Identify the Location Value in Your Business

Steven Temmermand

You came to a session about value

value

It’s a value sandwich

Identify value → Use technology → Receive value

Why? Because geography can transform.

Business outcomes

for your organization

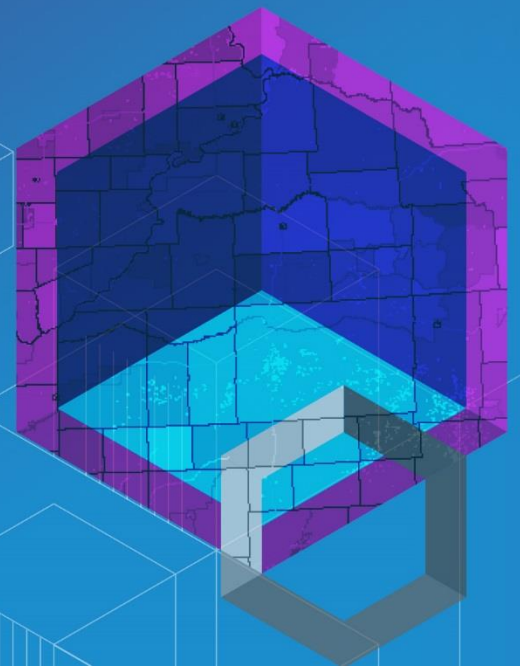
What you get:

1) An approach to identify the location value

2) An understanding of why value is important

3) Resources to help you

My contract to you

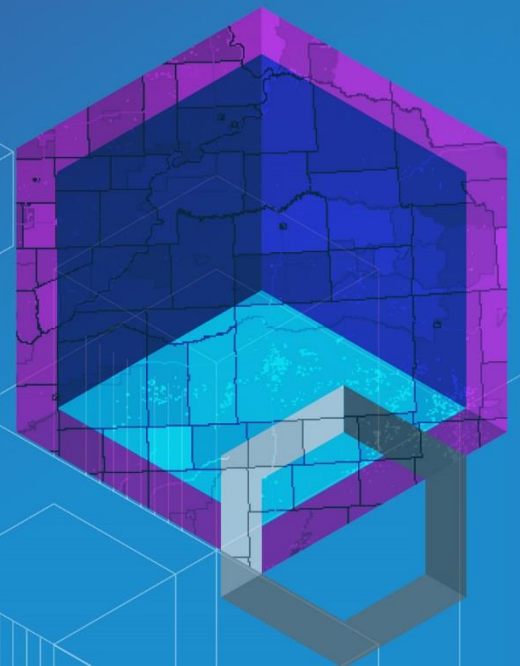


Session description

- **Realizing a location strategy using the ArcGIS platform has significant potential but needs to be strongly defined by, and aligned with, the organization's business. This session outlines a Location Value Assessment approach to undertake a strategic review to broadly assess your organization by identifying, evaluating, and prioritizing the value that location information and spatial analytics can add to your business. This Location Value Assessment approach enables organizations to define which maps and apps can make a real difference.**

Location strategy	Business alignment	Location Value Assessment approach	Identify, evaluate, and prioritize

Location strategy



Word association activity

- What word or phrase comes to your mind when you hear location strategy?

What is a location strategy? Vanilla definition.

Strategy = a high-level plan

Location strategy = a high-level plan to use location information and spatial analysis

What is a location strategy? Fudge ripple definition.

Location strategy – is a vision and understanding which motivates organizations to use an approach for adopting Web GIS across an organization

- Vision – it is a commitment to proactively use location as a frame of reference for understanding the work you do
- Understanding – it is knowledge of the relevance of geography, its desired uses, and the business value of location information and spatial analysis to the organization
- Approach – it is a roadmap to incorporate location information and spatial analysis to effectively focus your people, resources, and capabilities through targeted maps and apps
- Organization – it is implementing the vision, understanding, and approach across an organization to gain insights, make decisions, and take action
- Web GIS – it is a technology pattern that enables every employee and contractor to easily discover, use, make, and share maps from any device, anywhere, anytime

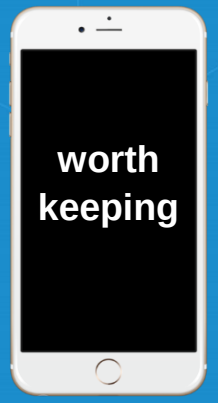
Location Strategy

- Data and Technology
- Vision and Leadership
- Understanding How GIS Contributes
- Planning and Governance
- Apps That Are Relevant
- Good People

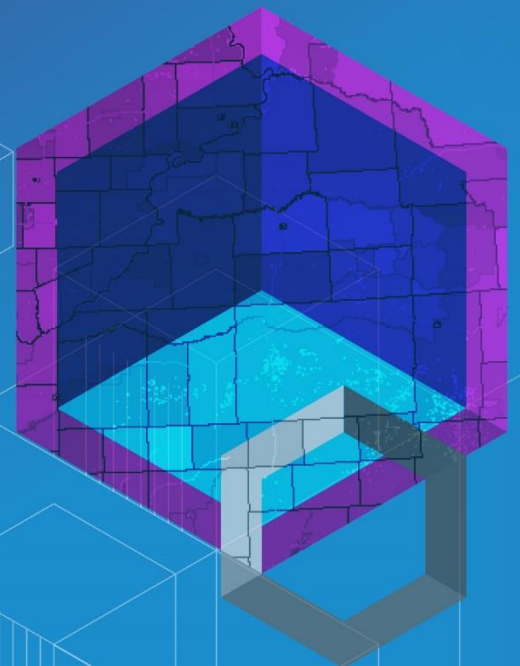
Recommended Session: Defining and Driving a Location Strategy

- Wednesday, June 29
- 10:15 AM – 11:30 AM
- Room 05 B
- San Diego Convention Center

- This session presents an approach you can use to champion a location strategy in your organization and unlock the power of your ArcGIS platform.



Business alignment



Ask the audience

- What happens if you do not have business alignment?

How well suited is your GIS to meet business needs?

