

Federal GIS Conference 2014

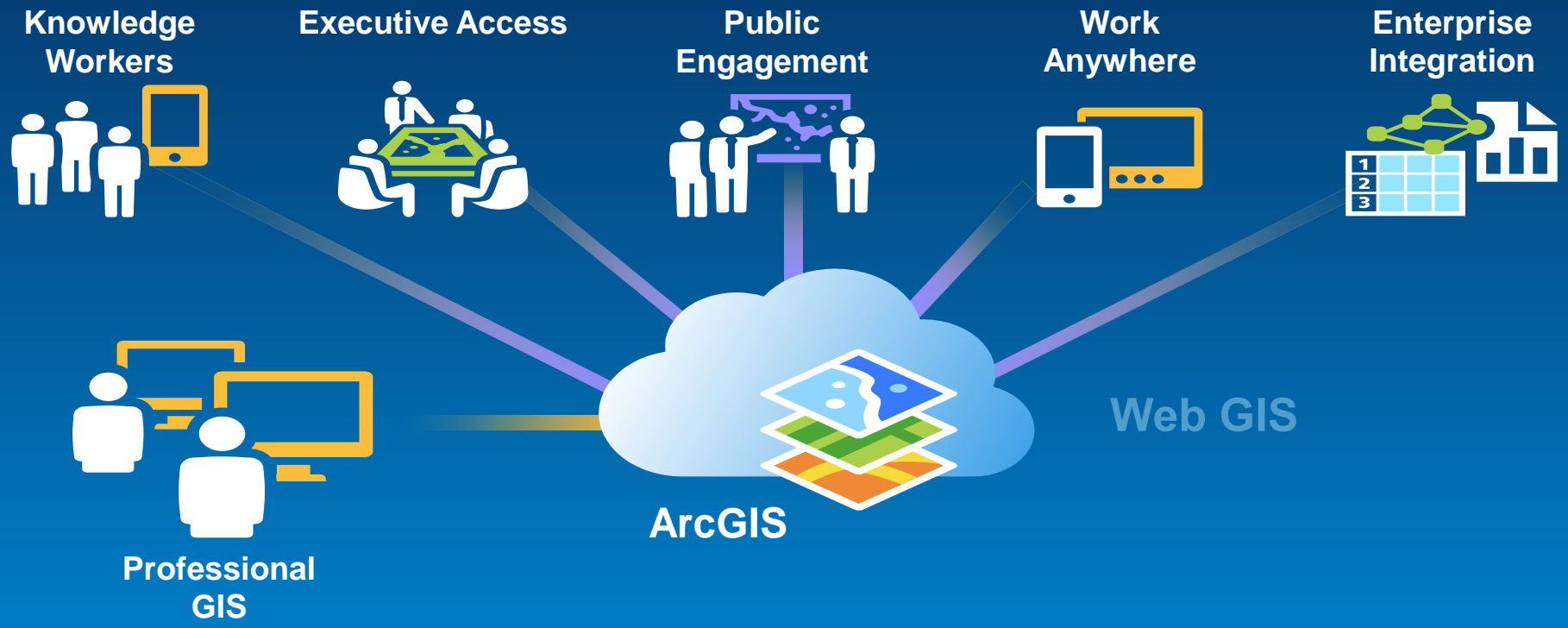
February 10–11, 2014 | Washington DC



# What you Need to Know about Managing an Enterprise GIS Project

Gerry Clancy

Glenn Berger



