Getting the most out of your GIS

Anna Sokol, Esri
Scott Kaiser, Oakland County, Michigan
The Esri Method
Maximize Business Impact with GIS

Definition and Purpose

• High level approach any organization can follow to maximize the impact of GIS in support of their mission
  • Focuses on incremental success through iterative steps
  • Aligns technical accomplishments with organizational vision and goals
• Walking through a user experience with this methodology
The Esri Method
Maximize Business Impact with GIS

Location Strategy

<table>
<thead>
<tr>
<th>Vision</th>
<th>Roadmap</th>
</tr>
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<tbody>
<tr>
<td>Business Vision</td>
<td>Business Processes</td>
</tr>
<tr>
<td>Success Criteria</td>
<td>Information &amp; Technology</td>
</tr>
<tr>
<td>Initiative Definition</td>
<td>Workforce Capabilities</td>
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Prioritized Initiatives

Initiative Cycle

1. Plan
   - Define
   - Design
   - Prepare

2. Implement
   - Build
   - Deploy
   - Enable

3. Operate
   - Monitor
   - Measure
   - Support

4. Review
   - Outcomes
   - Utilization
   - Workforce
Location Strategy

Vision | Roadmap

Plan

Review

Implement

Operate
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What is the Vision of your organization?
## Location Strategy

### Vision

#### Business Vision
- What is the organizational mission?
- What is the bold vision?

#### Success Criteria
- What does success look like for each player?
- What outcomes are important?

#### Initiative Definition
- What are the top business drivers?
- Focus on business not technology
What is the Roadmap for your organization?
Location Strategy

Roadmap

Business Processes
- How is GIS solving priority problems today?
- Identify priority workflows

Information & Technology
- Business
- Technology
- Data
- Applications
- Infrastructure
- People

Workforce Capabilities
- Measure human capital
- Align roles to goals
- Assess technical skills

Prioritized Initiatives
Common Patterns of Use

**Mapping & Visualization**
Understand locations and relationships with maps and visual representations.

**Data Management**
Collect, organize, and maintain accurate locations and details about assets and resources.

**Field Mobility**
Manage and enable a mobile workforce to collect and access information in the field.

**Monitoring**
Track, manage, and monitor assets and resources in real-time.

**Analytics**
Discover, quantify, and predict trends and patterns to improve outcomes.

**Design & Planning**
Evaluate alternative solutions and create optimal designs.

**Decision Support**
Gain situational awareness, and enable information-driven decision making.

**Constituent Engagement**
Communicate and collaborate with citizens and external communities of interest.

**Sharing & Collaboration**
Empower everyone to easily discover, use, make, and share geographic information.
The Patterns are Related
... and build on one another

...business initiatives define the priorities
# Workflows

## Assessment Framework

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<th>Business Challenge</th>
<th>Mapping &amp; Visualization</th>
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<th>Field Mobility</th>
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<th>Analytics</th>
<th>Design &amp; Planning</th>
<th>Decision Support</th>
<th>Constituent Engagement</th>
<th>Sharing &amp; Collaboration</th>
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<tbody>
<tr>
<td>Do inspections</td>
<td>Understand locations and relationships with maps and visual representations</td>
<td>Collect, organize, and maintain accurate locations and details about assets and resources</td>
<td>Manage and enable a mobile workforce to collect and access information in the field</td>
<td>Track, manage, and monitor assets and resources in real-time</td>
<td>Discover, quantify, and predict trends and patterns to improve outcomes</td>
<td>Evaluate alternative solutions and create optimal designs</td>
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<tr>
<td>Issue permits</td>
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<tr>
<td>Assess risk</td>
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<tr>
<td>Inform the public</td>
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Our mission is to provide progressive, location-based solutions that promote informed decision making, improve citizen services, and encourage collaboration across all levels of government.
Location Strategy

Vision | Roadmap

Plan

Review

Implement

Operate
Location Strategy

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Initiative Cycle

1. Plan

Define
- Quick wins
- Immediate impact
- Real users
- Low risk
- Clear success criteria