High

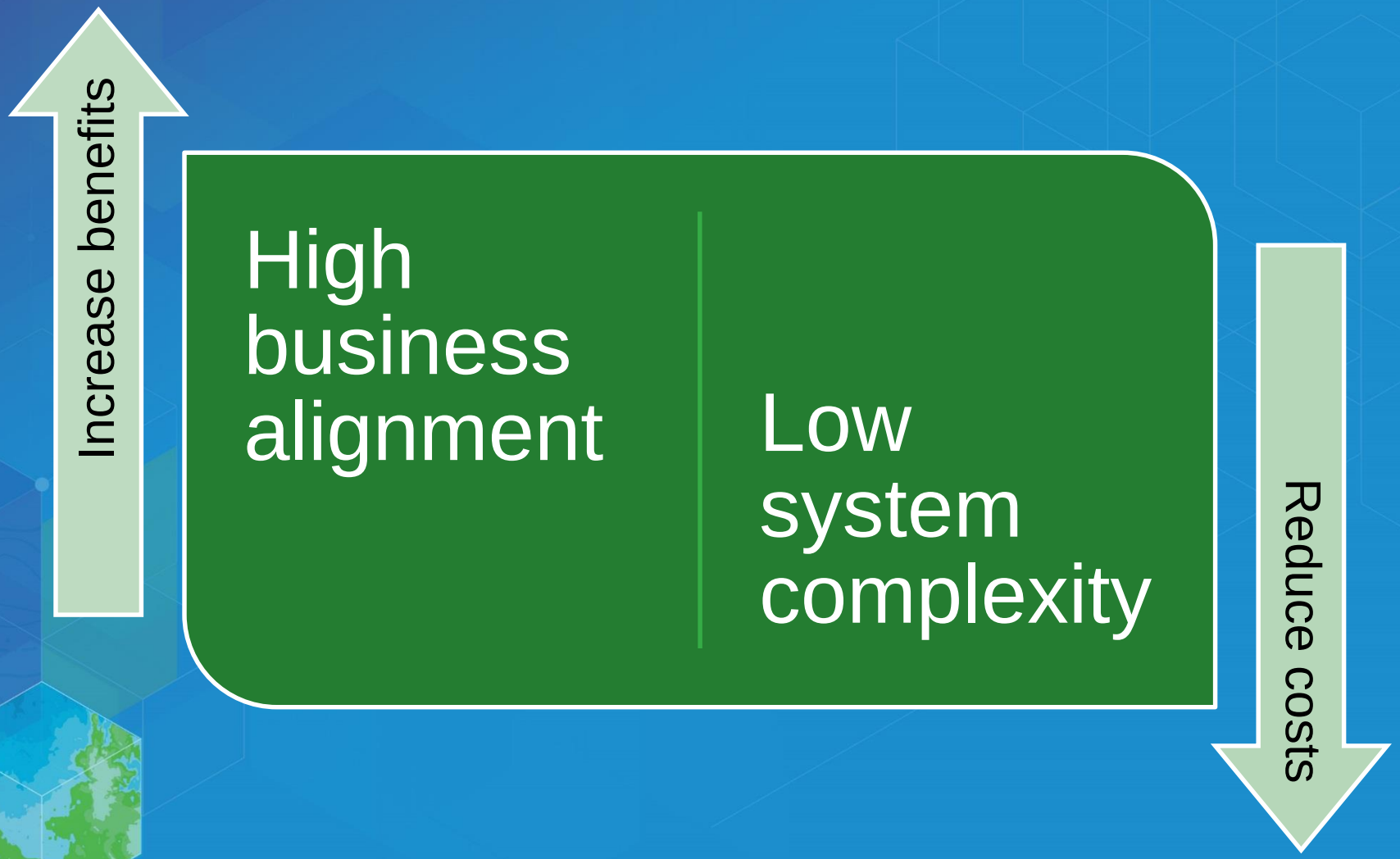
Good

Business alignment

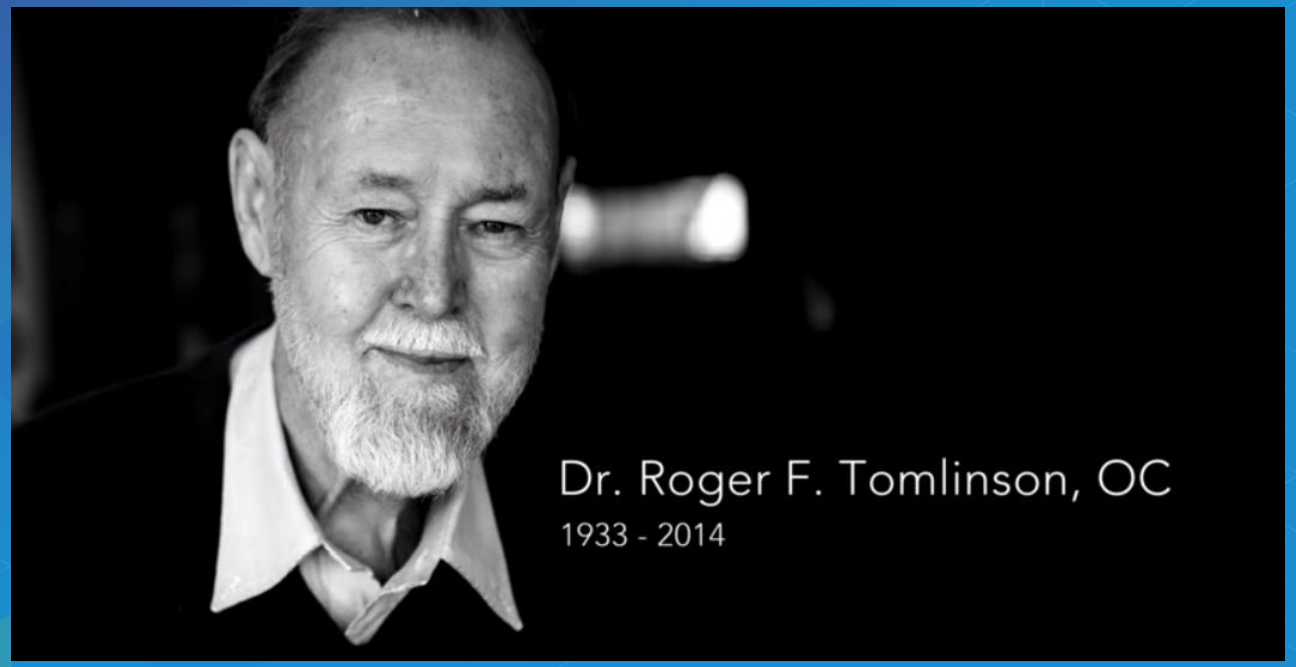
Low

Bad

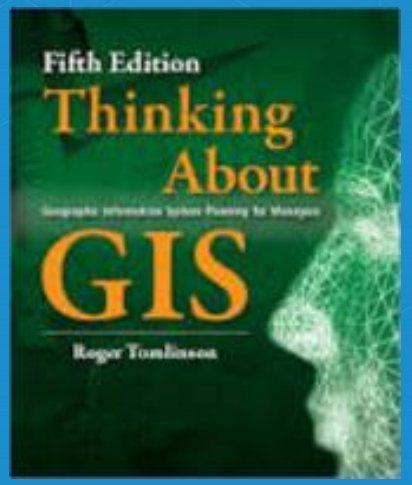
Goals of enterprise architecture



Dr. Roger Tomlinson, the father of GIS

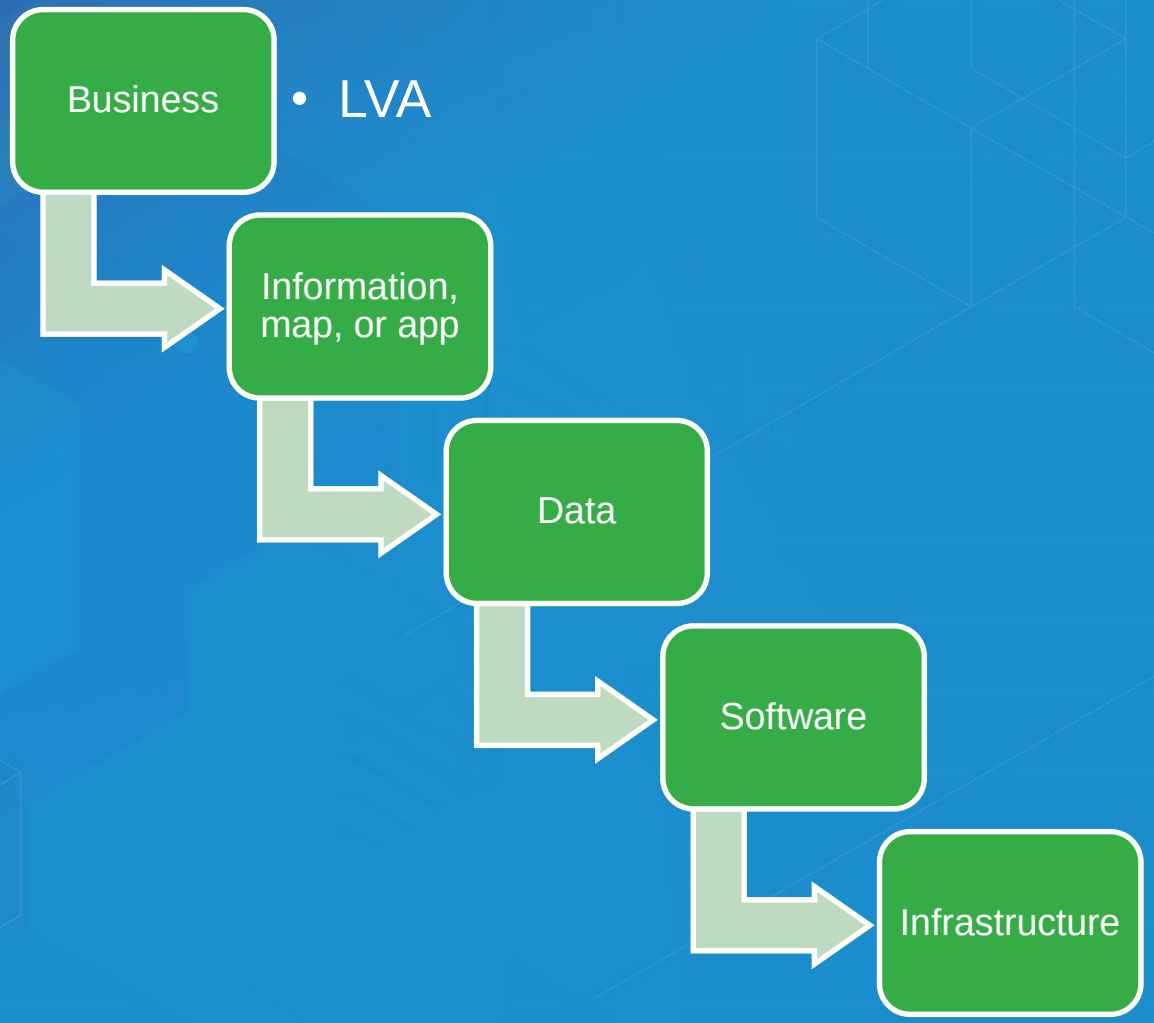


“If there is one thing that I want you to take away from today, it’s that phrase that when you’re planning a system, it all depends on knowing what you want to get out of it.”

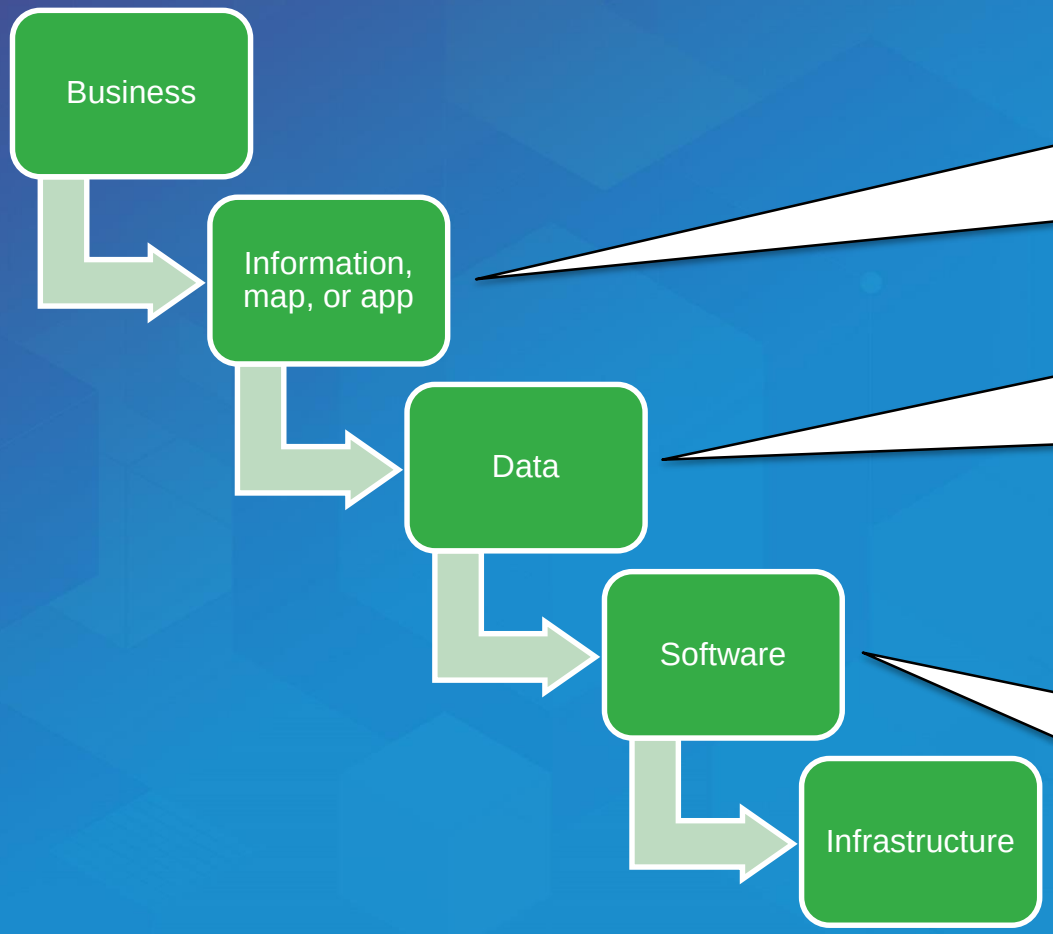


Source: Esri Canada

Identify the value at the business tier.



Business-level clarity avoids pitfalls



Reason: My organization needs story maps and solution templates.

Later: We built some great maps and apps but people are still doing things the old way.

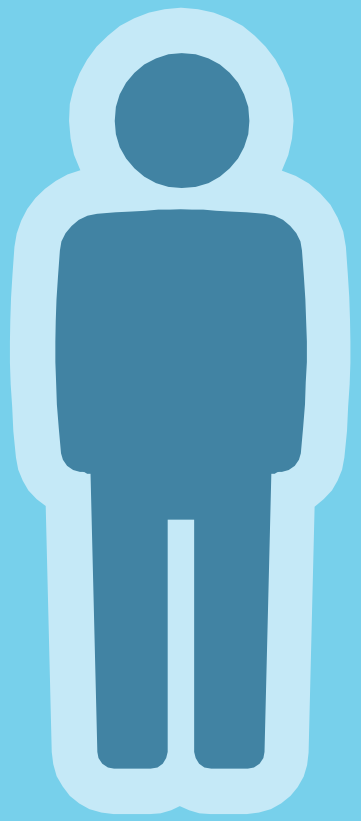
Reason: My organization needs to create a central source to share all of its data.

Later: We organized our data, now what do we do?

Reason: My organization needs [product].

Later: We installed and configured [product] but no one is using it.

Expressions of business alignment



I've been doing geo-centric GIS for a long time. Now, I'm interested in expanding the number of people and the number of ways I use geography.

I embrace the vision of a system of engagement. Since I am new to GIS and Web GIS, how should I get started?

I'm excited about Web GIS technology. To what ends can I use the technology, and what would those outcomes be worth to my organization?

I think end users are slow to adopt because they need different maps and apps that meet their more-pressing business needs.

Location information and spatial analysis support decision making

- where things are
- how they relate
- what it all means
- what actions to take

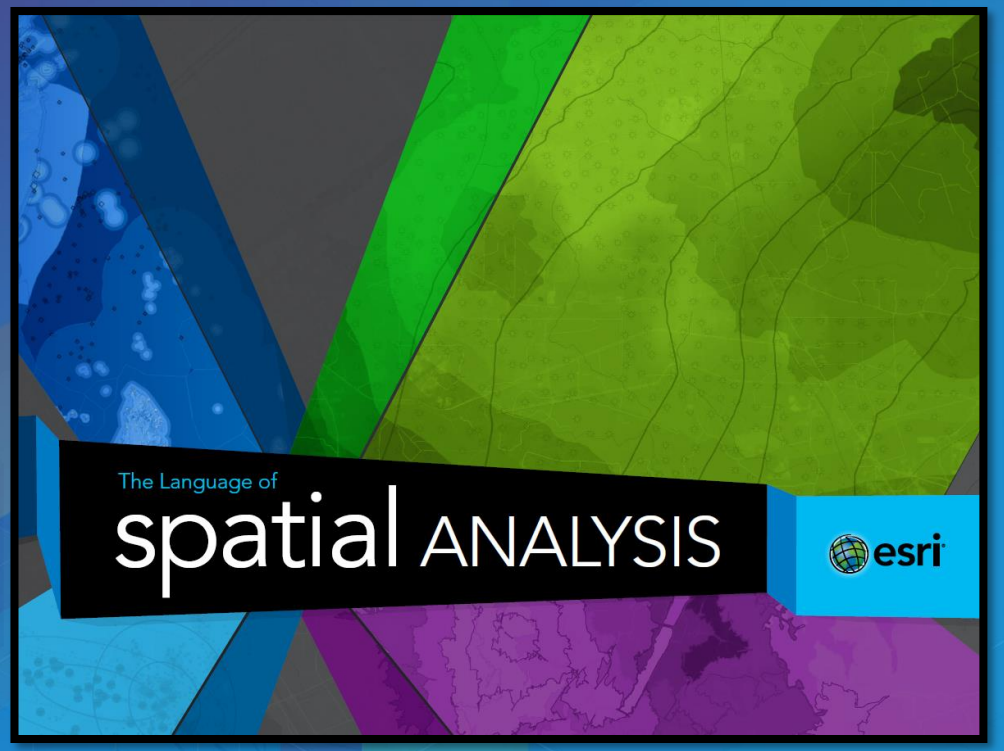
- Understanding where
- Measuring size, shape, and distribution
- Determining how places are related
- Finding the best locations and paths
- Detecting and quantifying patterns
- Making predictions

The Language of

spatial ANALYSIS

how we understand our world—
mapping where things are,
how they relate, what it all means,
and what actions to take

The Language of Spatial Analysis



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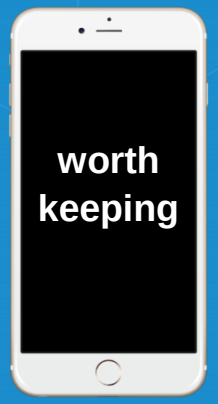
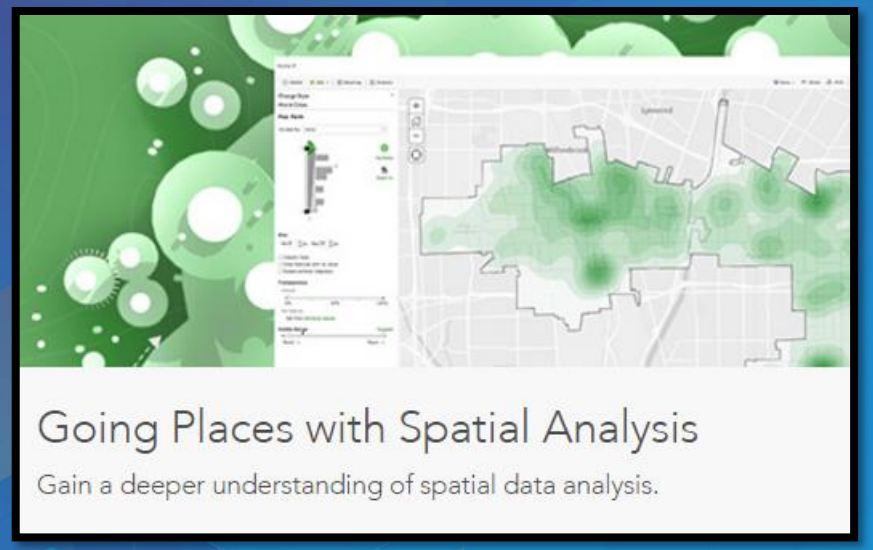