## ArcGIS Supports the Enterprise

Making mapping and GIS available across your organization

# WHO are the users

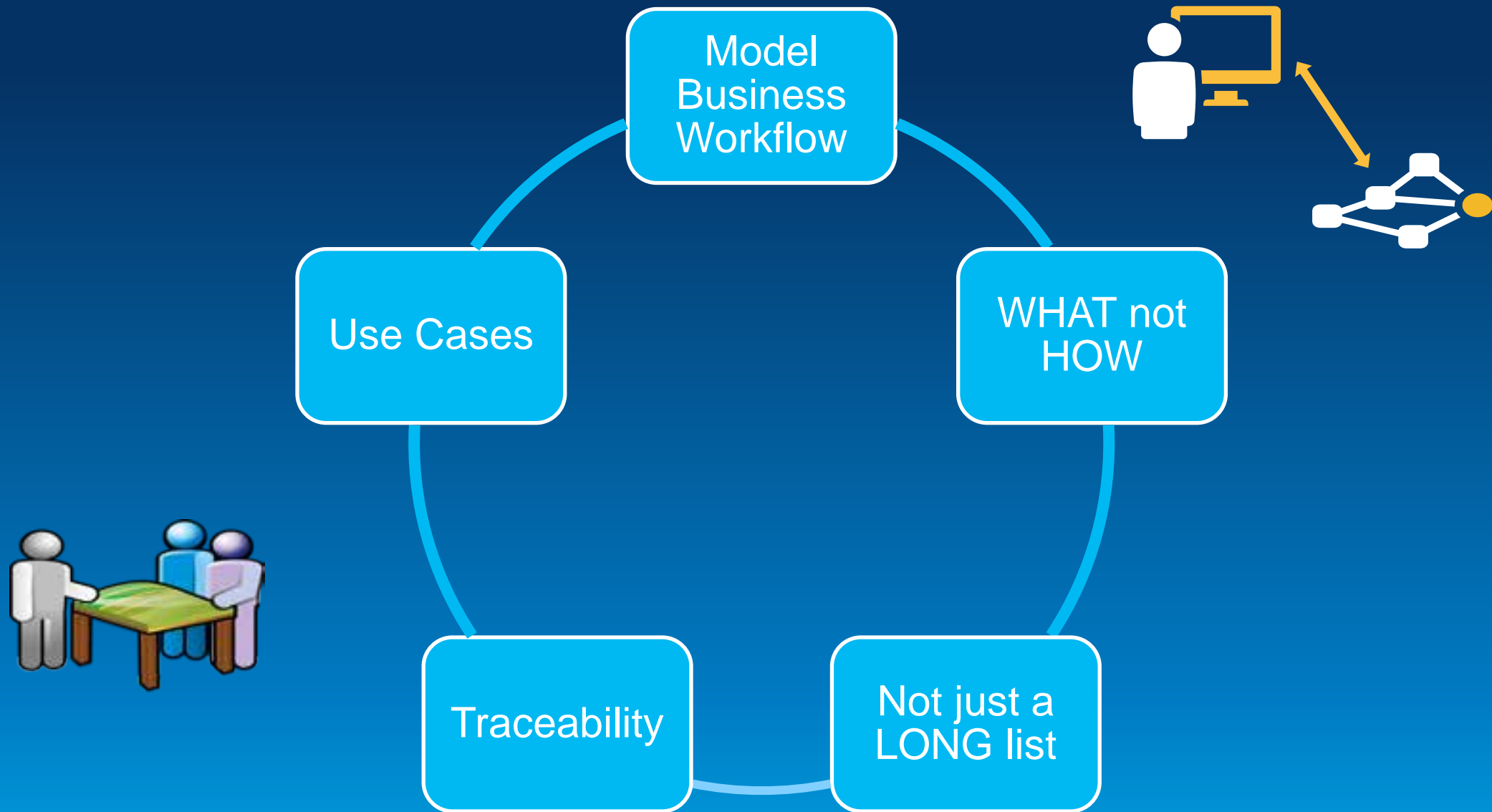
...and their  
business goals



**1**

**Its All about Business Objectives**

Providing value through GIS technology



