Developing an Enterprise GIS Strategy

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Agenda

• Southern Company
• Southern Company’s GIS Opportunities
• Methodology to Develop Enterprise Strategy
• Southern Company's GIS Strategy
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Southern Company

Subsidiaries and Affiliates:
- Alabama Power
- Georgia Power
- Gulf Power
- Mississippi Power
- Savannah Electric
- Southern Company GAS
- Southern Company Energy Solutions
- Southern Telecom, Inc.
- Southern LINC
- Southern Nuclear

Sources of generation:
- 71% coal; 16% nuclear; 9% gas; 3% hydro.

About 28,000 miles of transmission
About 142,000 miles of distribution
Southern Company

- 120,000-square-mile service territory
- Serves over 4 million customers
  - Residential 3,552,000
  - Commercial 564,000
  - Industrial 14,000
  - Other 6,000
- Nearly 39,000 MW of generating capacity
- Annual long-term demand growth of 2%
- Long-term customer growth of about 1.5%
- 2003 Energy sales (192.1 billions of kWh)
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GIS at Southern Company

• 1984 Savannah Electric (Distribution)
• Alabama Power Company & ESRI
• GIS Pervasive throughout Affiliates
  – Distribution
  – Transmission
  – Land
  – Economic Development
  – Marketing
• Leading Edge for GIS Technologies
Alignment

Logical Layering by Business Unit

Emerging State

Common GIS

Future State

Enterprise GIS

Legacy

Distribution

Transmission

Land/Econ Dev.

SoCo GIS Strategy

Common GIS
Southern Company & GIS Tomorrow
Enterprise GIS at Southern Company
Different Ways - Same Result!

Build for Tomorrow Today !!!

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GIS Strategy Project

Goal: To develop an optimal strategic vision for the adoption, use and support of GIS Technology.

Approach

- Executive Accountability
- Senior Management Steering Committee
- Cross Functional, Multi-Company GIS Core Strategy Team
- Sub-Teams (business and technology)

Leveraging…. 

- Southern Company GIS Guiding Principles
- Common Business Requirements
- Centralized Information Technology Architecture
- Collaborative Investment
- To Move Towards A Shared Goal…….
Collaborative Approach

Executive Liaison With The Southern Company Management Council

Steering Committee

Provides High Level Guidance For The GIS Strategy Initiative, Track Progress, Assist With The Removal Of Obstacles, Garner Support Within IT

Core Strategy Team

Provides Leadership, Oversees Development, & Makes Key Decisions Related To The GIS Strategy Initiative for Southern Company.

Business Requirements Team

Define The Current And Future-State Business Requirements.

Technology Team

Develop The Enterprise Technology Architecture

(over 75 participants, 12 business units, 200 meetings)
Project Phases and Timeline

Jan-Feb | March-April | May-June | July-Aug | Sept-Oct | Nov-Dec

Start

Planning and Project Kick-Off

Business Requirements

Support Models & Financial Analysis

Technology & Architecture

Wrap-Up and Recommendations

Finish
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Enterprise GIS Vision

Adopt, implement, and maintain an enterprise approach to further extend business unit operational efficiencies and capabilities through:

– Common vision and strategy
– Common governance structure
– Common policies and standards
– System view on project prioritization
– Defined and consistent support models
– Shared resources, infrastructure, and data
Focusing the Vision
Southern Company Model
E-GIS Business Case

To develop a **Detailed Business Case** identifying and quantifying the operational and financial considerations which can be achieved through an enterprise approach to GIS governance, technologies and support.
E-GIS Business Case Objectives

1. Further Define The Business and Financial Benefits of an Enterprise GIS.
3. Finalize The Enterprise System Design In The Areas Of Architecture & Data.
Continuing a Collaborative Approach

Business & Financial Sub Team
identify, qualify, and quantify the business benefits and increased capabilities of which an Enterprise GIS provides.

Data Modeling Team
evaluate and identify data sets which are shared across the enterprise in *Enterprise Conceptual Data* models and evaluate data storage requirements.

Technology Team
develop a detailed system design for application architecture, infrastructure optimization (EGIS Server Farms) and identify technical options for Enterprise GIS.