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The Business Case for Mapping:

For What it's Worth - Good Maps Make a Difference

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Overview

- What makes a map good
- Valuing good maps
- The business case for Good Maps

Information Products Versus Maps

- In the world outside of GIS, e.g., your customer's world:

Information Products

- A commodity to be leveraged
- Professionally designed & produced
- Marketed
- Delivered to customers
- Strategically essential

Maps

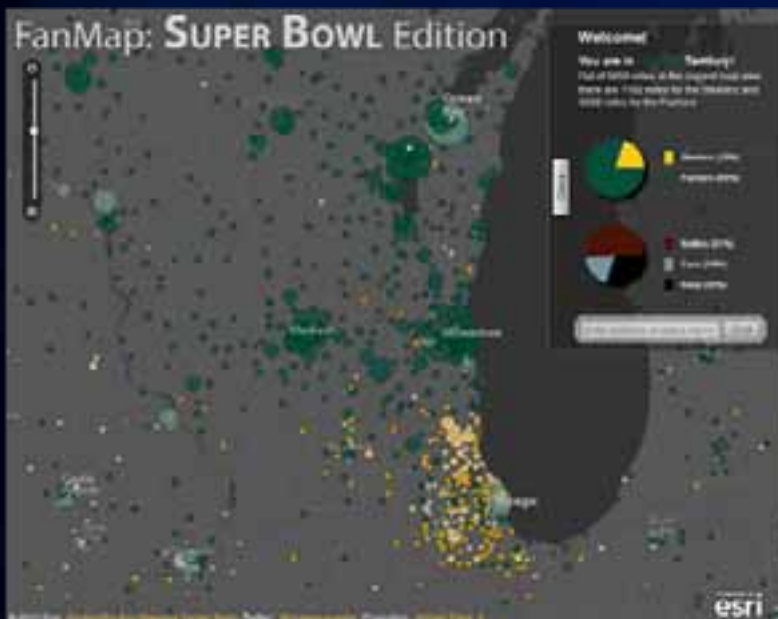
- Often free
- Come from GIS or the art department
- An afterthought
- Proof an organization exists
- Are helpful

Good Maps

- Do something useful
- Are used by all or most people who need them
- Are usually visually appealing
- Are efficient to read
- Leverage the mapmaker's expertise to save every reader from doing extra work
- **Are information products**

Visual Appeal

- Attractive, Organized, Legible, Clear, Focused...



The Data to Information Products Economy

Budget



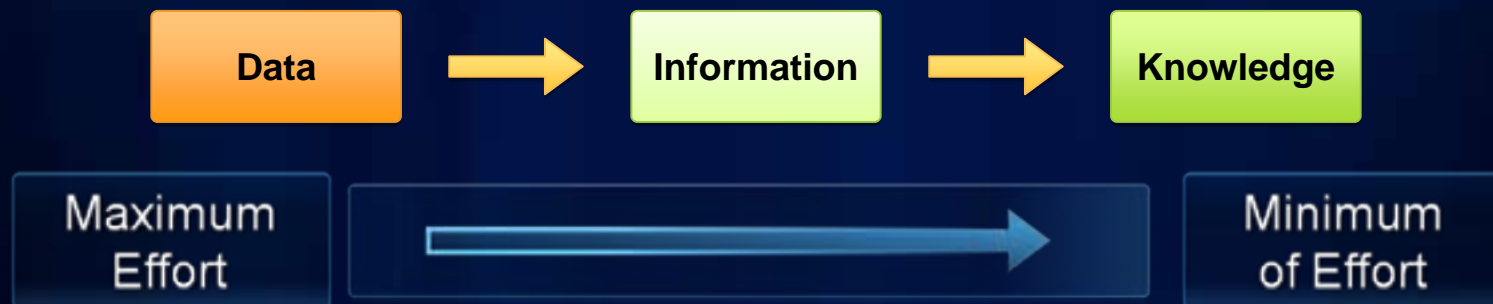
- **Funding approved**
- **Start collecting data and keep collecting until they have vast amounts of it**
- **Organize the data**
- **Get permission to share the data**
- **Publish the data**
- **Make something with the data**

Energy Level



Data Versus a Good Map

- Presenting anyone with data means they must work in order to get value
- A good map eliminates some or all of that work because the mapmaker does it
- The key to understanding:





A Business Case for Good Maps



1.0 Executive Summary

- **Good Maps**
 - Present our valuable geospatial information in useful efficient products.
 - They make our customers feel good about paying us to produce and manage this information.
- **With Good Maps we go an extra step for our customers by interpreting, summarizing, and tailoring our information for specific uses. We apply the expertise, so they don't have to.**

1.1 Issue

- **Our geospatial information is used by our customers who are professionals and decisions makers. They must be able to assimilate this information, often quickly, in order to do their jobs.**
- **Simply drawing our geospatial information with default symbols and not using the services of product designers, cartographers, domain experts, and information management specialists results in lost time and misinterpretations by our customers.**
- **The current economy doesn't allow us the luxury of taking that chance and losing a single customer**

1.2 Goals

- **Our customers will get their work done faster and with fewer errors by using Good Maps**
- **Good Maps are reusable**
 - They can often be reproduced for much lower costs than initial production
 - Results in long term production efficiencies
 - Our customer base will grow and learn to demand what will become standard Good Maps products.

1.3 Risks and Alternatives

- **Staffing Expertise:** subcontract if we do not have it.
- **Process Improvement and Efficiency:** Learning as we go requires choosing initial projects that are not overly complex
- **Understanding Customer Requirements:** Learn what our customers want to do, how they think about that job, and verify that we understand them by frequently demonstrating progress.

1.4 Present to Stakeholders for Approval

- **Show our Corporate/Senior Management/Directors what Good Maps can do for our customers.**
 - Show the maps
 - Explain the rationale for why they will be successful
 - Justify the need versus what is currently available
- **Propose the production process**
- **Present the marketing/product promotion plans**
- **Describe the risks and competition**

Thank You

- Questions



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