Going Places with Spatial Analysis



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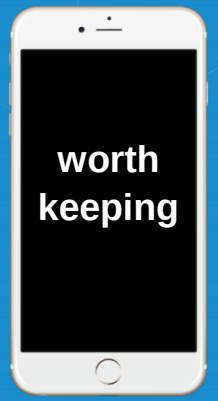


Essential Patterns of a Location Strategy

Location Enablement

Empower all users to discover, use, make and share more maps

Constituent Engagement

Get feedback and communicate with external constituents

Decision Support

Support organization decision making activities

Field Mobility

Get information into and out of the field

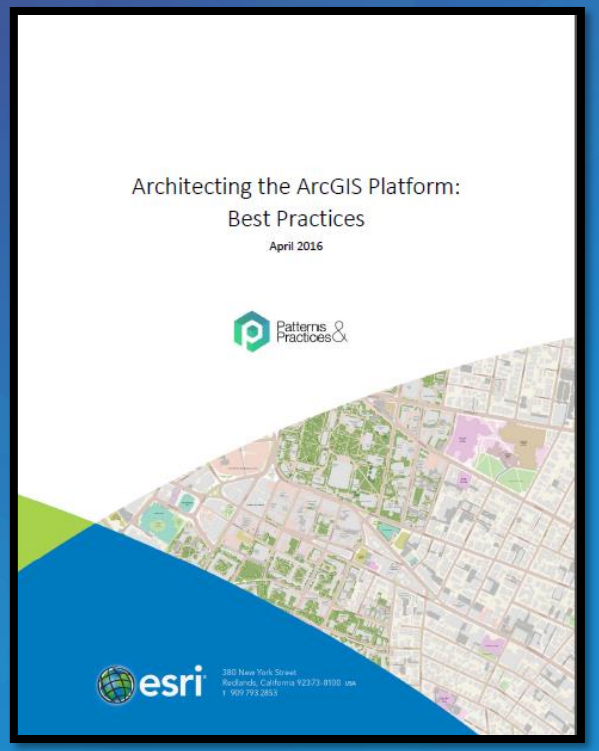
Analytics

Describe, predict, and improve business performance

Location Data Management

Collect, organize and exchange data about all assets and resources

Essential Patterns of a Location Strategy



Architecting the ArcGIS Platform:
Best Practices

www.esri.com/software/arcgis/deployment

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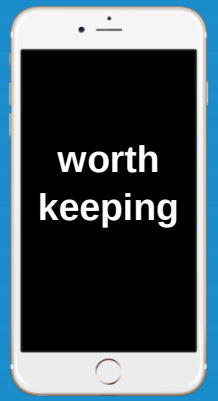
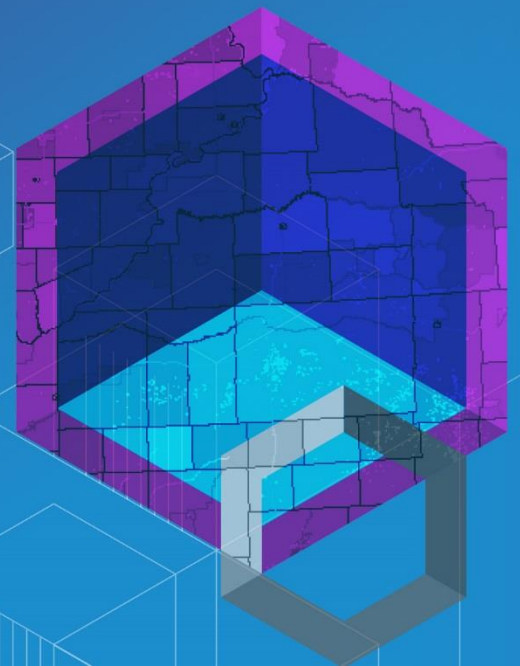
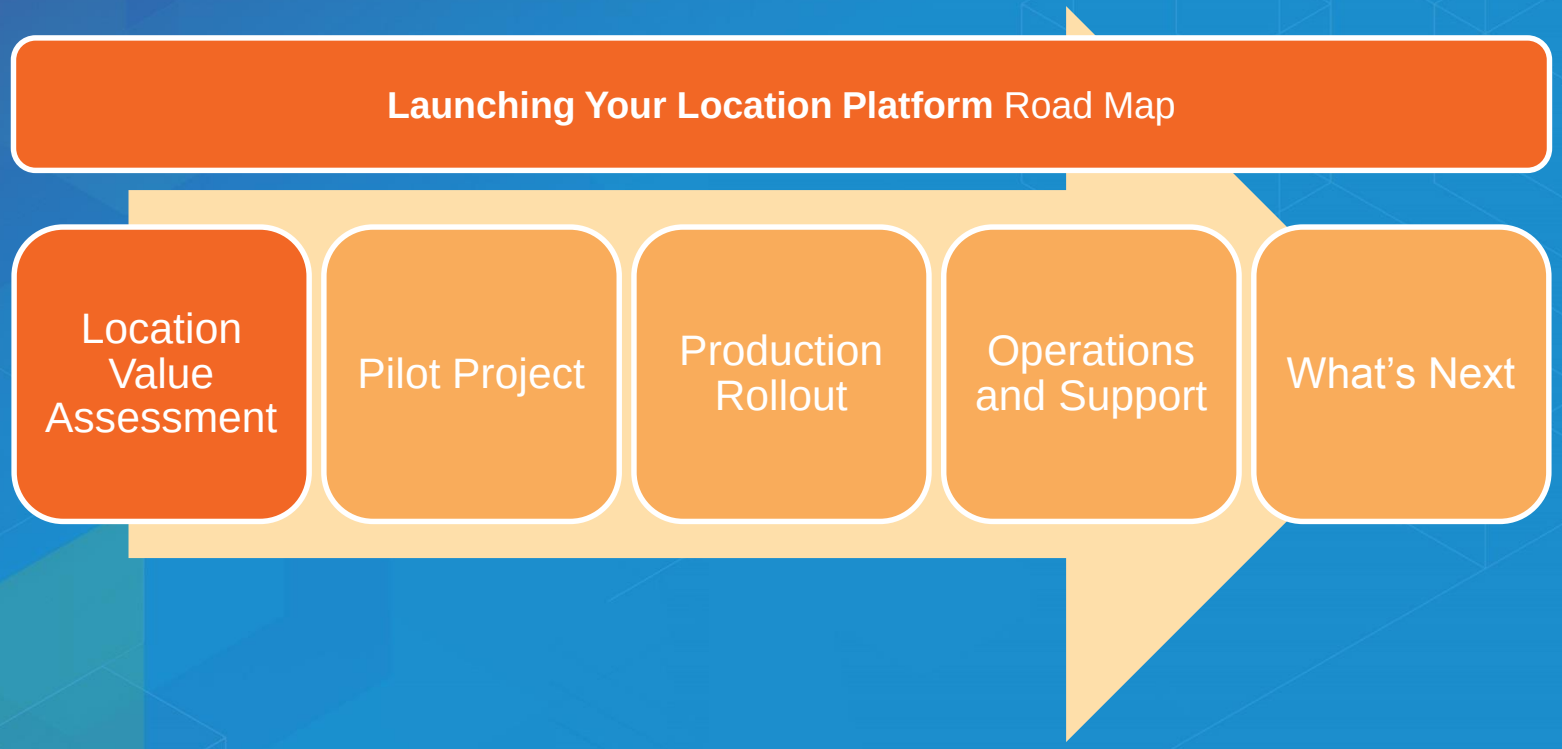


Location Value Assessment approach



Start with a location value assessment



Framework to help you move forward

Checklist for Launching Your Location Platform

1 Location Value Assessment

- ☐ Conduct a kickoff meeting.
- ☐ Discuss how organizations in similar industries use location information.
- ☐ Assess workflows that would benefit from location information.
- ☐ Prioritize workflows.
- ☐ Summarize the implications that the workflows would have on your organization.

2 Pilot Project

Pilot project plan

- ☐ Identify the workflow(s) to be used in the pilot project.
- ☐ Identify the business areas and people involved.
- ☐ Define your products or deliverables.
- ☐ Define the data.
- ☐ Define the software.
- ☐ Define the infrastructure.
- ☐ Establish a communication plan.
- ☐ Create a training and support plan.
- ☐ Identify success measures.
- ☐ Identify constraints.

Implementation

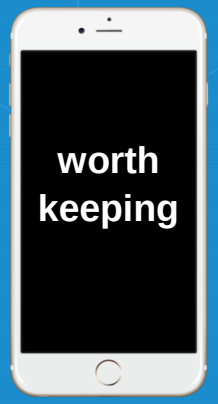
- ☐ Set up your pilot environment.
- ☐ Implement training and support.
- ☐ Perform change management activities.
- ☐ Incorporate workflows.

Evaluation

- ☐ Evaluate pilot success.
- ☐ Evaluate production readiness.

Launching Your Location Platform

www.esri.com/launchguide



Launching Your Location Platform – basic premise

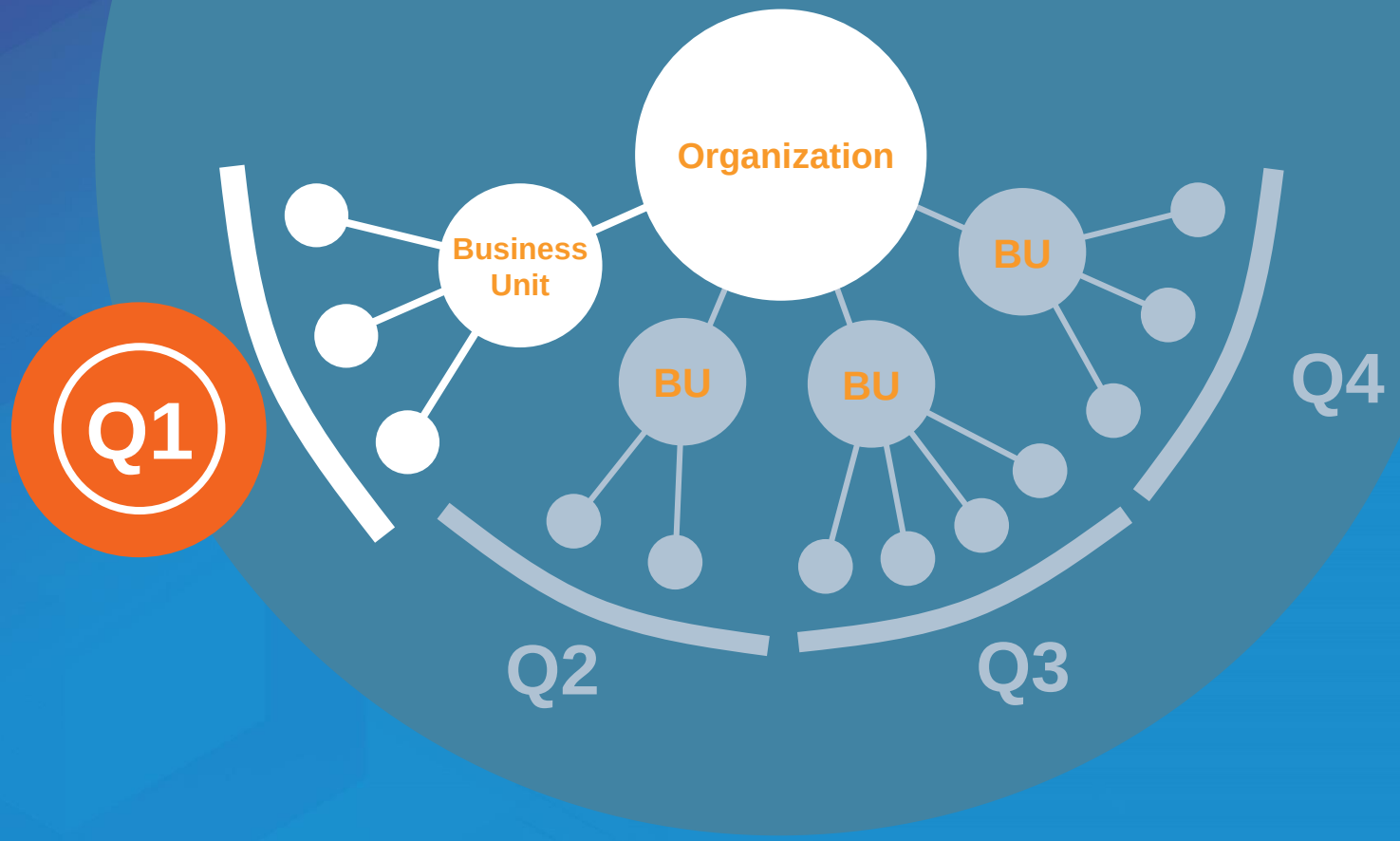
- Iterations of delivering maps and apps to users
- Driven by business priorities and outcomes
- Technology is flexible, but often delivered through Web GIS

