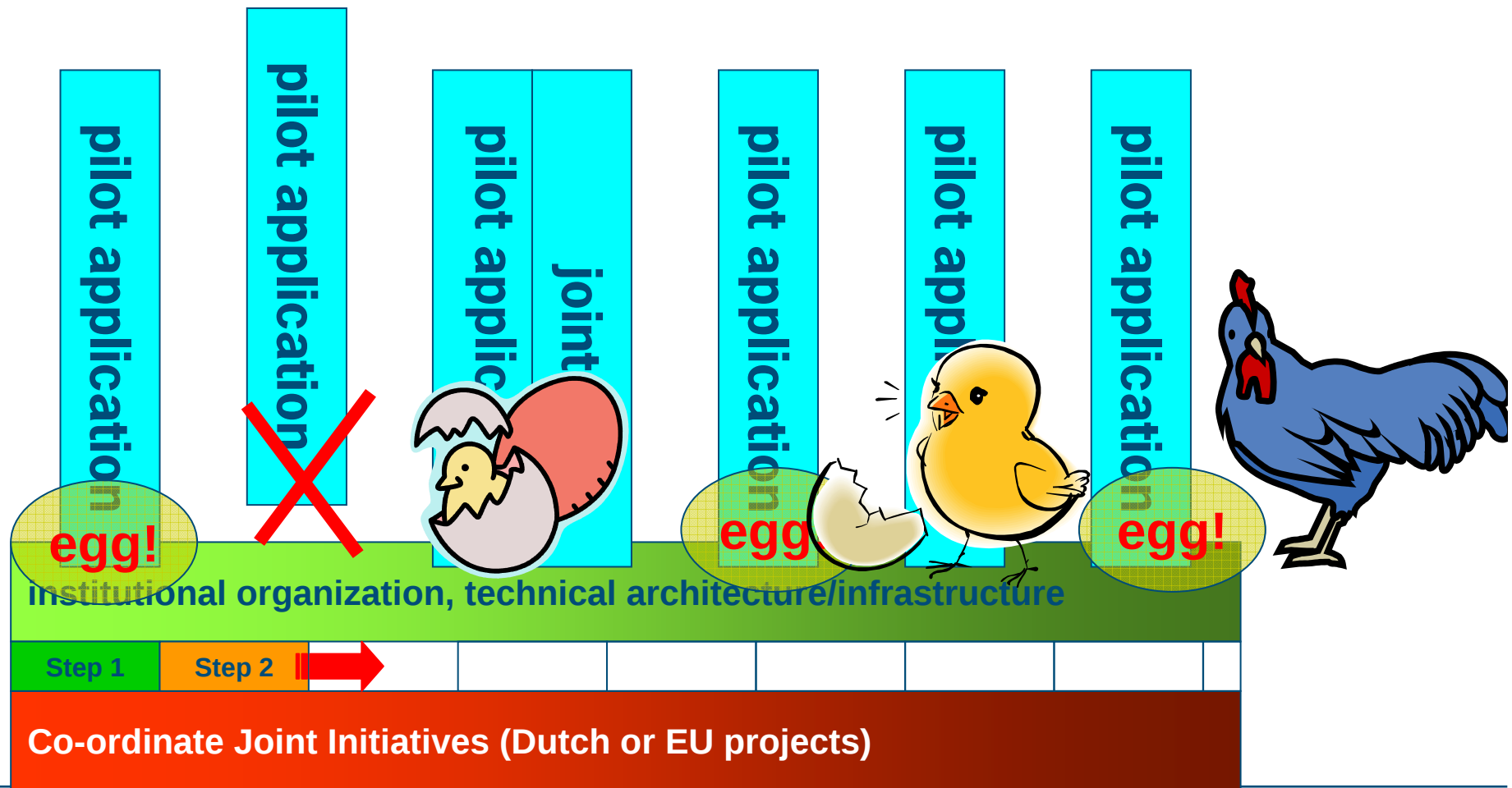


Approaches – pro's and con's

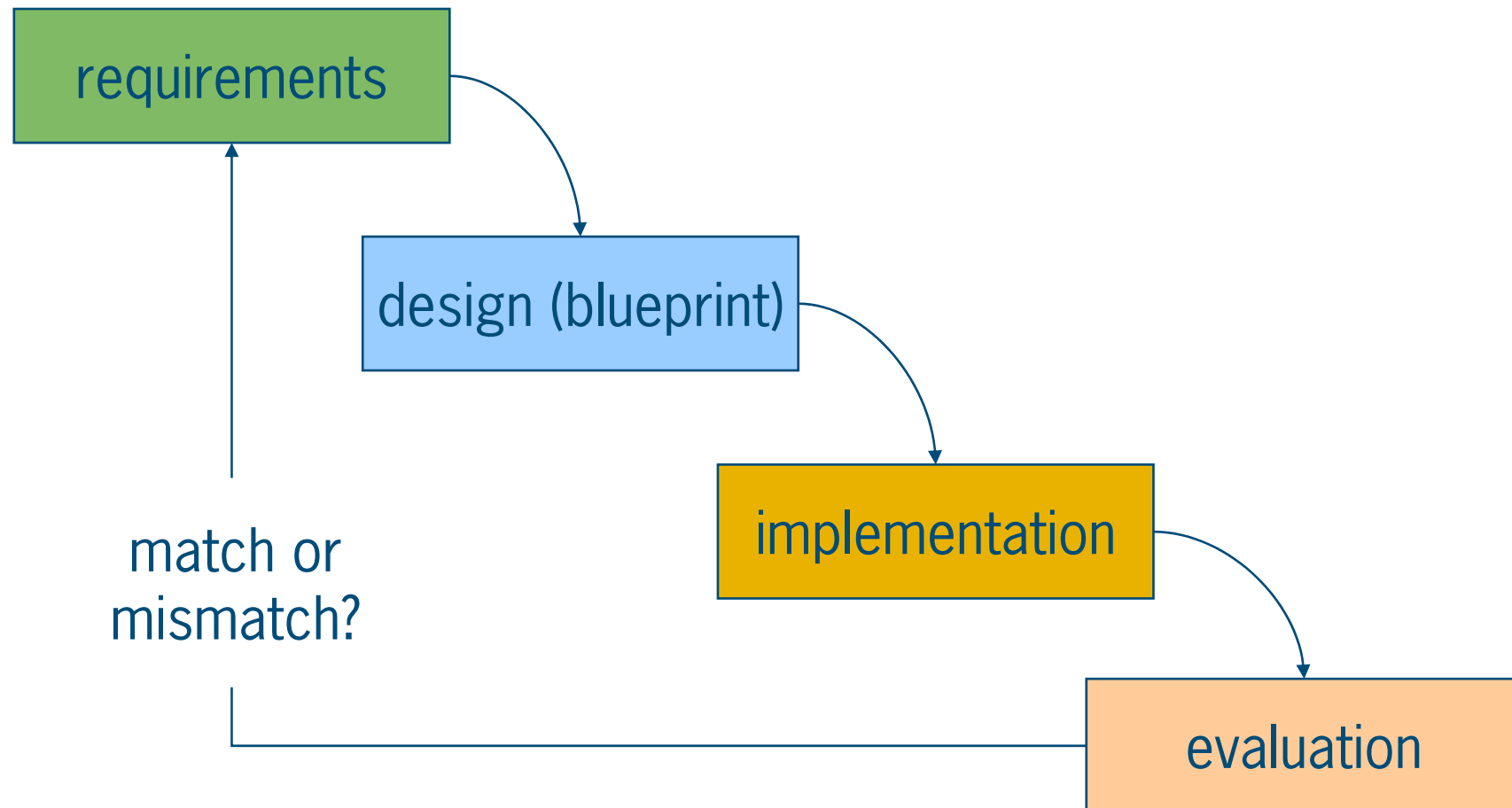
- first develop complete infrastructure, then build applications on it
 - + sound, fundamental basis
 - losing support/commitment from users
 - solutions do not match expectations/needs
- first develop applications, then see if there are commonalities
 - + quickly fulfill needs for small groups
 - solutions are not sustainable, difficult to integrate
 - each time re-invention of the wheel



