

# How an Environmental Consulting Firm Implemented Enterprise GIS

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Photo Credit: EDS, an HP Company

# Alternate Titles for My Presentation:

# How to Convince Cats that Do GIS to Join a Herd

# How to Herd Said Cats

# How to Get GIS Buy-in from Your CEO, COO, Division Managers and Project Managers (i.e., the Big Cats)

**Holy Crap Why Did I Do This?**

# Introduction

- Developed to meet needs of JBR Environmental Consultants
- In May 2014, JBR Environmental Consultants was acquired by Stantec Consulting



# The Big Picture

“No GIS can be a success without the right people involved. A real-world GIS is actually a complex system of interrelated parts, and at the center of this system is a smart person who understands the whole.”

--Roger Tomlinson, known as the *Father of GIS* [or *One of the Best Cat Herders EVER*]

# Enterprise GIS is...

...a Geographic Information System designed to serve a wide range of purposes across many departments within your organization.

--Roger Tomlinson

# Enterprise GIS is...

...an evolving program that changes each year to support business objectives and keep pace with technology.

--Dave Peters, ESRI Programmer

# JBR's Early Days



Photo Credit: State Library of Queensland

# JBR: 12 Locations to Serve You



# GIS as an Afterthought



Photo Credit: Sanna Pudas

# The Pitch

- Preliminary Training & Research
- Identify Goals
- Create Partnerships (ESRI)
- Identify Costs, ROI
- Develop Implementation Plan



# New Position = GIS Administrator

I was an Environmental Analyst who had grown into a GIS Analyst. I knew the technical aspects of what the company does, and I knew what GIS users need to work efficiently.



Photo Credit: Windell Oskey





Photo Credit: Ed Mitchell

# What do I want to get out of my GIS?

- *Information Products* or
- “Data transformed into something useful for the organization”

– Roger Tomlinson



# Why do We Need Enterprise GIS?

“Explanation is not focused on facts, laws or specifics. Explanation is the art of showing *why* the facts, law, and specifics make sense.”

--Lee LeFever



Photo Credit: BluebearsLair

# Here's Why (This is what I told them)

- Our competitors were doing it
- It was becoming the industry standard
- We had clients interested in enhanced GIS services we could only offer with enterprise GIS
- It would help JBR maintain our reputation for high quality environmental work

# Selling Internally

- Do not make assumptions about what people already know *[about GIS]*
- Use the most basic language possible *[What's a geodatabase?]*
- Zoom out and try to see the subject from the broadest perspective possible *[Enterprise GIS from space]*
- Forget the details and exceptions and focus on big ideas *[GIS is magic and can make your life better]*
- Be willing to trade accuracy for understanding *[Geodatabase = coverage, right?]*
- Connect the basic ideas to ideas the audience already understands *[Herding cats]*

--Lee LeFever

# Selling Externally



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Company Name or Presenter

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# Collaborating with IT Iguanas