GIS Professional

Apps for users

Business outcomes

Repeat across your organization



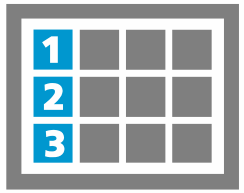
Launching Your Location Platform

Launching Your Location Platform Road Map

Envision Value	Identify Value	Demonstrate Value	Achieve Value	Expand Value
PLATFORM VISION	1 Location Value Assessment →	2 Pilot Project →	3 Production Rollout →	4 Operation & Support → 5
	Assess	Configure & Evaluate	Deploy	Operate
	2 weeks	4–8 weeks	2–4 weeks	On-going
	Key Stakeholders	Select Users	Broader Community	

What's Next

Location Value Assessment

- Series of meetings
- Clarifies why you are using the platform
- Outcome: a list of many ways to use location 

In two days, you can schedule up to six sessions

	Day 1	Day 2
9:00 am to 11:30 am	Session 1	Session 4
11:30 am to 12:00 pm	*Break*	*Break*
12:00 pm to 2:30 pm	Session 2	Session 5
2:30 pm to 5:00	Session 3	Session 6

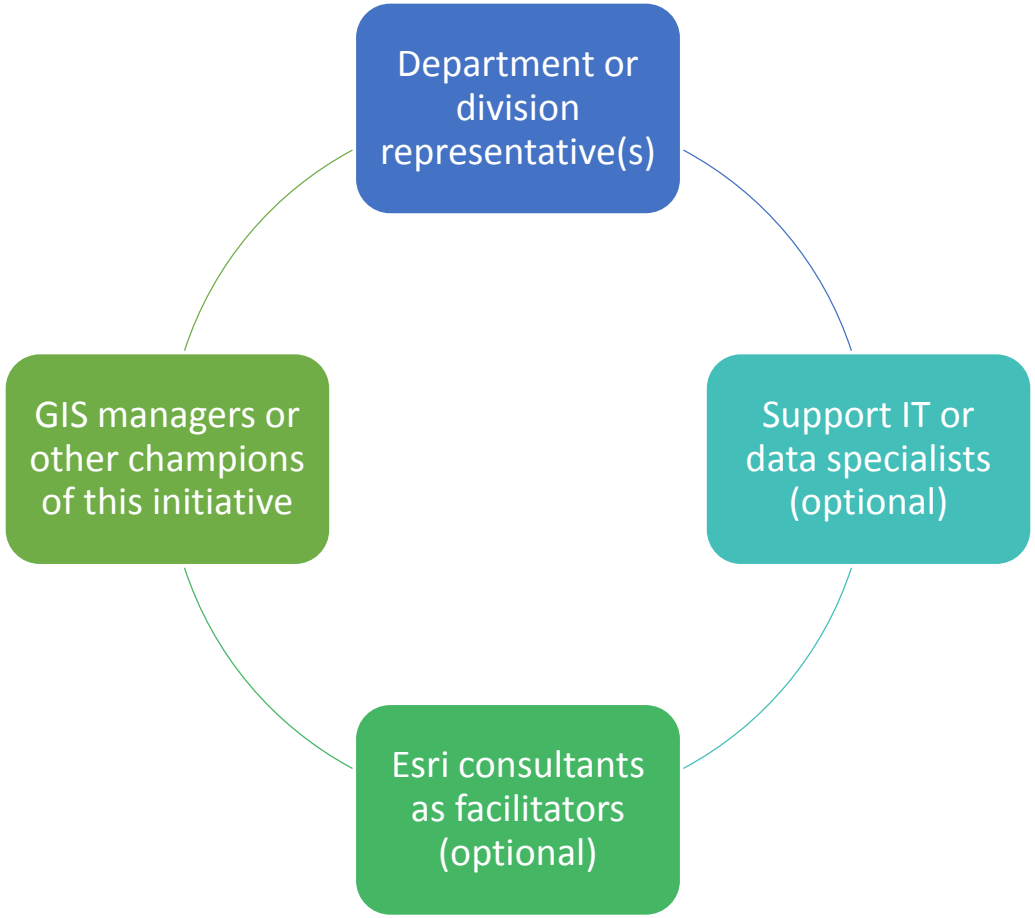
Example groups

Session 1	• Business area or initiative 1
Session 2	• Business area or initiative 2
Session 3	• Business area or initiative 3
Session 4	• Business area or initiative 4
Session 5	• Business area or initiative 5
Session 6	• Business area or initiative 6

Local government example

Session 1	• Public Works
Session 2	• Economic Development
Session 3	• Assessments
Session 4	• Capital Projects
Session 5	• Fire
Session 6	• Solid Waste

Each session will host one or more representatives from similar group



- The representative should have enough experience or authority to speak on behalf of the people in that group

- The representative should be able to discuss
  - What the group does
  - How geography is relevant to their work
  - Which capabilities the group could gain from using maps or apps
  - How important are each of those ideas
  - What is the value to the group or organization of using maps and apps in that way

Why do representatives want to attend?

- They get tools to enhance their work

Apps for users

Business outcomes

Common concerns

- Concerns
  - Wish list
  - Bad things
  - Don’t know
- Influence
  - Business value
  - Pilot project
  - Avoid failures

Getting representatives ready before the meeting

- Send a note
  - Description of why we are meeting
  - Show video
  - Two questions to prepare
- Technology orientation or demo

Success criteria for the workshop

How you will know that you did it well?

Understand the value of location information

Identify and prioritize opportunities to enhance workflows

Identify, evaluate, and prioritize the value

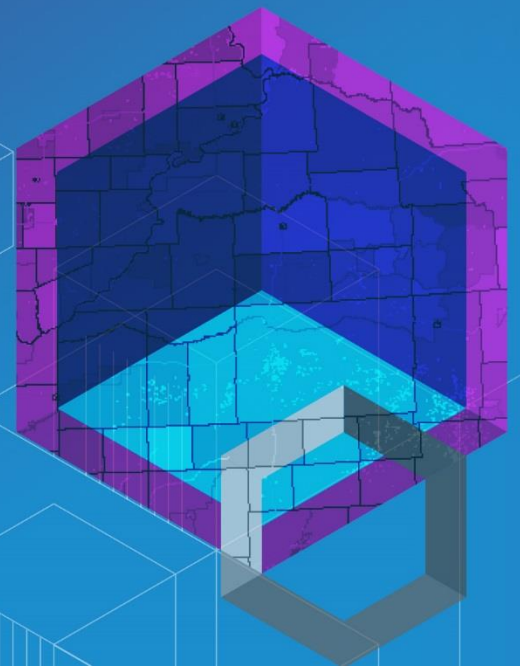
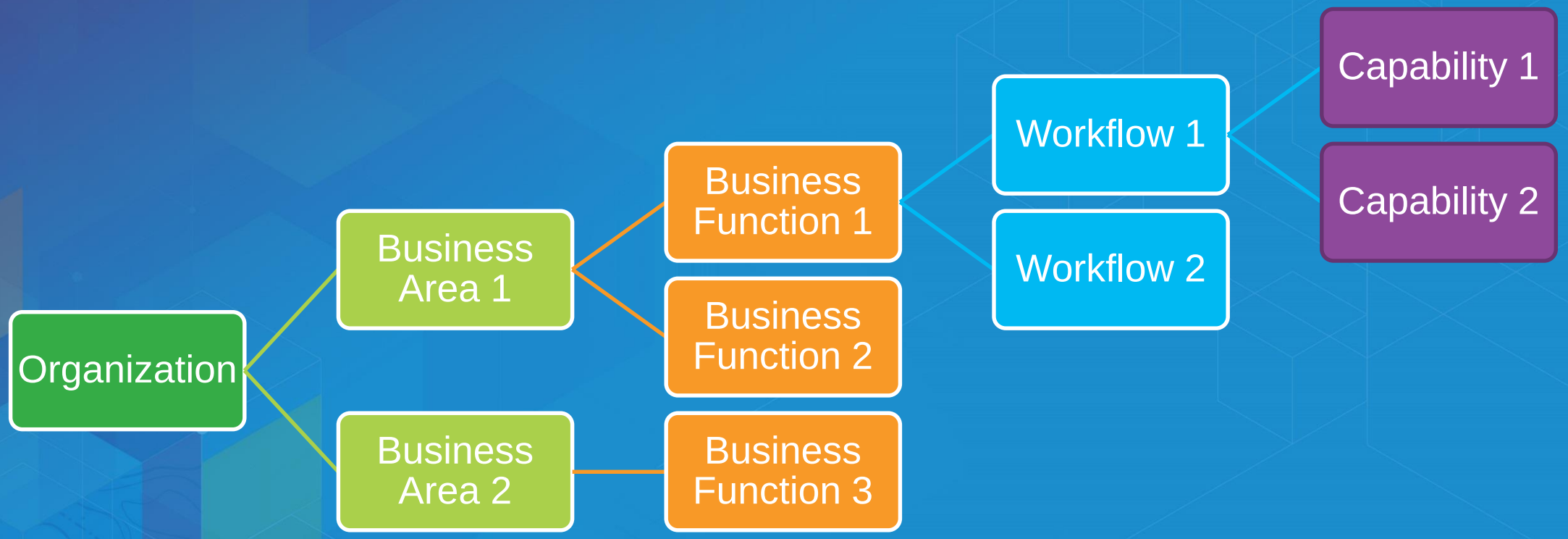
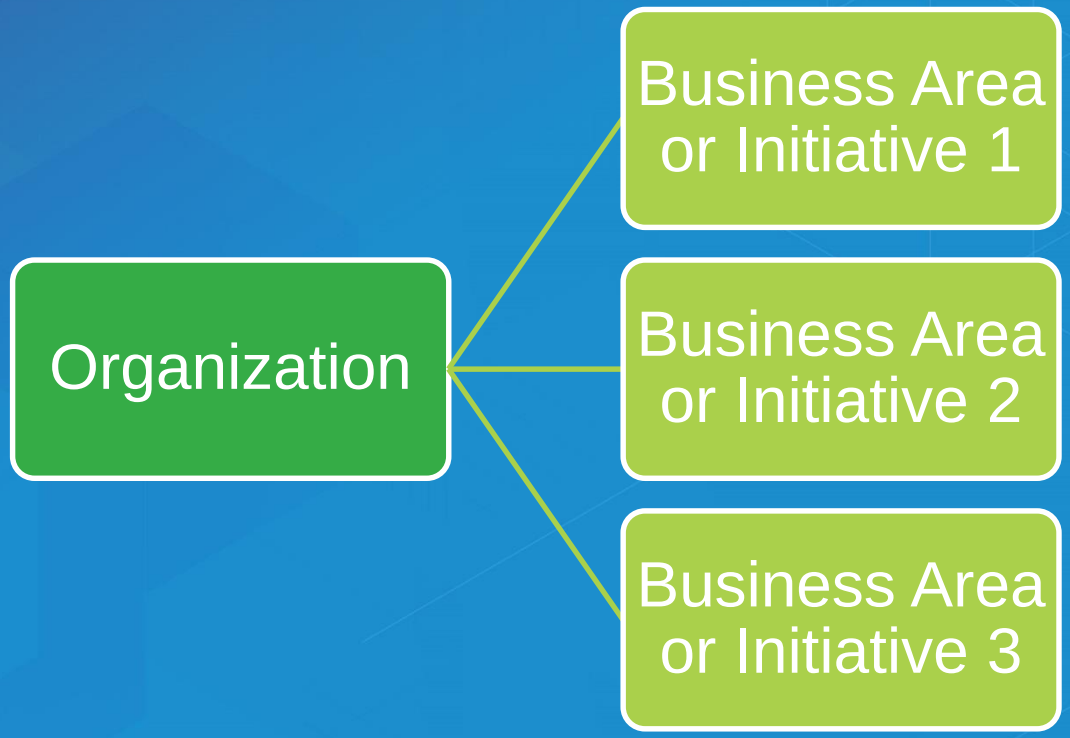