2

**Requirements, Requirements** | THE most important part of a project

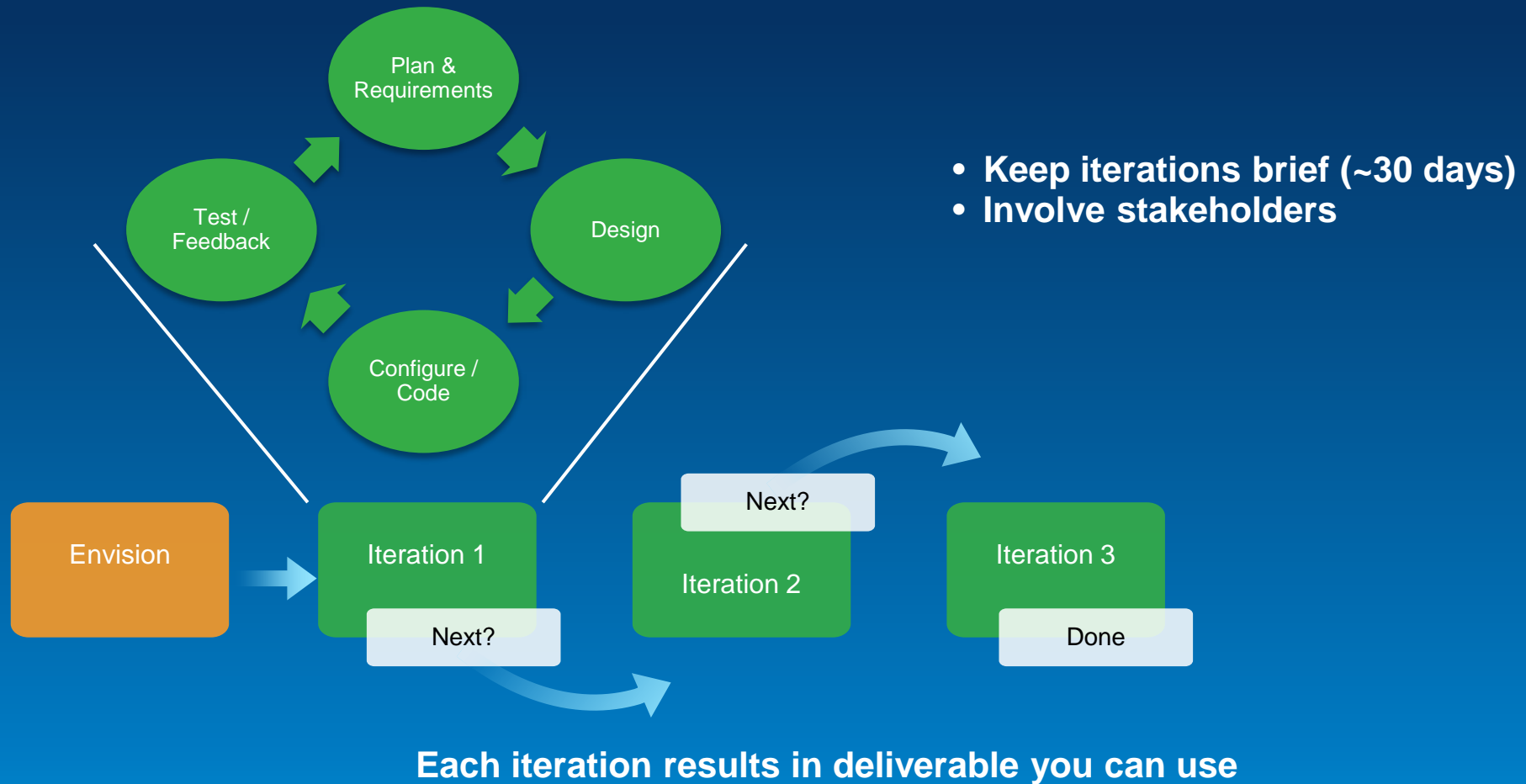


# 3

## Communications Strategy

Upward, downward and across teams





# 4

## Use an Iterative Methodology

