

# NAVIGATING THE DECISION MAKING PROCESS FOR ARCGIS ONLINE (AGOL) DEPLOYMENT

Presentation  
UC1386

Thursday  
July 17, 2014  
8:30 AM  
Room 27A

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# TALKING POINTS

- | One local government's perspective on GIS (Online)
  - § What to do with an aging, custom GIS web interface?
  - § Phones have changed what we expect
- | Our AGOL Project Strategy:
  - 1) Establish a vision for GIS online
  - 2) Determine keys to successful implementation
  - 3) Identify key personnel, decision makers and roles
  - 4) Start with proper data structure

# HOW'D WE GET HERE?

## ArcMap Desktop Maps



## Web-based GIS



# 1) ESTABLISHING AN AGOL VISION

- | Determine top priorities
  - § In-office use for non-GIS people?
  - § Mobile deployment?
- | Set achievable and realistic goals
- | Expectation Management



OR



## 2) OUR KEYS TO SUCCESS

- | Needs to be widely adopted
  - § First User Experience must be positive
- | Budget and schedule requirements
- | In-house staff vs. contracted support



# 3) IDENTIFY KEY PEOPLE & ROLES

- | Who are the Drivers?
- | Responsibilities & accountability
  - § Inspire ownership by participation
- | Transparency = Trust
- | Buy-in from the decision makers
- | **Buy-in from the decision makers**

**BUY-IN FROM THE DECISION  
MAKERS**

# 4) USING PROPER DATA STRUCTURE

“Building AGOL on top of poorly structured data is like putting lipstick on a pig”

-Mark Marcacci,  
ESRI UC 2014

- | How to choose the right fit for our organization
- | Implementing an organizational change by asking nicely

# THANK YOU!

감사합니다 Natick  
Danke Ευχαριστίες Dalu  
Thank You Köszönöm  
Спасибо Dank Gracias  
谢谢 Merci Seé  
Obrigado  
ありがとう