Diagram the context and relationships

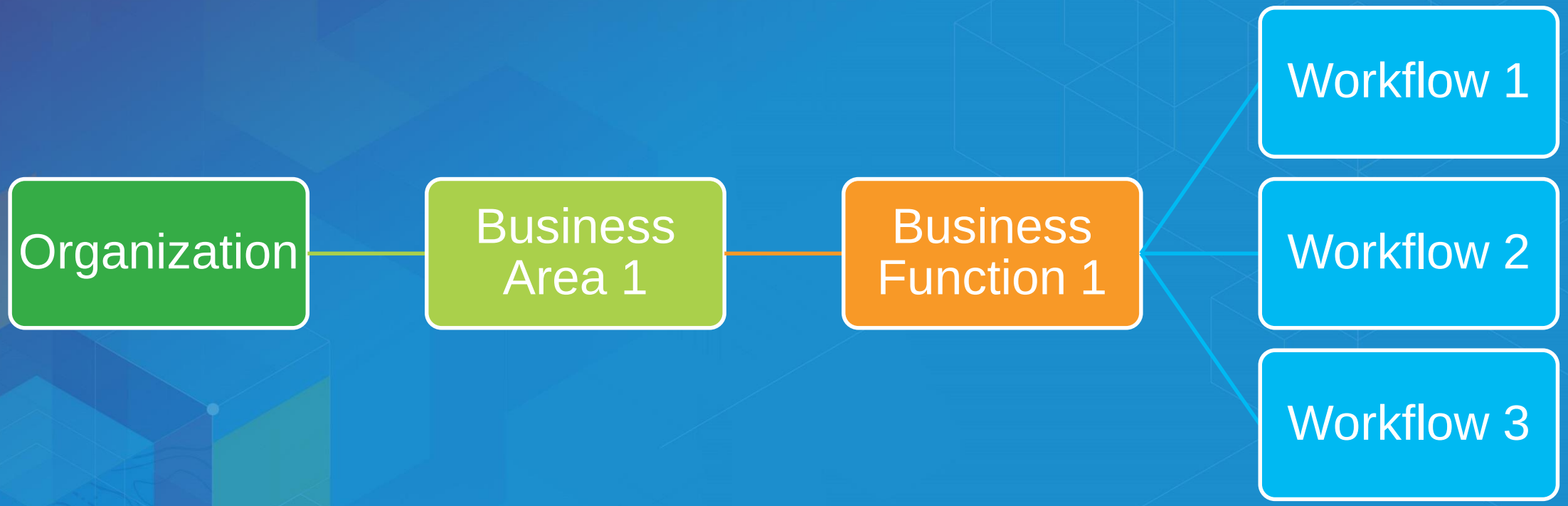


Organization has business areas or initiatives



Business areas perform functions

Workflows deliver business functions



Map capabilities to workflows

How do we capture ideas?

Business Function

Workflow

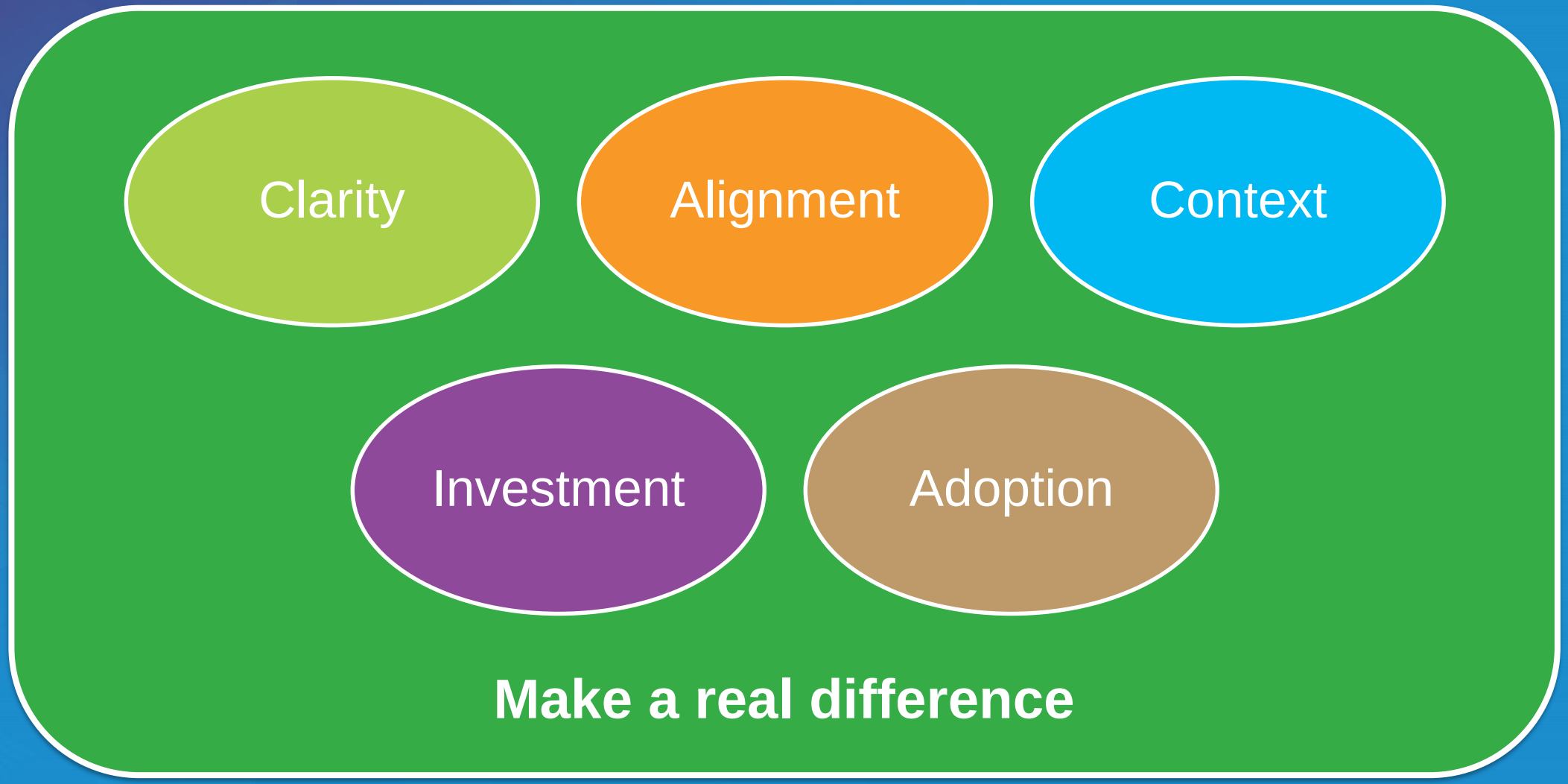
Capability

- Map or app
- Business value
- Priority

Example LVA artifact

Business Area	Information Products	Maps and Apps	Business Value
Direct Marketing	• Determining which neighborhoods should receive a marketing offer • Identifying which customers have lower than expected activity • Creating co-branded offers with insights from the Tapestry mix of hotel guests	• Map of neighborhoods which meet selection criteria and list of corresponding e-mail and postal addresses • List of outlier customers • Tapestry reports on guests and lists of guests who might respond to a specific co-branded offer	• Increase the effectiveness of marketing spend and reduce the cost to prepare a distribution list • Grow market share among customers with high spending potential • Increase co-branding, offer response rates among specific guest segments

Tip: Define the business value



Types of benefits

Financial

- Increase revenue
- Decrease costs
- Serve more customers

Productivity

- Cost avoidance / capacity increase
- Reduce risk or volatility
- Increase quality

Reputational

- Increase customer satisfaction
- Increase regulatory compliance

What is the value of GIS to your organization?

Value of map 1 + Value of map 2 + Value of maps 3 → N = Value of GIS

Common concerns

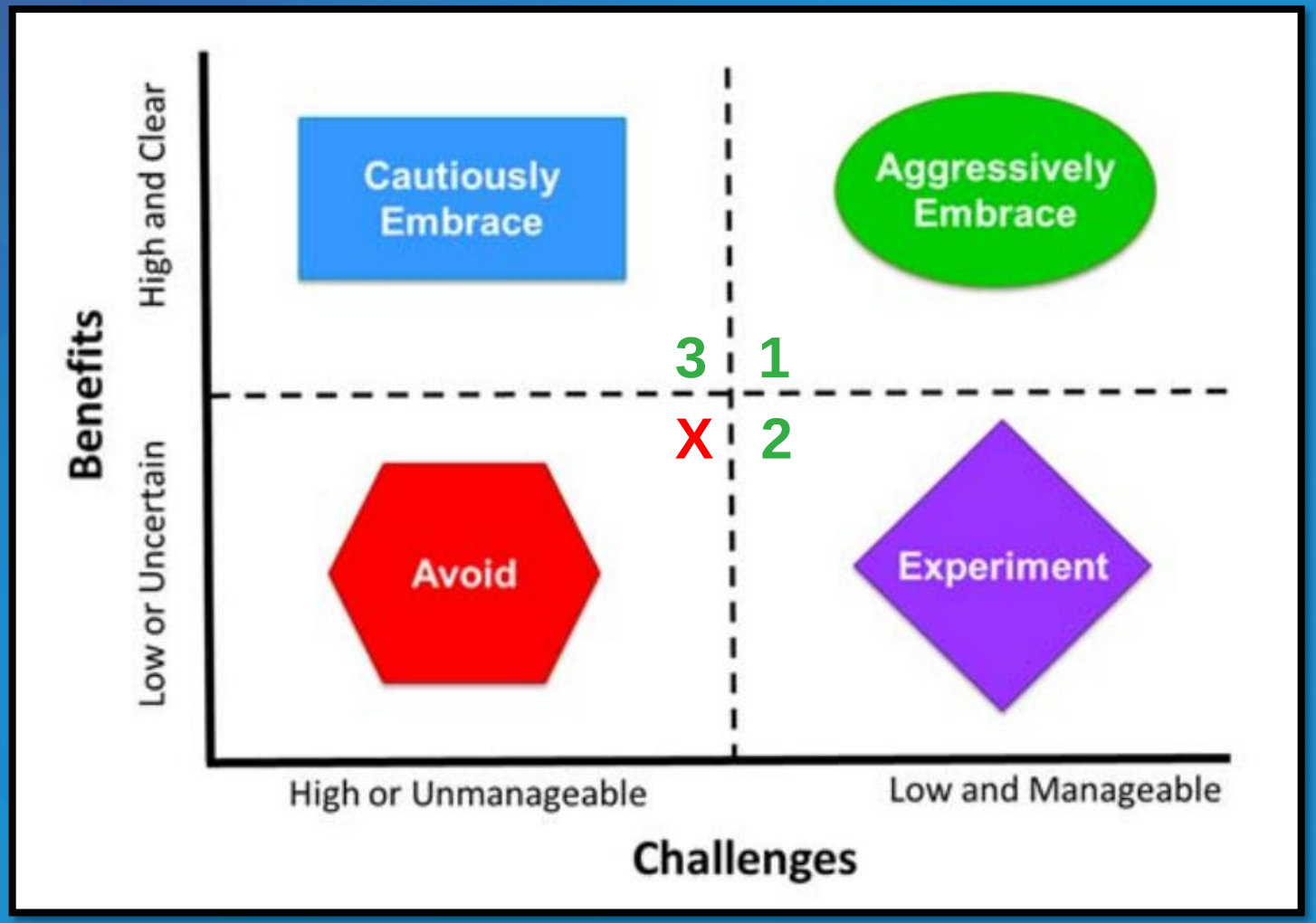
Concerns	Influence
Too many	Priorities first
Too fast	Set expectations
Learning curve	Quick wins

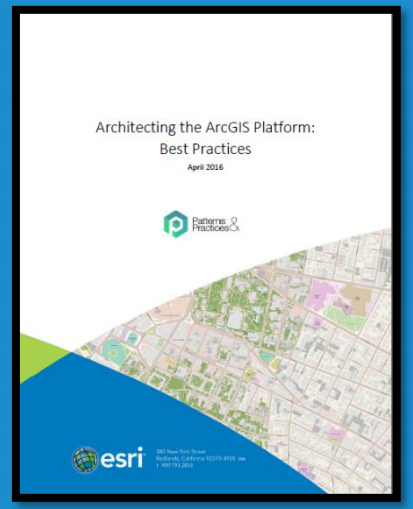
Tip: Business area sets priority, organization considers other factors

Organization-wide priorities

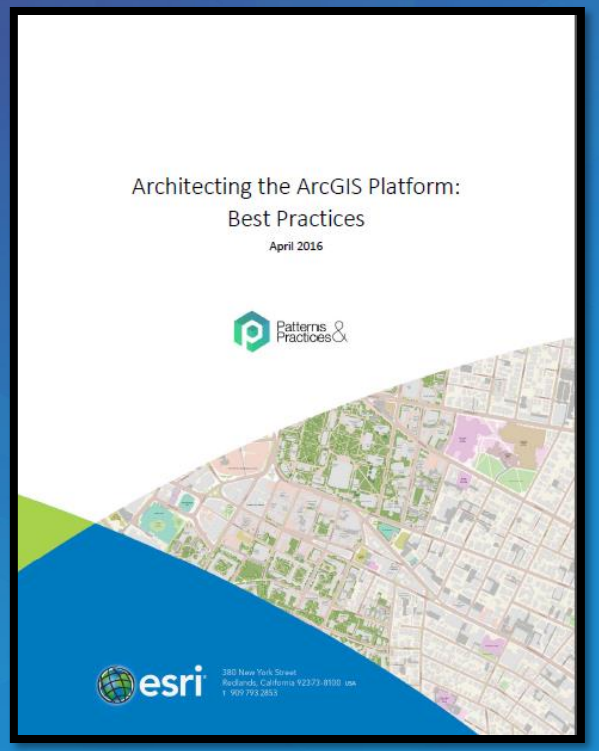
- Mission alignment
- Executive goals
- Overlap among other maps
- Readiness or ease of delivery and maintenance