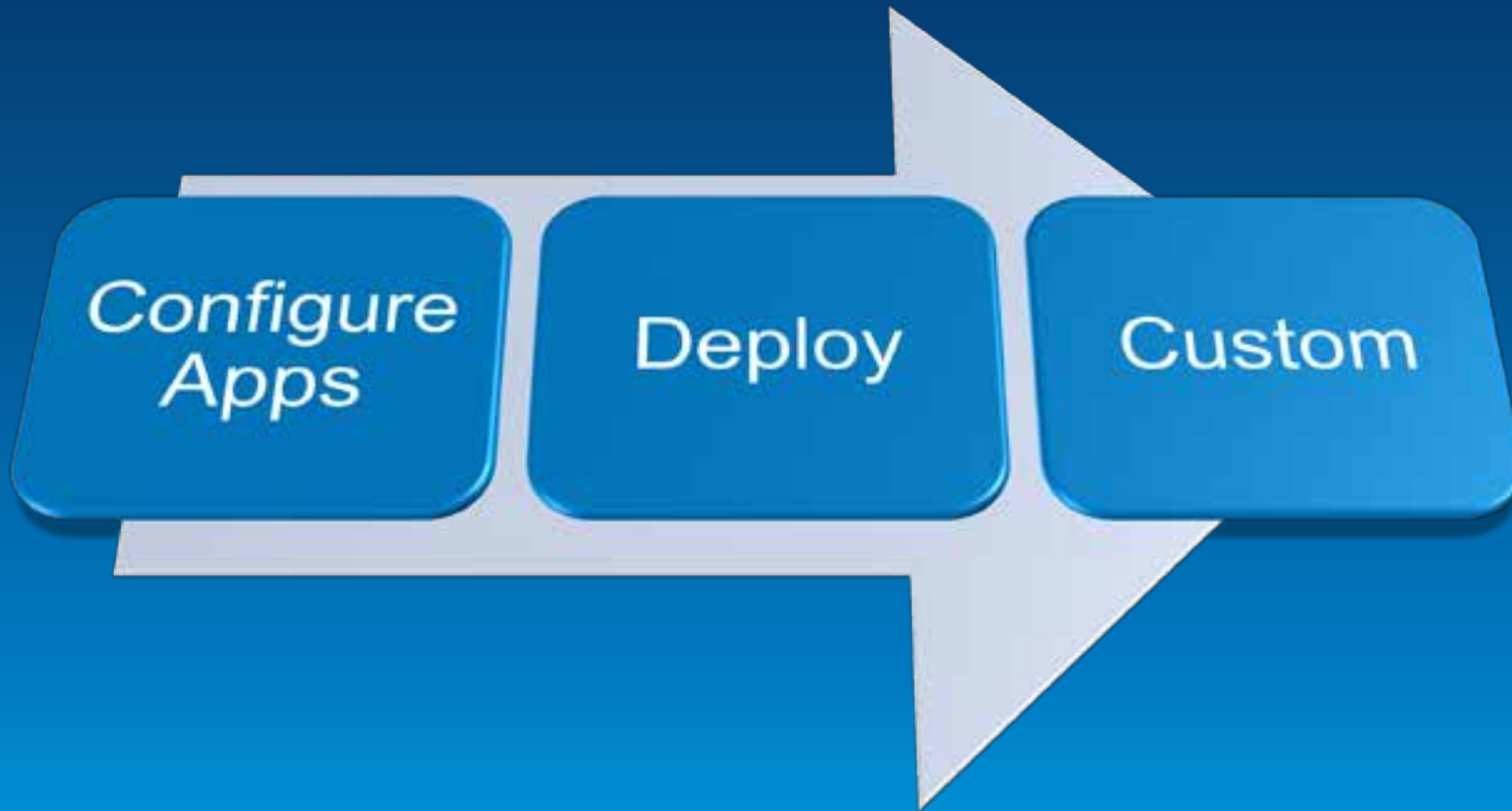
Iterative and incremental method for your projects



**5**

**Stay focused on what is important**

Why do you need it.....focus on key business drivers...don't get lost in the shiny objects....

