Discover the Location Dimension of Your Business

Steven Temmermand
<table>
<thead>
<tr>
<th>Location</th>
<th>Value</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>Why</td>
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<td>When</td>
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<td>What</td>
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Why? - Believe geography can transform

- To provide services to communities
- To optimize logistics
- To fight the spread of disease
Make and share apps

- Deliver apps to users
- Follow business priorities and outcomes
- Use Web GIS
When? - Launch a location platform in five steps

1. Location Value Assessment
2. Pilot Project
3. Production Rollout
4. Operations and Support
5. What's Next
What? - Location Value Assessment

- Review organization broadly
- Identify uses & assess value of each
- Prioritize opportunities
Client example - Improve service delivery

Healthcare Services → Community
Orientation

- Digital maps
- Decision making
- Understanding
Discuss similar organizations

Deploy a mobile workforce

Target outreach
Review organization broadly
Review organization broadly
Think about:

- Which departments would you work with in your organization?
- How do they use geography?
Identify uses & assess value of each
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Identify uses & assess value of each
Think about:

• In what ways do you think your organization could be using geography?

• How would that benefit you?
Prioritize opportunities
### Prioritize opportunities

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<th>Priority</th>
<th>Opportunity</th>
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<tr>
<td>High</td>
<td><img src="image1.png" alt="Map 1" /></td>
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<tr>
<td>High</td>
<td><img src="image2.png" alt="Map 2" /></td>
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Prioritize opportunities

- Membership
- Customer satisfaction
- ER utilization rates
Prioritize opportunities

**Quick Wins**

Planning and analysis

Member engagement
Think about:

- What factors would determine your priorities?
Location Value Assessment

Why – believe in geography

When – start your launch

What – value, opportunities
Recommended Session: Defining and Driving Location Strategy

• Wednesday, July 12
• 1:30 PM – 2:45 PM
• 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.
Framework to help you move forward

Launching Your Location Platform
The Esri Guide

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
Get support from Esri

location@esri.com