Evaluate benefits versus challenges





Project Prioritization



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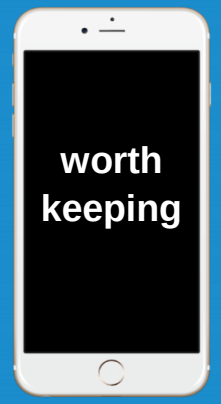
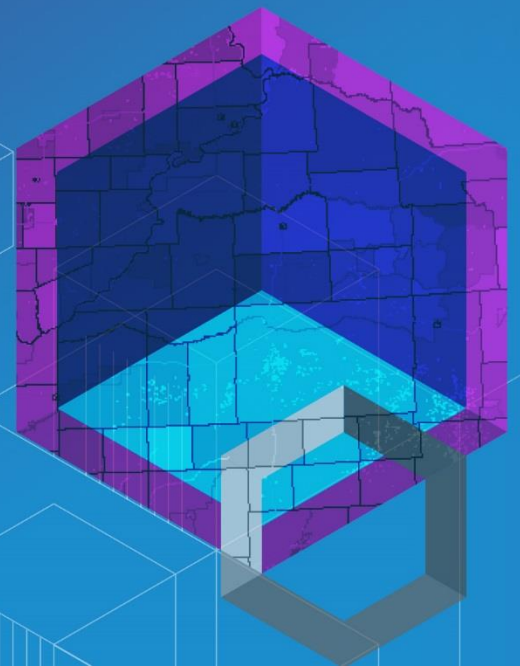
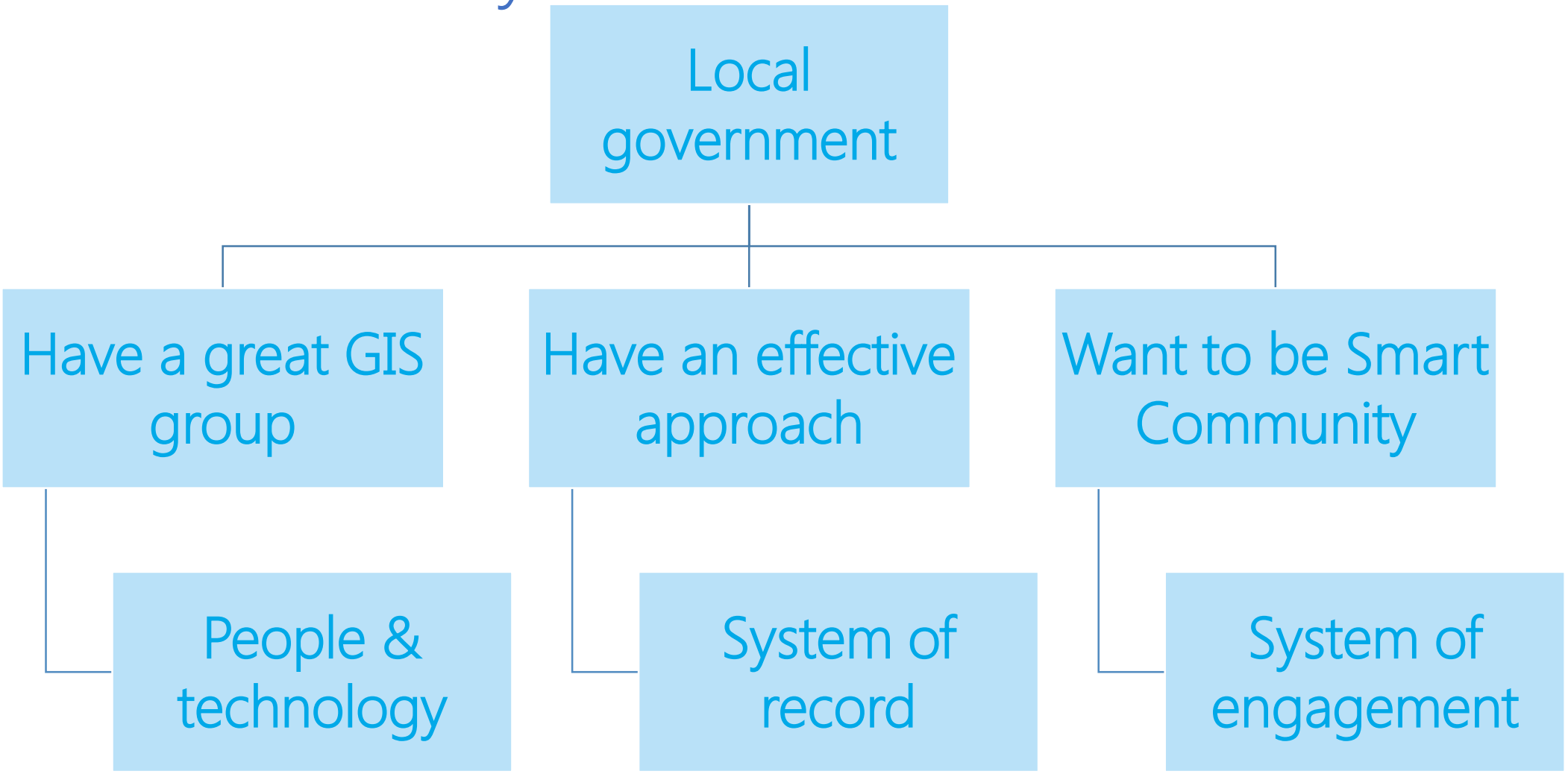


After the LVA approach



Customer story



What's next?

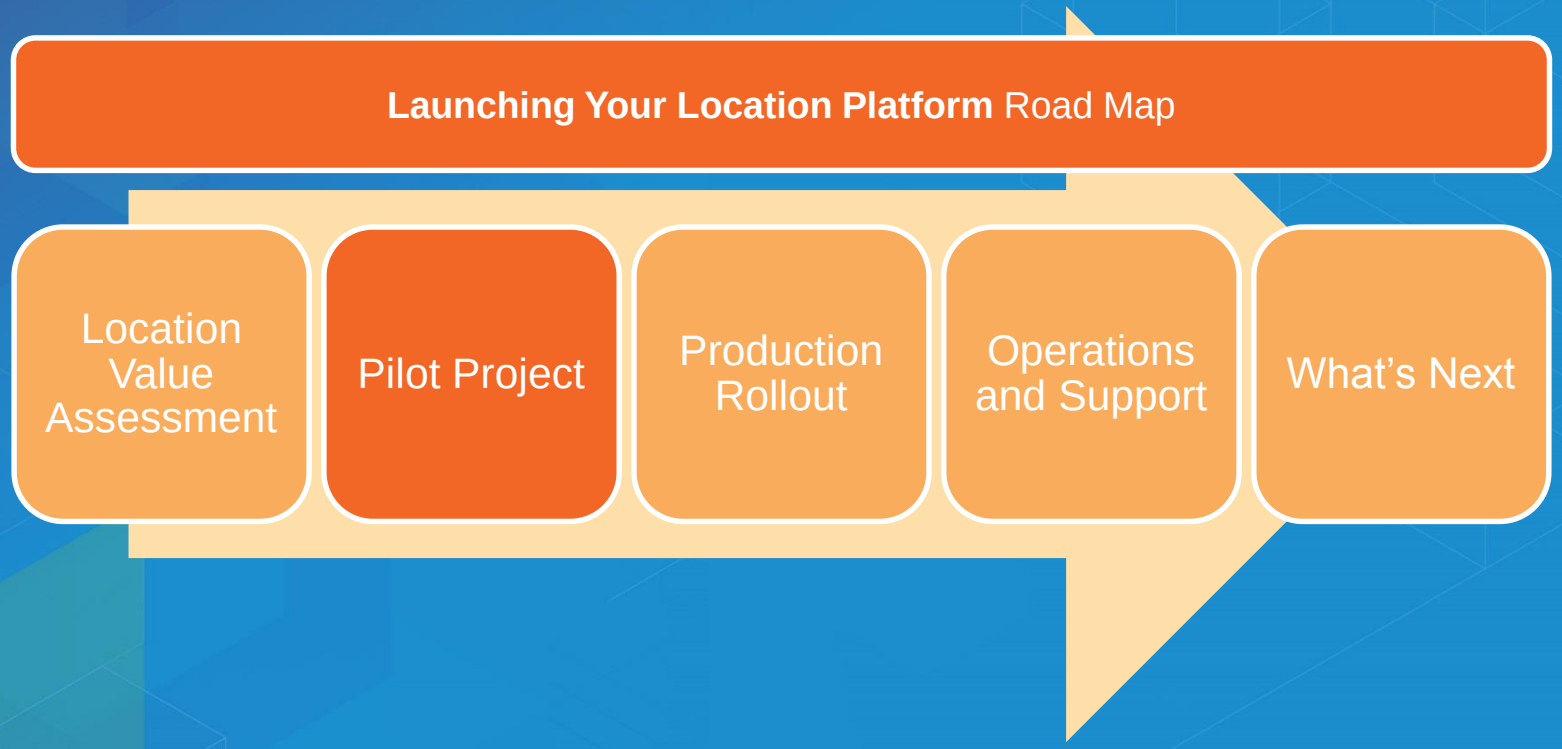
Excitement from the CIO & user departments

Web GIS Launch Kit

Next, we use technology

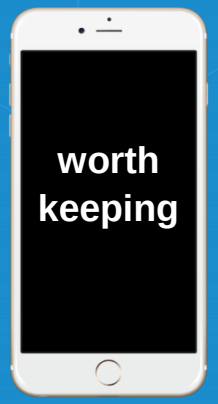
Identify value → Use technology → Receive value

