

# LOCALIZE THE PROBLEM

HOW A WEBGIS ENVIRONMENT IS ENABLING THE SOLUTION

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# Outline

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1. What's the **problem** we're trying to solve for our customer?
2. How a GIS-based server environment helps to get us closer to **solving** this defined issue
3. How Esri products are enablement tools
  - SMP, Business Analyst, Network Analyst, Tapestry Segmentation
4. How business is **leveraging** Portal for ArcGIS to make data driven decisions
5. **Summary and Future Vision**

# Business Problem

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- **As Cigna's business is shifting to a local market approach, how can analytics provide location-based insights?**
  - **Deeper understanding of:**
    - **Market and local characteristics**
  - **Develop more relevant business strategies for:**
    - **Established business growth**
    - **Customer/ client retention**
  - **Define new business opportunities**

# GIS Environment

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- **What they are using**
  - Portal for ArcGIS 10.4
  - WebMaps
  - Esri Product Outline
- **How they are using it**
  - Self service tool to understand the nuances of their marketplace
- **Why they are using it**
  - Create location-based insights to define growth opportunities, develop strategies, and execute operational support

# Enablers—ESRI Products Leveraged



- **Street Maps Premium**
  - Drag and drop current and prospective customer list
  - Visualize and assess location and access to care and services
- **Network Analyst**
  - Visualize medical care facility/ services and provider distribution
  - Geographic access for customers within market
- **Business Analyst**
  - Evaluating customer growth opportunities and client prospecting
- **Tapestry Segmentation**
  - The *residential neighborhood* factor—provides lifestyle and preference information for current and potential customer in an effort to better understanding their needs and challenges

# Summary

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- **Business users now have the ability to create location-based insights and make decisions in a new way they were not previously able to**
- **How did we get here**
  - 1. Building a strong business case for geospatial based insights within enterprise**
  - 2. Establish key business partners/ champions to help establish value**
  - 3. Creating an environment where geospatial insights are “need to have” instead of “nice to have”**
  - 4. Strong partnership with IT**
  - 5. Hands-on training and facilitation during ramp-up for successful business adoption**
    - **Resources to training the stakeholders on the tool and how to think geographically**

# Next Steps

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- **Future vision of geospatial server environment includes**
  - To continue collaboration with the business to add additional data, maps, and apps
  - Collaboration with IT to establish “live” authoritative data available to all
  - Growth of infrastructure and tools to better support the technology and larger scaling efforts
- **Employ advanced analytic insights—self service capabilities**
- **Communicate measures of success within organization**
  - Defined as when business begins to leverage self-service web map capabilities and applications to achieve greater success and drive greater value to their markets