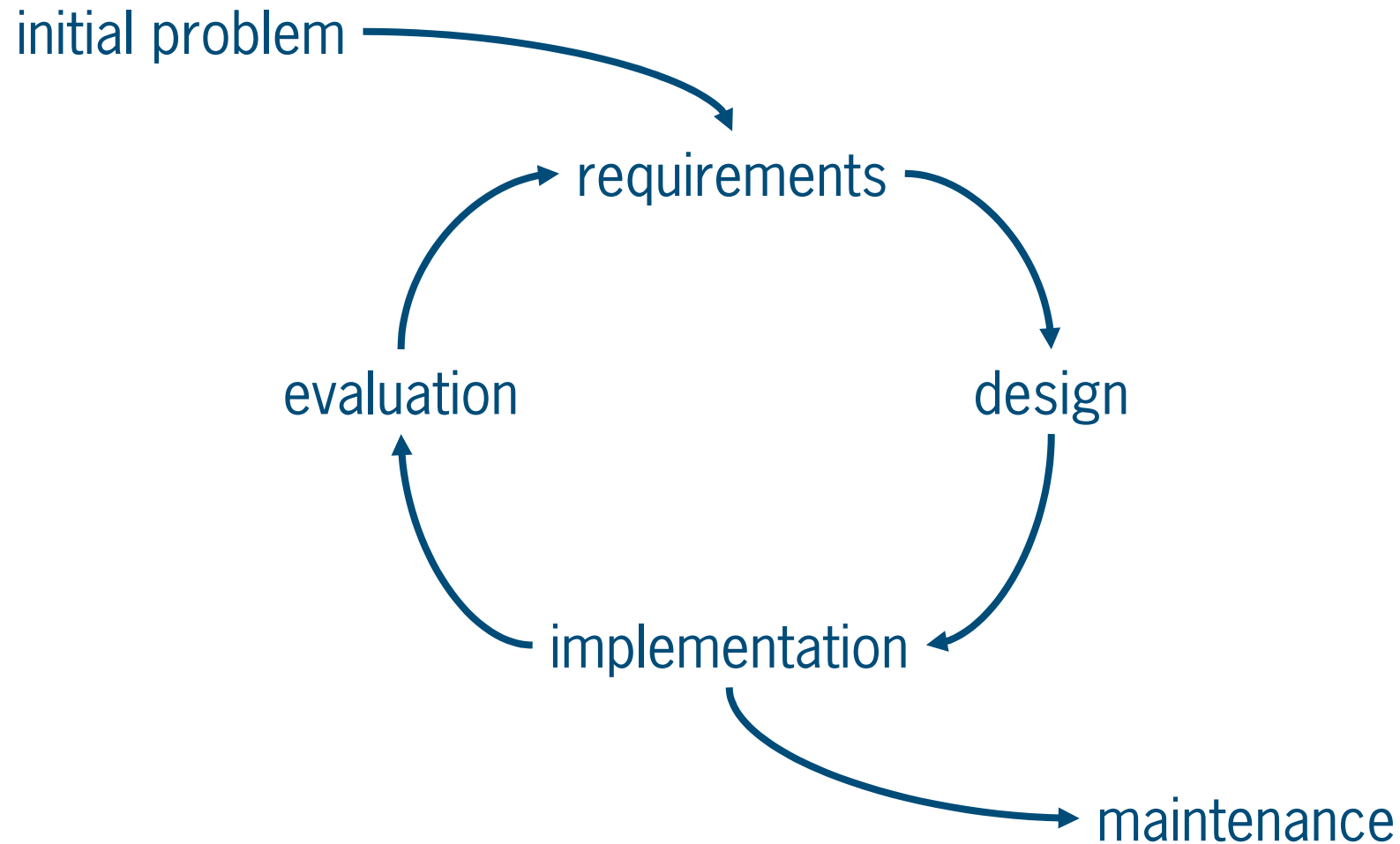
Solving chicken-egg dilemma: a golden egg approach



