Developing and Marketing an Effective GIS Technology Strategy

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Identify the current GIS climate

- Gauge the Maturity level
- Study Architecture
- Study Information and Workflow Patterns
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Information in Silos

Enterprise Architecture
Identify the current GIS climate

- Gauge the Maturity level
- Study Architecture
- Study Information and Workflow Patterns
Identify the drivers of change

- Is there a Vision? Sponsors, champions?
- Are the functional departments engaged?
- What are the barriers to free flow of information?
- What is the funding climate?
Develop a GIS Strategy
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- Develop a Baseline
- Engage Stakeholders
- Needs Assessment/Requirements Gathering
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Value proposition in 10 minutes or less

- Cost Savings from Greater Efficiency
- Better Decision Making
- Improved Communication
- Better Record Keeping
- Managing Geographically

Invite
Inform
Interact

Set goals and deliverables

- Assign tasks such as requirements gathering
- Engage in Pilot projects
- Solicit their Feedback
- Acknowledge involvement - newsletters

Success is measured not in what you are doing.....
but in what THEY know you are doing
Develop an Implementation Plan

- Develop a Platform/Vision
- Architect
  - Business workflows
  - Information workflows
  - Technical workflows
- Strategic partnerships
  - IT support team
  - Senior Leadership
  - GIS evangelists/early adopters
Plan for the long haul!

- Plan for when things go wrong..
  - Change management
  - LOS during migration
- Plan for hiccups/failures
- Feedback mechanisms