Photo Source: Tambako The Jaguar



Photo Source: zOz



Photo Source: Steve Singer

# Virtualization

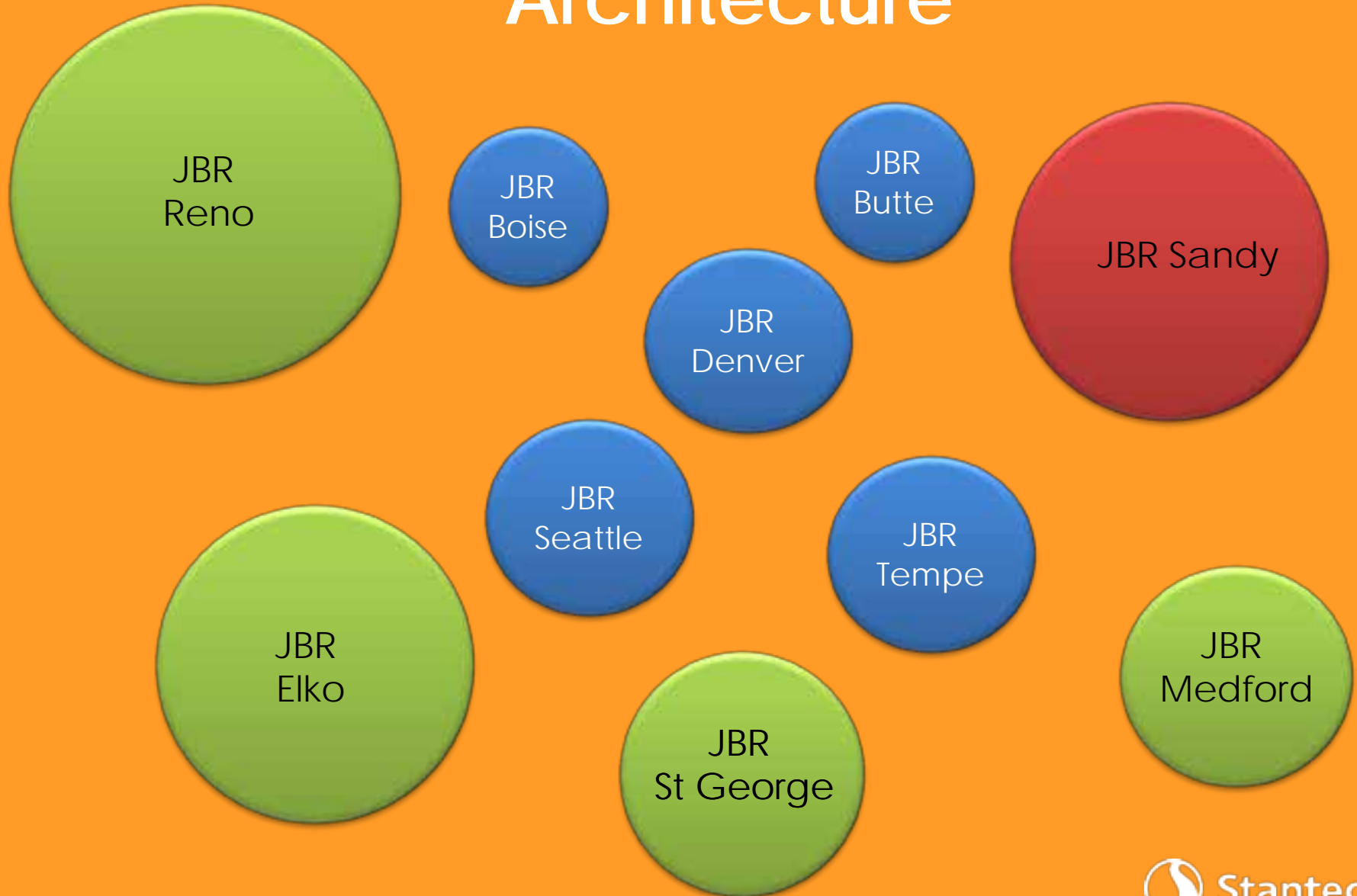
- Central Data Server
- Central License Server
- Virtual Desktop Interfaces (or VDIs)



Photo Source: [cesarsway.com](http://cesarsway.com)



# JBR's Pre-Enterprise GIS Architecture



# Phase I Architecture

GIS Users & Producers  
(by office)

Sandy  
(STANDARD/  
ADVANCED)

Reno  
(BASIC)

Medford  
(BASIC)

Elko  
(BASIC)

St  
George  
(BASIC)

Central  
GIS  
Server  
(Sandy)

Webmaps  
(Flexviewer)

Offices not currently  
using ArcGIS Software

Boise

Butte

Denver

Seattle

Tempe



# Large, Qualified GIS Workforce

## Scalable Workforce

- GIS cats in all locations can come together to work on large projects, which results in greater efficiency and a more comfortable workload for employees
- Broad access to shared data and maps

## Qualified Workforce

- The most qualified cat in the company can assist on projects regardless of his/her physical location



# Increased Communication between the GIS Cats

- Standardized GIS Workflows
- GIS SharePoint Page
- Monthly, Company-wide GIS Conference Calls
- GIS Data Standardization
- Map Quality Standards
- GIS Mission Statement & Goals



# Enhanced GIS Products for JBR Clients

- GIS Data Collection Initiative
- New Services including:
  - Web Mapping
  - Advanced GIS Analysis
  - Cat Grooming (just kidding)



# As of May 2014...

- JBR has increasing GIS buy-in from all levels of the company
- Though imperfect and still evolving, JBR has a successful enterprise GIS
- GIS has become a major service line that we actively advertise, with or without environmental consulting services
- Maintaining the GIS requires:
  - continued communication within the company,
  - keeping up with the latest GIS technology,
  - coordinating with the IT Iguanas, and
  - providing kitty treats for motivation.

"It ain't an easy job, but when you bring a herd into town and you ain't lost a one of 'em, ain't another feelin' like it in the world."

—Cat Herder, EDS Commercial





Questions?



# Sources Cited

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