Move to a pilot project

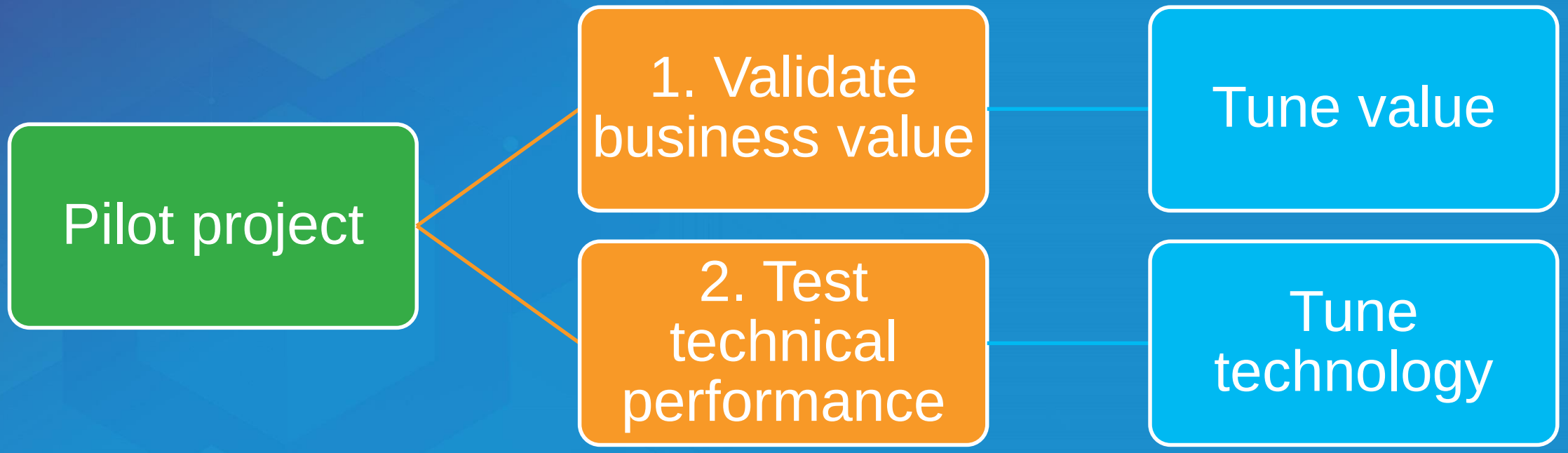


Launching Your Location Platform – Pilot Project

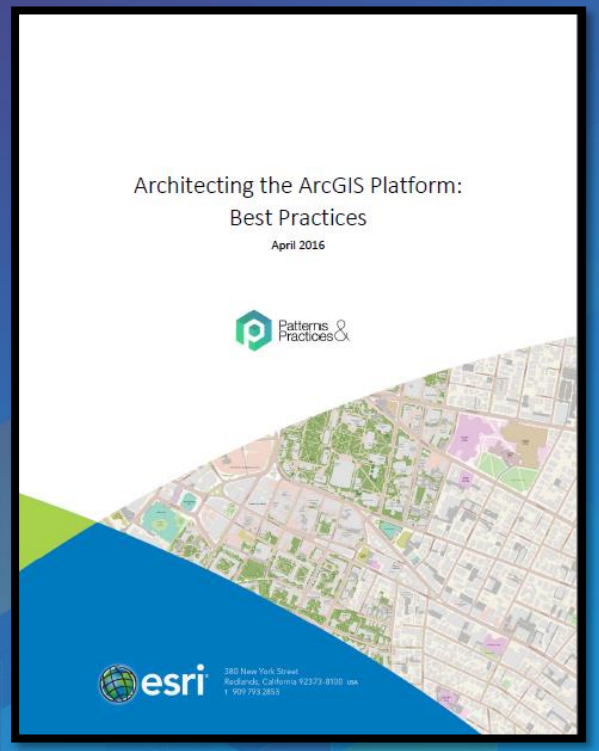
www.esri.com/launchguide

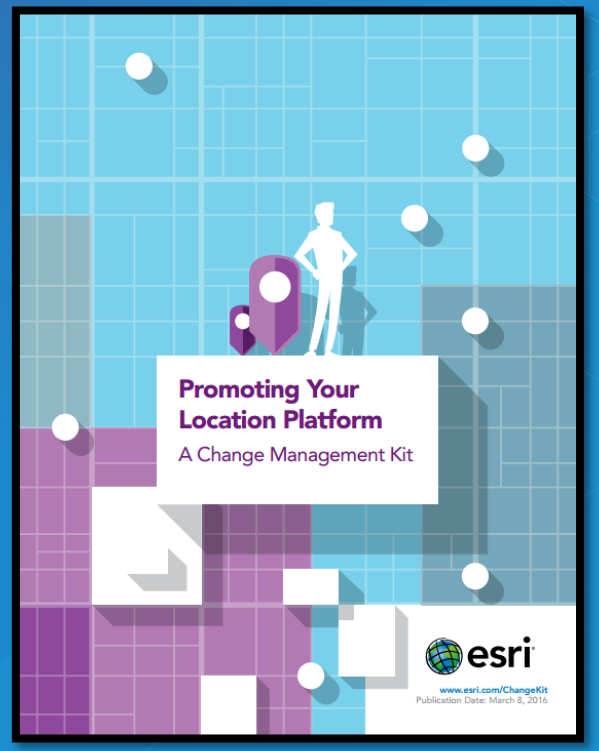


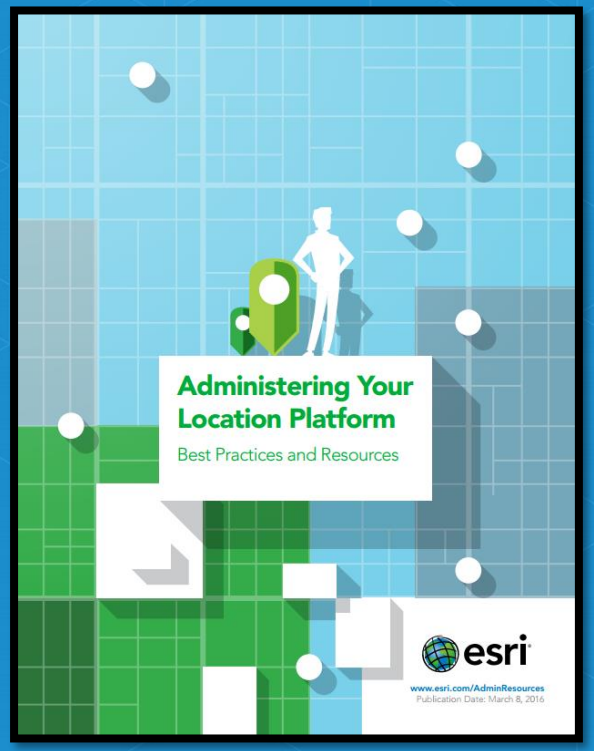
Two reasons for pilot projects



Other resources for architecting, promoting, and administering



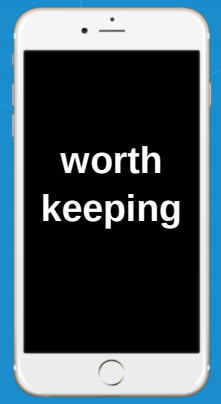




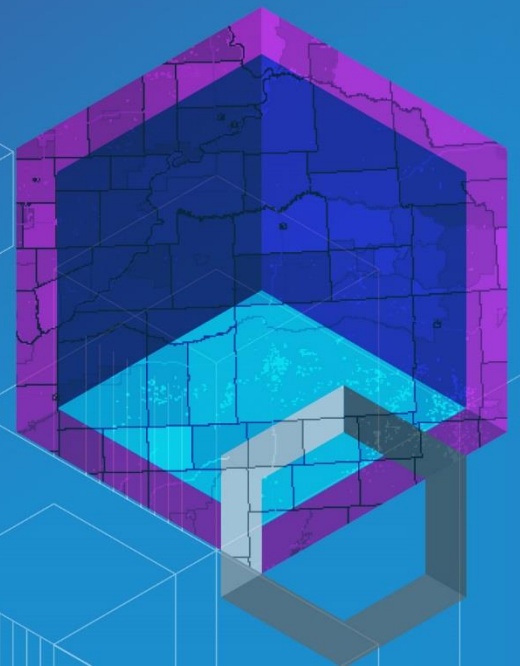
www.esri.com/software/arcgis/deployment

www.esri.com/changekit

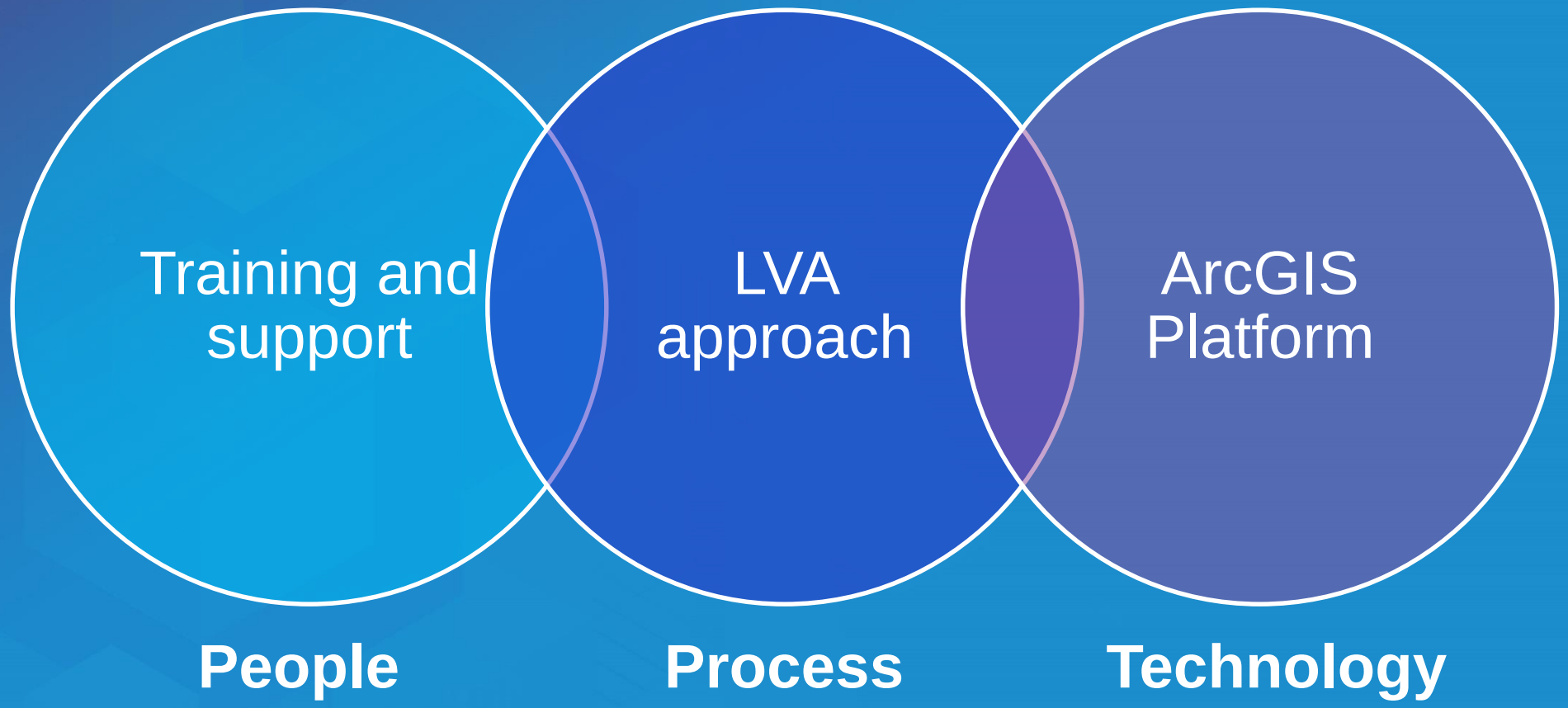
www.esri.com/adminresources



Into action with your organization



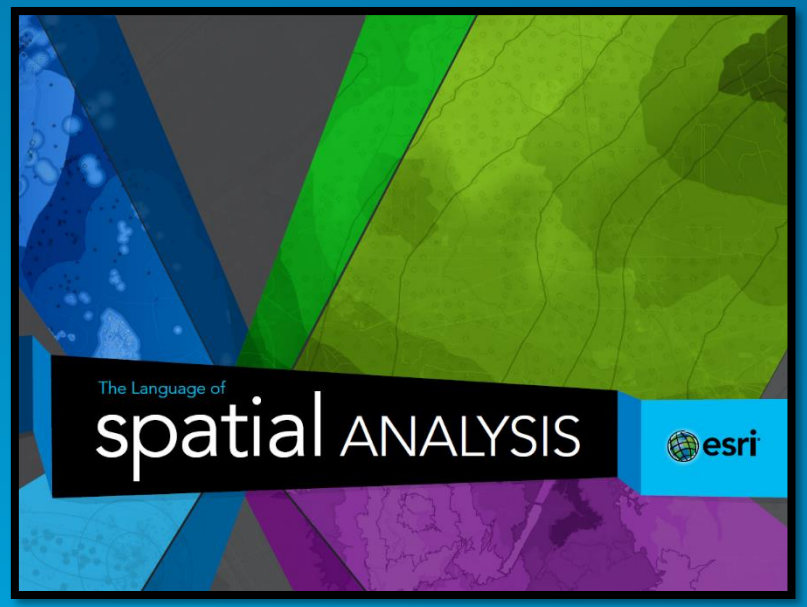
Basics for action



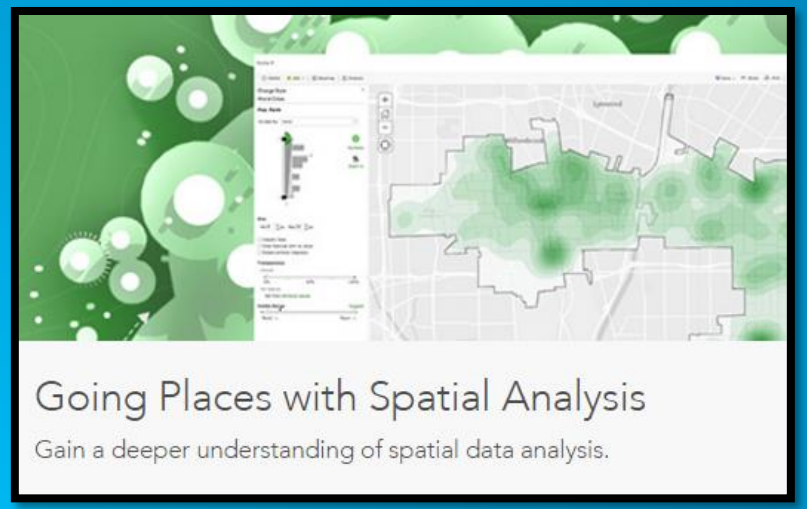
Basics for action

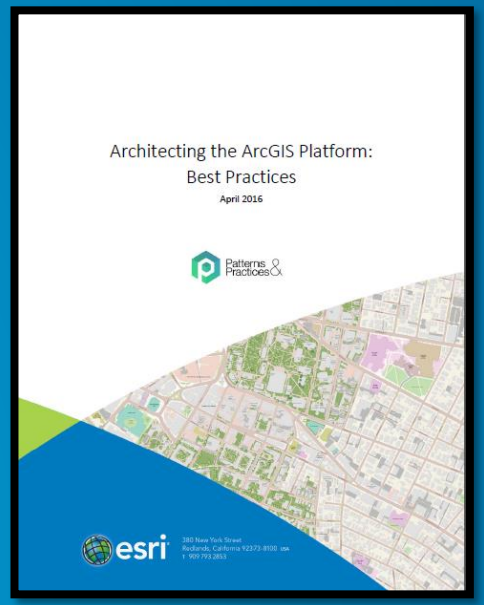
People

Information resources

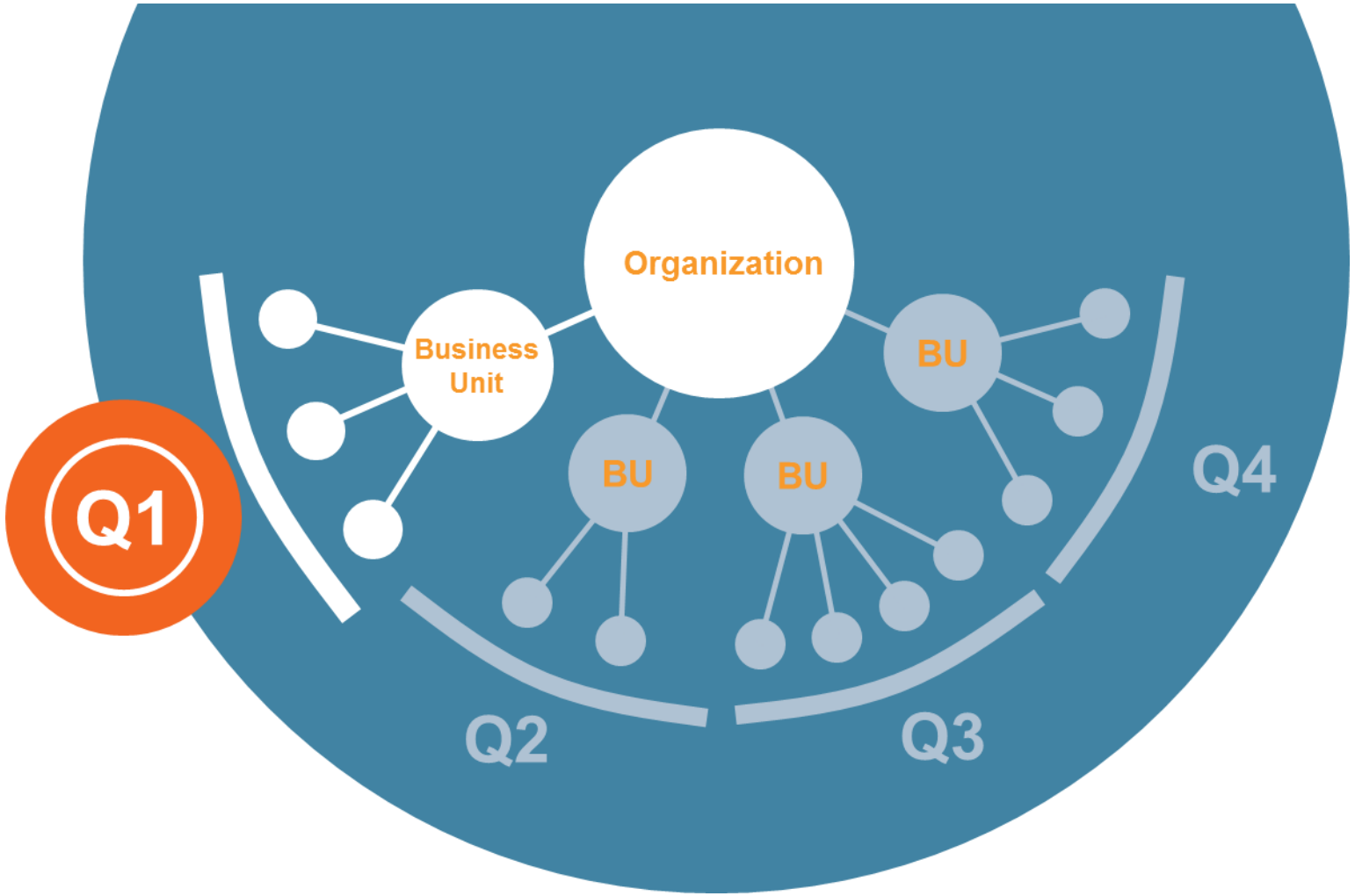


- Defining and Driving a Location Strategy