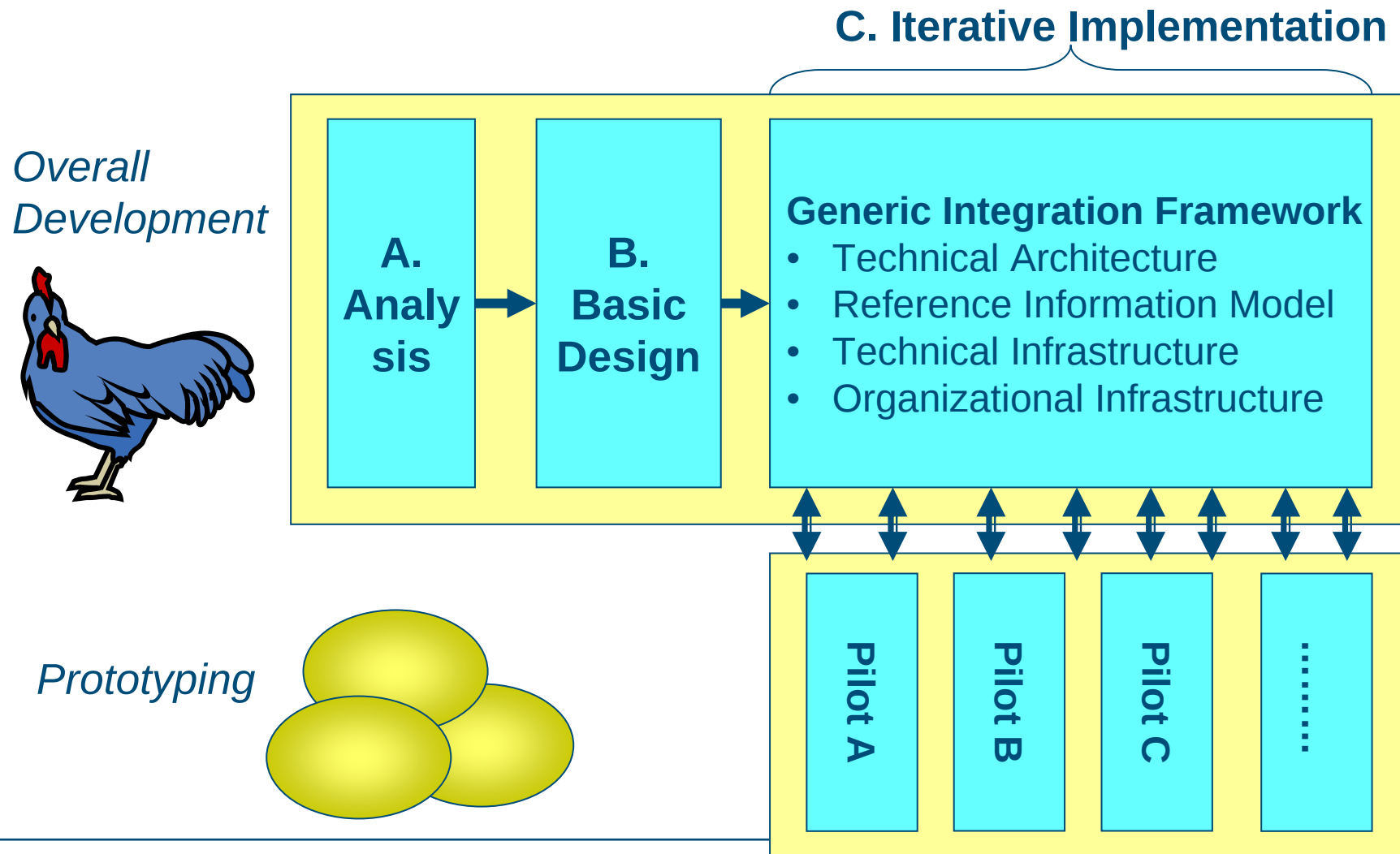
Waterfall approach – possible pitfall



Iterative approach - prototyping



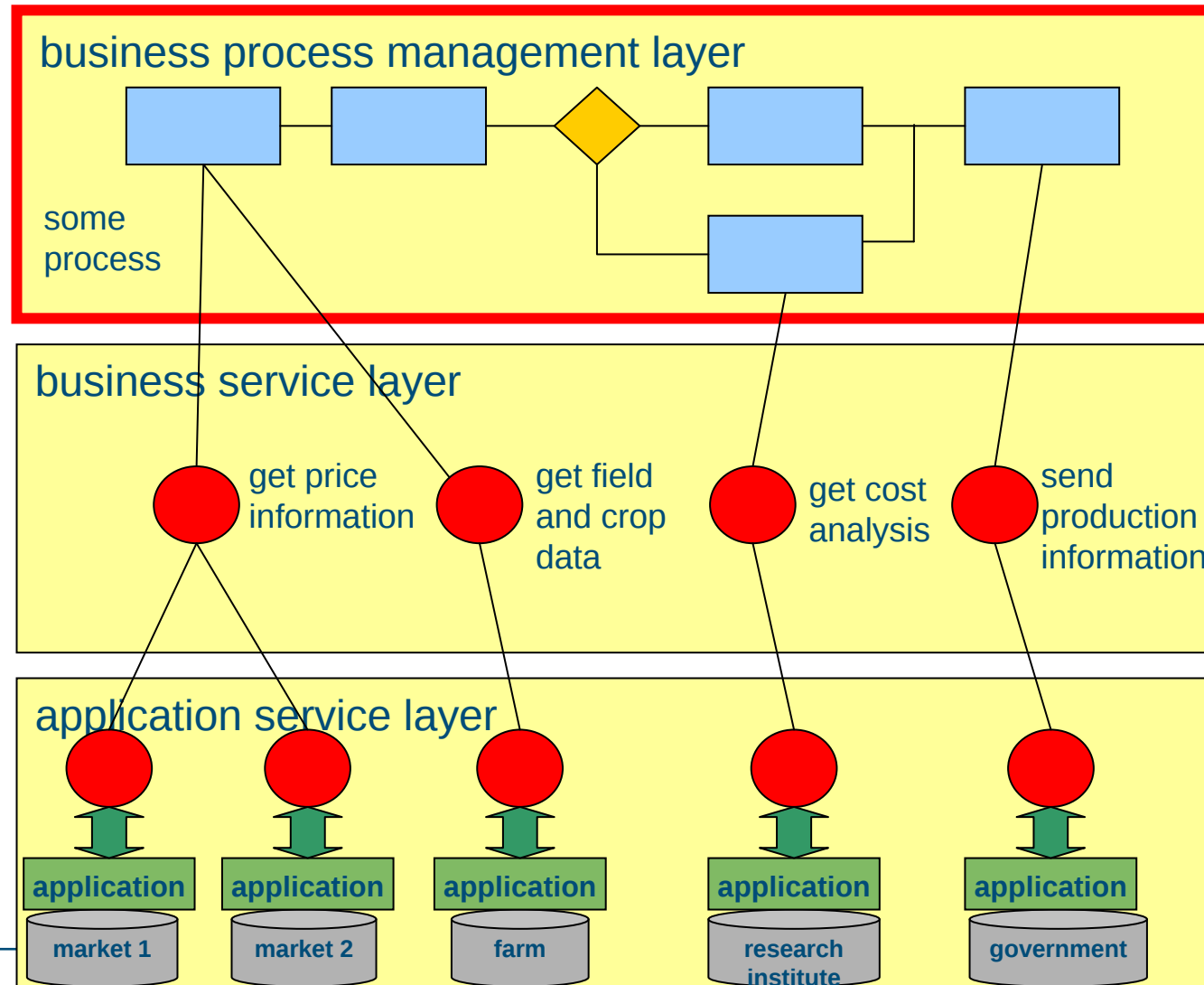
General framework for development