Design
- Deployment patterns
- User workflows
- Technical architecture

Prepare
- Identify staff
- Establish milestones & timelines
- Change Management
Oakland County, MI: Plan

GeoVision Assessment

- Quantify the results of your GIS investment
- Engage your departments and communities
- Determine and prioritize opportunities
- Measure your progress quarterly

FREE Download from the G2G Marketplace @ https://www.g2gmarket.com/solutions
Oakland County, MI: Plan

Taking in on the Road: Part 1

- Review existing user base
- Identify non-traditional GIS users
- Define a beneficial product list
Location Strategy

Vision | Roadmap

Implement

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Operate
Initiative Cycle

2 Implement

Build
- Configured COTS
- Establish ArcGIS foundation
- Security and privacy

Deploy
- Prepare for ops & governance
- Demonstrate value
- Show rapid results
- Create awareness

Enable
- Share results
- Excite people
- Increase staff capacity
- Celebrate success
- Articulate business value
Oakland County, MI: Implement

Taking in on the Road: Part 2

• Provide a workshop based on user needs and goals
• Training Plan
• Party Favor!
Location Strategy

Vision | Roadmap

Plan

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Initiative Cycle

3 Operate

Monitor
- Monitor system performance
- Ensure users are happy and productive

Measure
- Users
- Software
- Data
- Infrastructure
- Workforce Development

Support
- Internal User Group
- Join GeoNet Communities
- Submit ArcGIS Ideas
Oakland County, MI: Operate

• Follow-up, don’t forget about your users, continue to support *their* program growth

• Provide additional focused training (e.g. app or topic specific)
Initiative Cycle

4 Review

**Outcomes**
- Are you meeting business objectives?
- Has the destination changed?
- Has technology evolved?

**Utilization**
- Collect & measure user feedback
- Understand adoption metrics

**Workforce**
- Evolve human capital
- Review & revisit workforce development plan
Oakland County, MI: Review

Our success story to date

• Completed GIS Roadshows with 12 County Departments
• Expanded GIS users 68% in 1 year
• In 1 year, 40% of our City’s, Villages and Townships attended a Roadshow
• 55% of our CVT’s attended our GIS Training
• Created over 30 GIS products for business solutions
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Vision | Roadmap

Initiative

1

2

3

4
Revisiting and driving our future

Potential practice/industry specific roadshows

• Cross communication between departments and CVT’s

• Again… app/data specific solutions based on user feedback

Don’t forget about our GIS starter kit!

IT’s FREE! from the G2G Marketplace @ https://www.g2gmarket.com/bestpractices/gis
<table>
<thead>
<tr>
<th>Workshop</th>
<th>Location</th>
<th>Time Frame</th>
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<tbody>
<tr>
<td>Proven steps to get the most from your GIS Investment</td>
<td>SDCC - Ballroom 06 E</td>
<td>Thursday, July 12: 2:30p - 3:30p</td>
</tr>
<tr>
<td>Getting the Most out of Your GIS</td>
<td>SDCC - Demo Theater 15</td>
<td>Wednesday, July 11: 4p-4:45p</td>
</tr>
<tr>
<td>Supporting Government Transformation and Innovation</td>
<td>SDCC - Ballroom 20A</td>
<td>Thursday, July 12: 10a-11a</td>
</tr>
<tr>
<td>Location Strategy (Discover location dimension)</td>
<td>Implementing ArcGIS Area</td>
<td>Tuesday 1:00 - 1:20pm</td>
</tr>
<tr>
<td>Location Strategy Activity</td>
<td>Implementing ArcGIS Collaboration Area</td>
<td>Subject to available, check in the Implementing ArcGIS help desk</td>
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Welcome to the Implementing ArcGIS Community!

Implementing ArcGIS is a public community group to gain tips & advice on implementation best practices, discuss challenging topics, learn from the innovative minds of GIS professionals, share your experiences and stay connected. Start following today!

Log in to follow, share, and participate in this community.
Please Take Our Survey on the App

Download the Esri Events app and find your event

Select the session you attended

Scroll down to find the feedback section

Complete answers and select “Submit”