



# How the Esri Maps for Salesforce Benefits the EPA

July 18, 2014

# Introduction

- Matt Brumberger, Director of Business and Salesforce Consulting
- Frank Roberts, Director of Information Technology
- Innovate! is an 8(a) certified, “green” business providing
  - Geospatial Solutions
  - Software Engineering
  - Salesforce.com Development & Implementations
  - IT Security Services
  - Program & Project Management
  - Business Management Consulting
  - Transformation Consulting Services

# Background

- Innovate selected to be a beta tester Maps for Salesforce given our depth of background integrating GIS solutions for clients
- Upon becoming a beta tester, we reviewed our projects for a representative candidate for the program
  - Ideal candidate uses Salesforce and GIS, but does not have the two integrated
  - The U.S.EPA CROMERR project was selected as it meets the criteria

# Salesforce.com



Cloud-based, Platform as a Service (PaaS)



Built on a Customer Relationship Management Framework



Highly Scalable (Almost 2.0 Billion Transactions / Day)



NO COST for Hardware, Backup, Disaster Recovery, Hosting, Upgrades



FedRAMP approved via Health and Human Services Authority to Operate



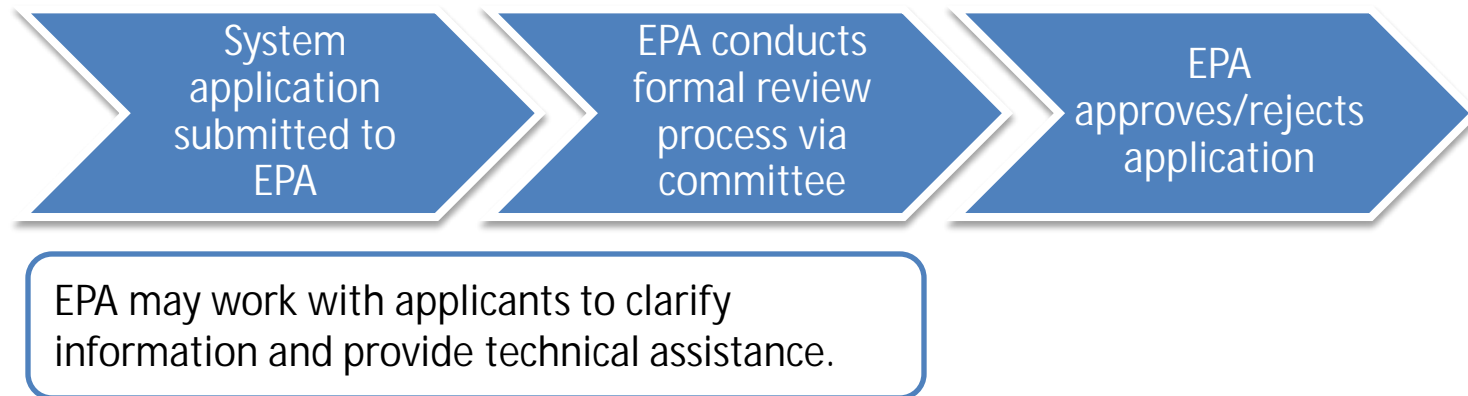
Supports **Rapid** Development of Advanced Workflows