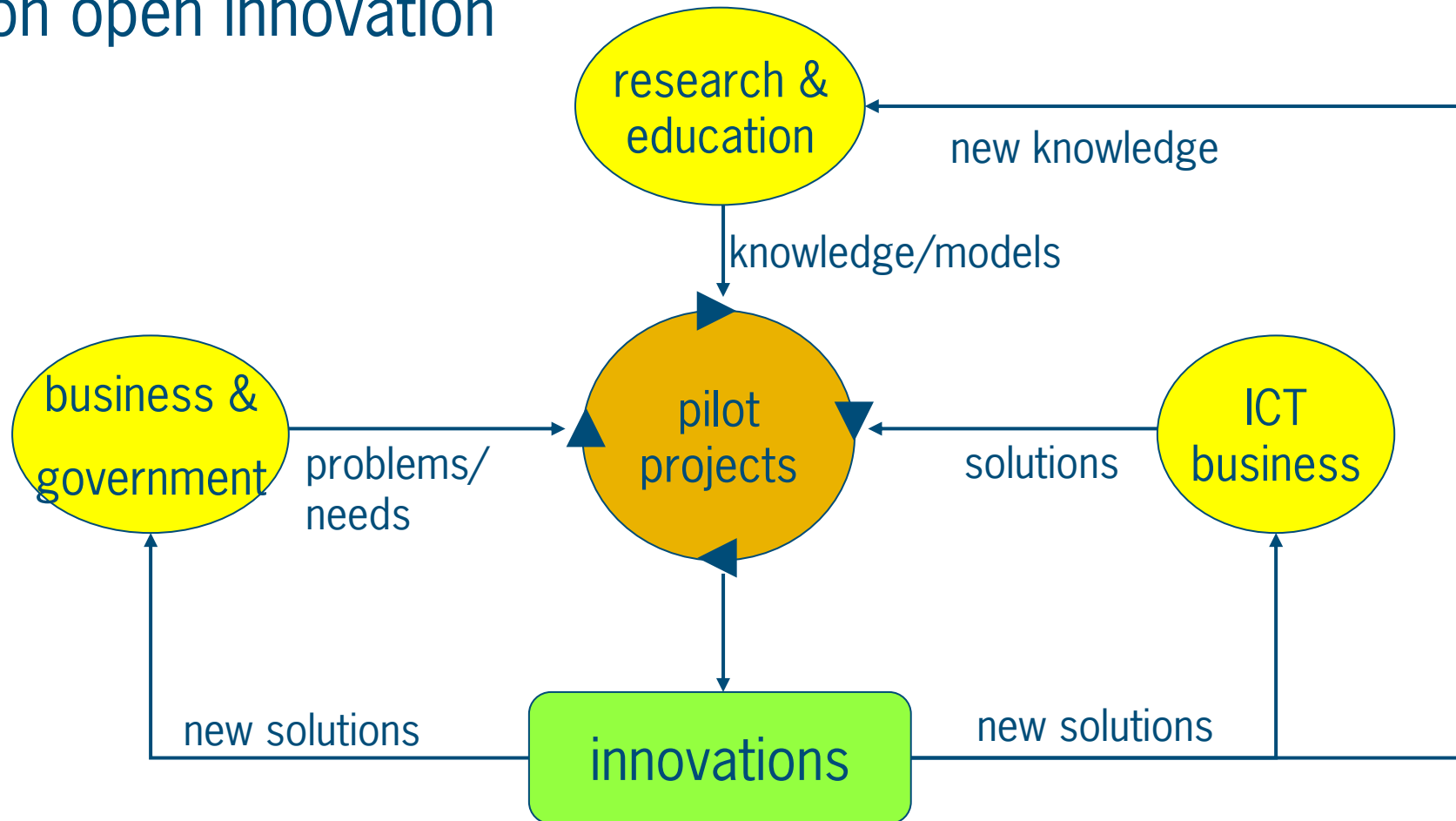
A. Analysis

- Already done at general level during previous missions
 - identified existing information sources/organizations
 - SWOT analysis
 - possible strategies