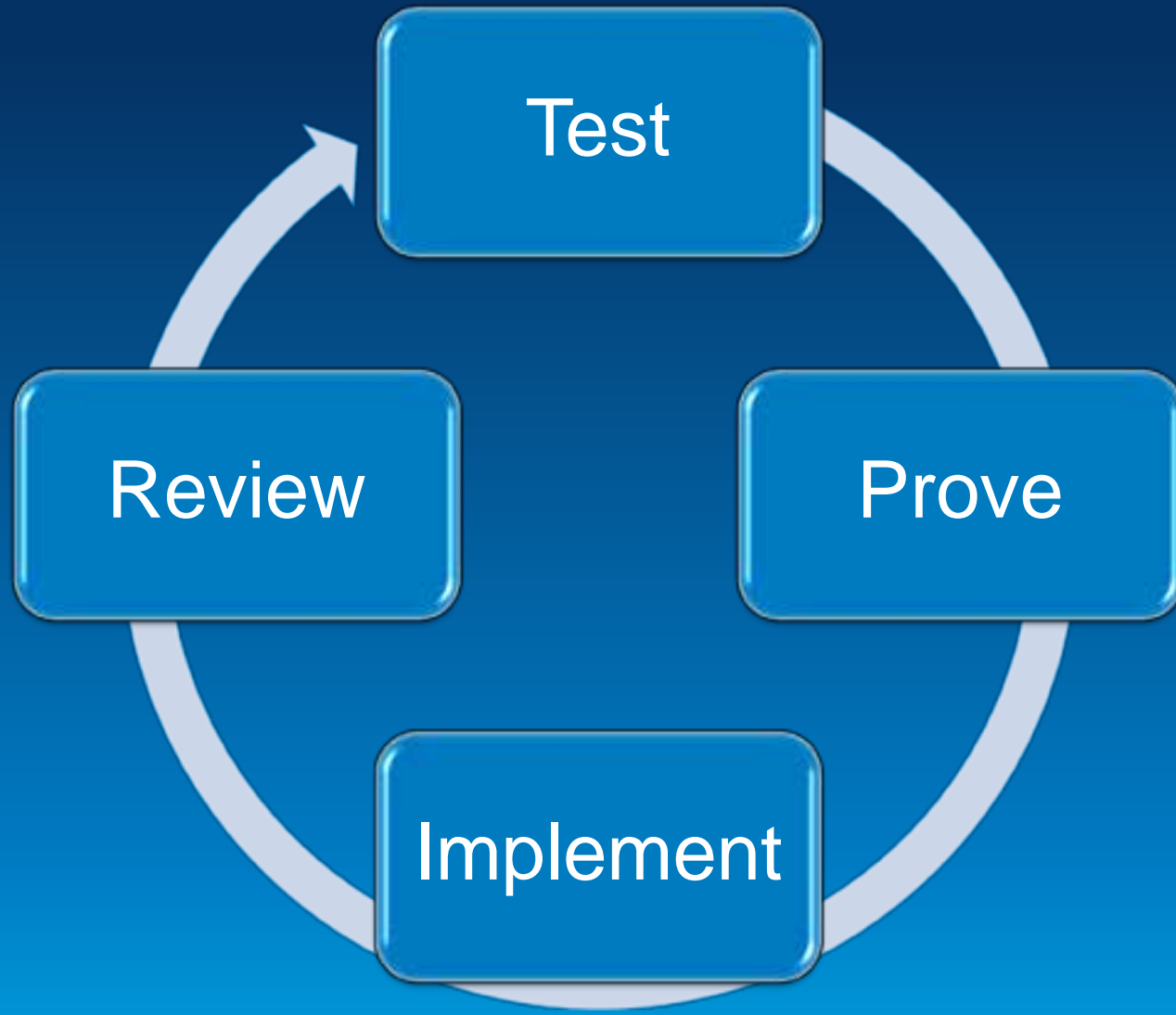


**6**

**Use COTS as Much as Possible**

Reduce risk, accelerate deployment

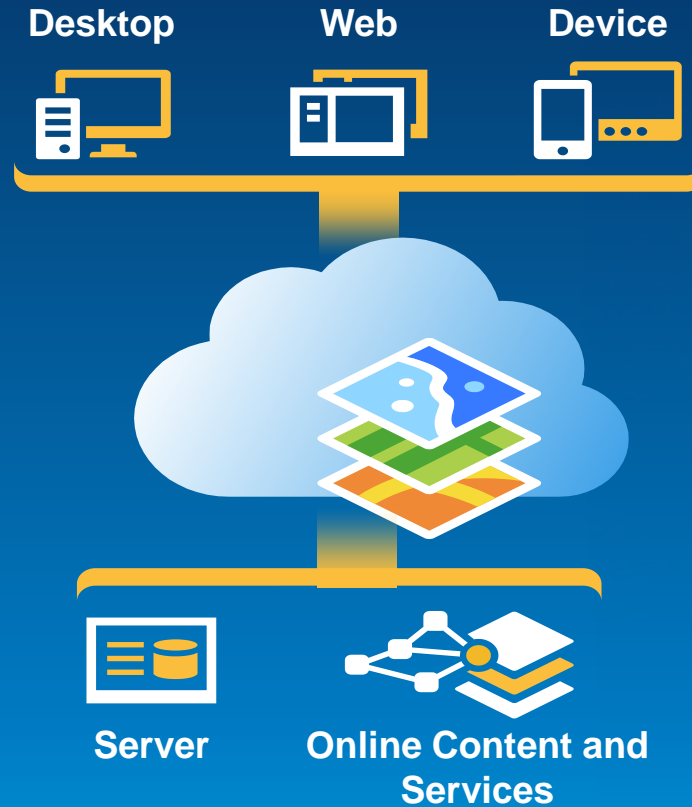




# 7 Complex Systems Require Prototyping

Identify key components that are fail points or non-traditional and PROTOTYPE

# Enterprise systems are complex



8

**Involve IT Team Early**

And keep them involved



# Peer Reviews

## Get users involved early



**10**

**Get Outside Review of Project**

Sanity checks are important

# Managing a Successful Enterprise GIS Project

1. Identify business objectives
2. Requirements, requirements, requirements
3. Communication strategy
4. Use an iterative methodology
5. Stay focused on what is important
6. Use COTS as much as possible
7. Complex systems require prototypes
8. Involve IT team early
9. Manage change
10. Get outside review of project – need sanity checks!



- **ESRI project methodology**

- <http://www.esri.com/services/professional-services/methodology>

- **Business case resources**

- *The Business Benefits of GIS: an ROI Approach*—Outlines case studies and general methodology for doing cost-benefit analysis
- *Thinking About GIS*—Roger Tomlinson
- [esri.com/getting-started/executives/](http://esri.com/getting-started/executives/)

- **Project Management Body of Knowledge (PMBOK)**

- [pmi.org](http://pmi.org)

**Additional Resources**





- ***Software Requirements (2nd Edition)*** by Karl Wieggers, Microsoft Press, 2003