- Wednesday, June 29
- 10:15 AM – 11:30 AM
- Room 05 B
- San Diego Convention Center

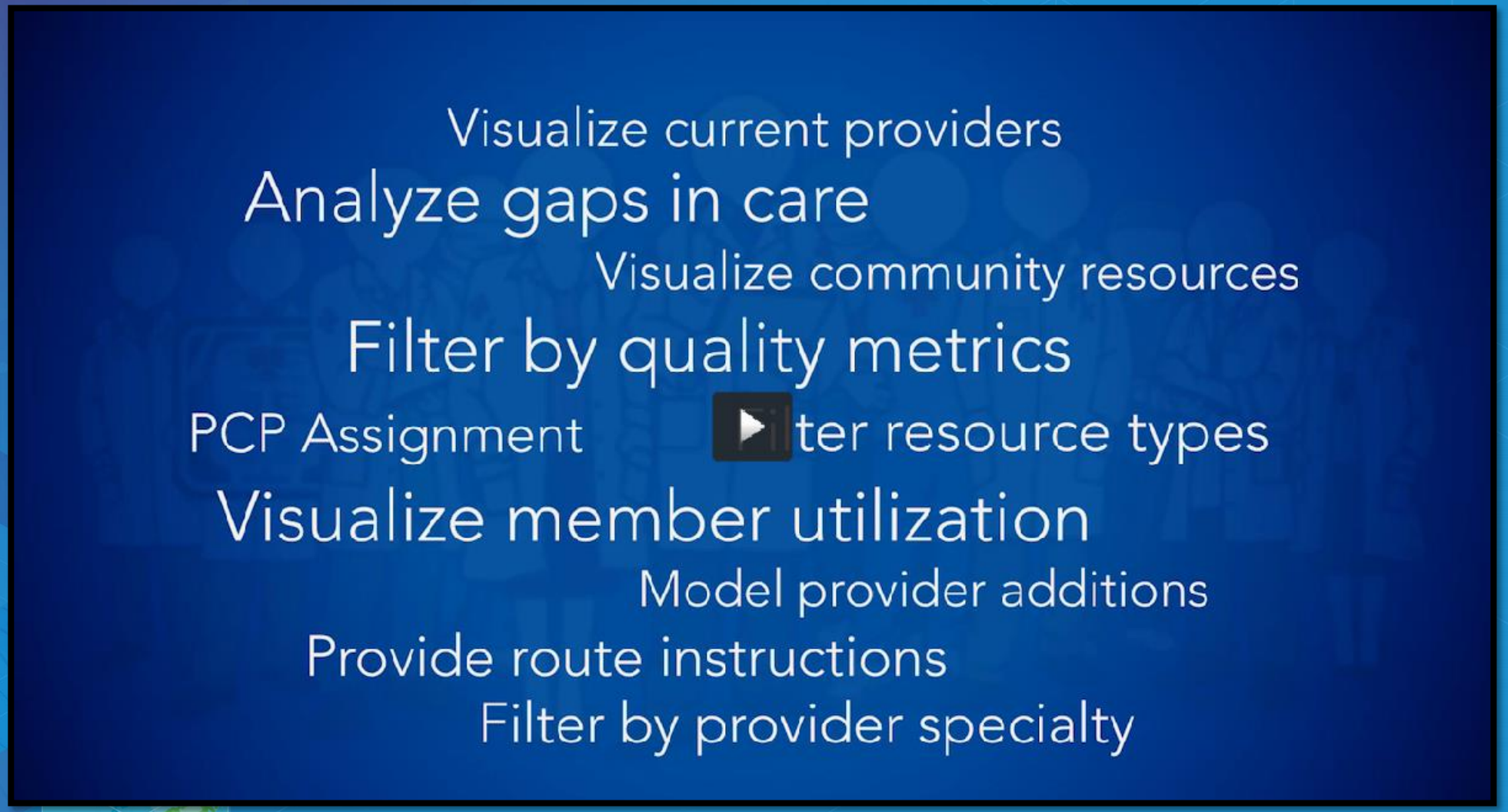




Some customers like us to work together on the first iteration.



Example organization that used the LVA approach



Key Themes

Key Themes

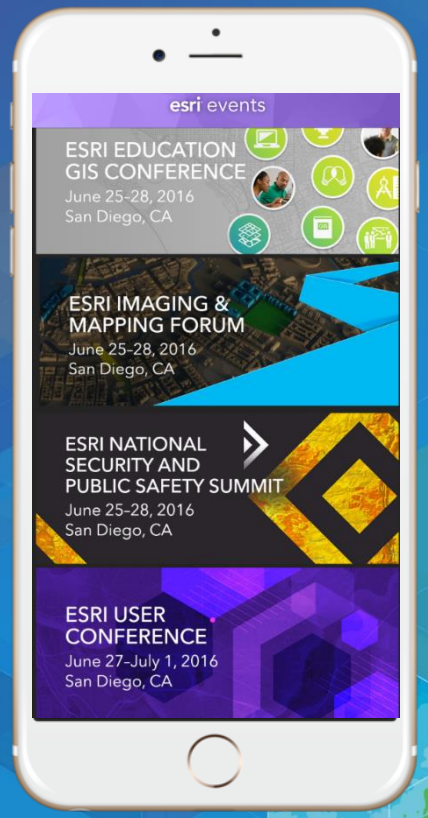
Business outcomes
Location strategy
Business alignment
Location Value Assessment approach
Identify, evaluate, and prioritize
Pilot Project

Questions?

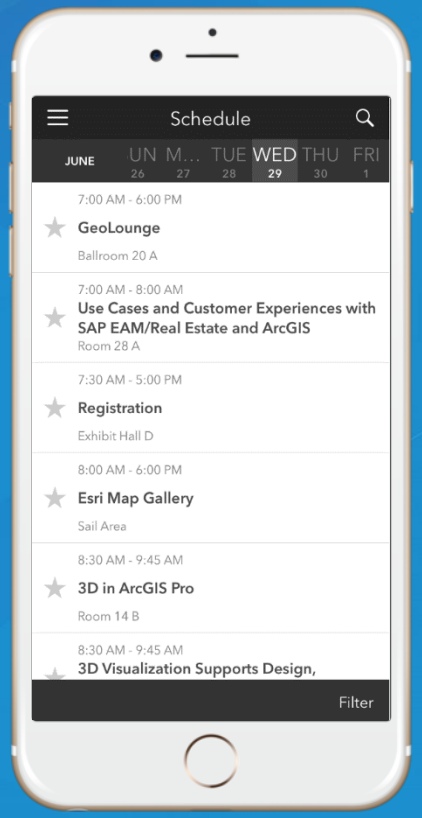
Please take our Survey

Your feedback allows us to help maintain high standards and to help presenters

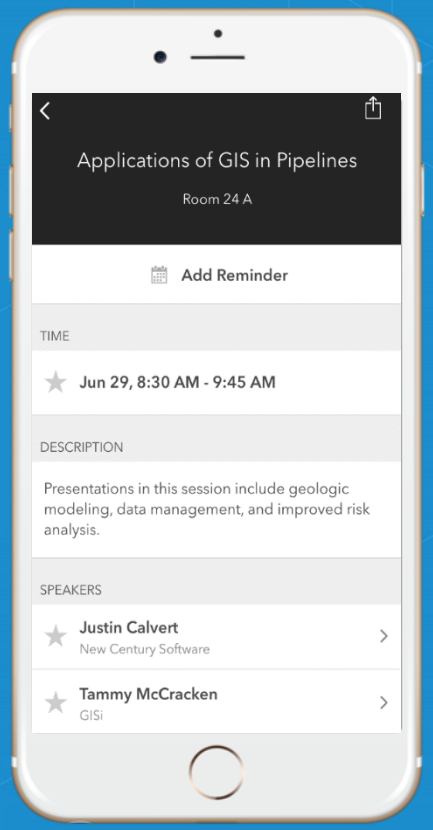
Find your event in the Esri Events App



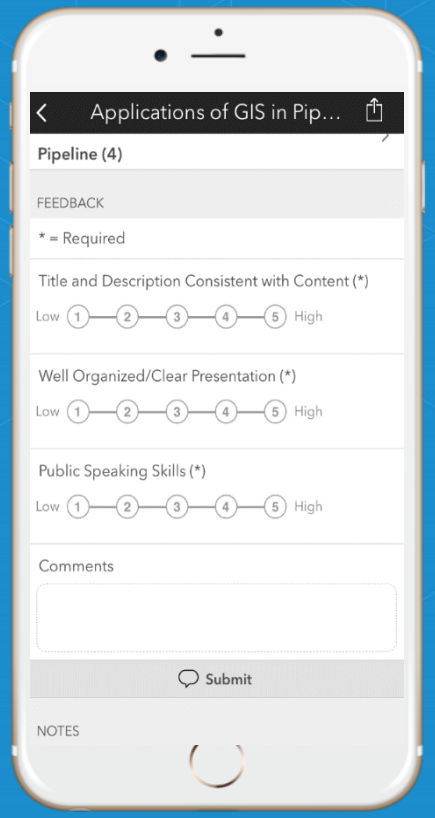
Find the session you want to review



Scroll down to the bottom of the session



Answer survey questions and submit



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