- To be done: in-depth analysis for three pilots

B. Basic design: architecture



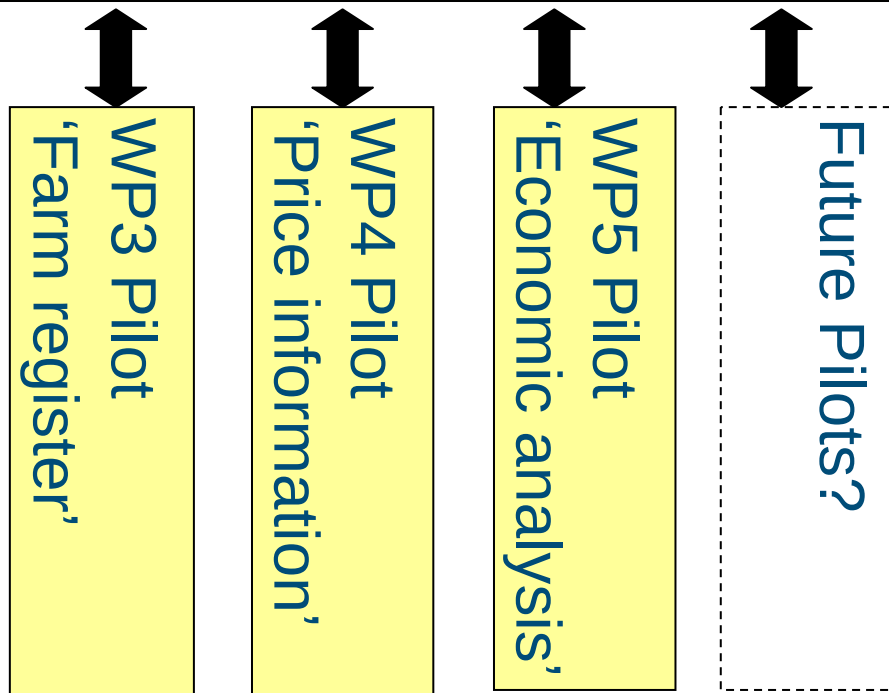
C. Iterative implementation: living lab approach based on open innovation