- ***Agile and Iterative Development: A Managers Guide*** by Craig Larman, 2004
- ***The One-Page Project Manager: Communicate and Manage Any Project With a Single Sheet of Paper*** by Clark A Campbell, 2006
- ***Applying UML and Patterns (2nd Edition)*** by Craig Larman, Prentice-Hall, 2001
- ***Use Case Driven Object Modeling with UML*** by Doug Rosenberg and Matt Stephens, Apress, 2008
- ***Agile Development with ICONIX Process*** by Doug Rosenberg, Matt Stephens, and Mark Collins, Apress, 2005
  - [iconixsw.com](http://iconixsw.com)
- ***Software Project Survival Guide*** by Steve McConnell, Microsoft Press, 1997
- ***Writing Effective Use Cases*** by Alistair Cockburn, Addison-Wesley, 2001

**Additional Resources – Books**

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**Don't forget to complete  
a session evaluation form!**

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# Networking Reception

## Smithsonian National Museum of Natural History

Tuesday, 6:30 PM–9:30 PM

Bus Pickup located on L Street

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# Print your customized Certificate of Attendance!

Printing stations located in Hall B  
and the 140/150 Room Concourse.

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# GIS Solutions EXPO, Hall B

Monday, 12:30 PM–6:30 PM

Tuesday, 10:45 AM–4:00 PM

- Exhibitors
- Hands-On Learning Lab
- Technical & Extended Support
- Demo Theater
- Esri Showcase

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