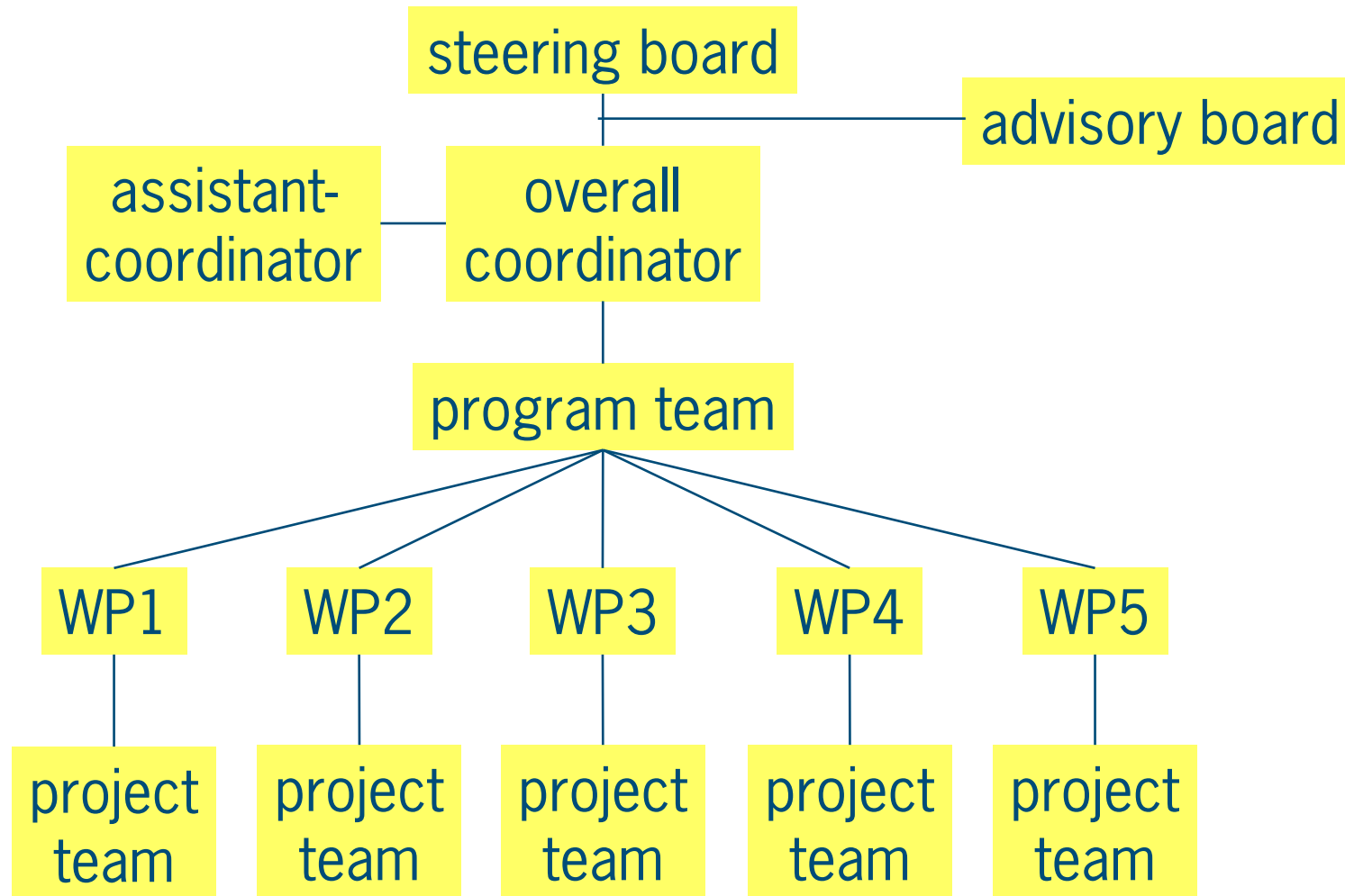
Workplan for AIS in the KSA

WP1 Institutional embedding and organization

WP2 Development of a technical reference framework



Organizational structure



Next steps

This week with representative stakeholders, for each pilot:

- what is the initial problem/objective?
 - who is going to benefit from it?
 - what are the incentives?
- who is going to lead the pilot?
 - what other organizations are involved in development?
- first version of activity plan
- what are the potential risks and how to tackle them?

Later:

- Roll-out of the method that was described:
 - analysis
 - basic design
 - iterative implementation



The chicken with the
golden eggs:
slaughter or bring it to
the market?

Thank you for your attention!