# What is CROMERR?

## Cross Media Electronic Reporting Regulation

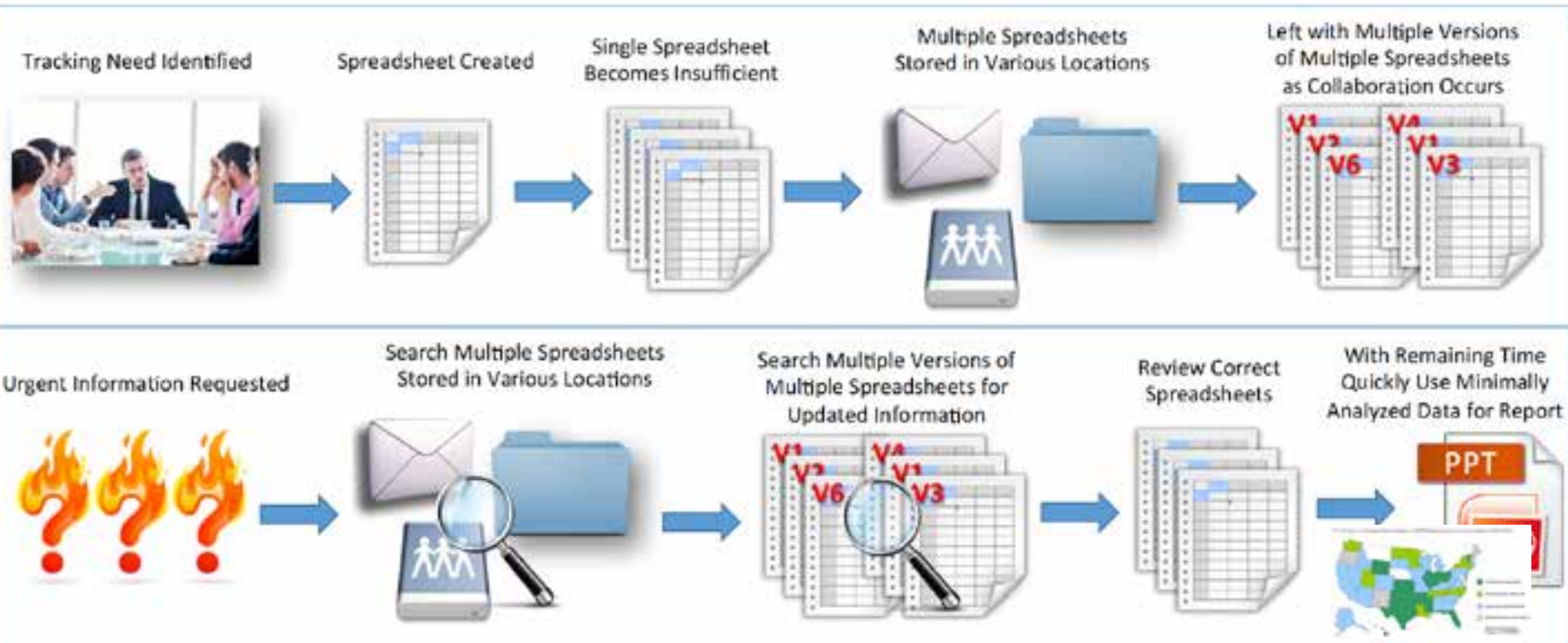
- All states, tribes, and local governments report environmental program data to EPA. CROMERR is a regulatory program that manages the transition from a paper-based to an **electronic reporting environment**.

### Simplified CROMERR Processing Flow



- At any given time, there are many IT system applications from across the U.S. that are in various stages of review and approval (33 systems currently under review).

# Before Salesforce and the SF/ESRI App



# Why Salesforce?

Timeliness	Access	Quality	Cost	Customer Service
CROMERR partners can quickly identify what has been completed and what needs to be completed through a central point of collaboration.	All CROMERR partners have visibility into what is occurring within an application and can access data and files related to applications.	Data quality has increased as independent spreadsheets and disparate emails have been merged into a single point of storage.	System projected to pay for itself within 1-2 years through reduction in "low value-add" activities and enhanced program collaboration.	Applicants are provided needed information rapidly, without requiring time to find information and without delays caused by having to contact them back.

Partners – CROMERR staff, leadership, and TRC members

**DEMO**



# Benefits of Salesforce/GIS Integration

- Process improvements: EPA used to view spreadsheets one line at a time. What took hours to review can now be accomplished in minutes, saving both time and man hours
- Improved executive communications: no exec wants to look through endless spreadsheets and tables
- The power of the SF data can now be viewed easily for any applicant, or analyzed visually across applications –helps break down stove pipes
- Enhanced web site: hand drawn status maps prepared by a separate contractor can now be delivered via map application
- Geo-enrichment leverages the full power of GIS and puts results in the hands of programmatic staff through Esri Maps for Salesforce

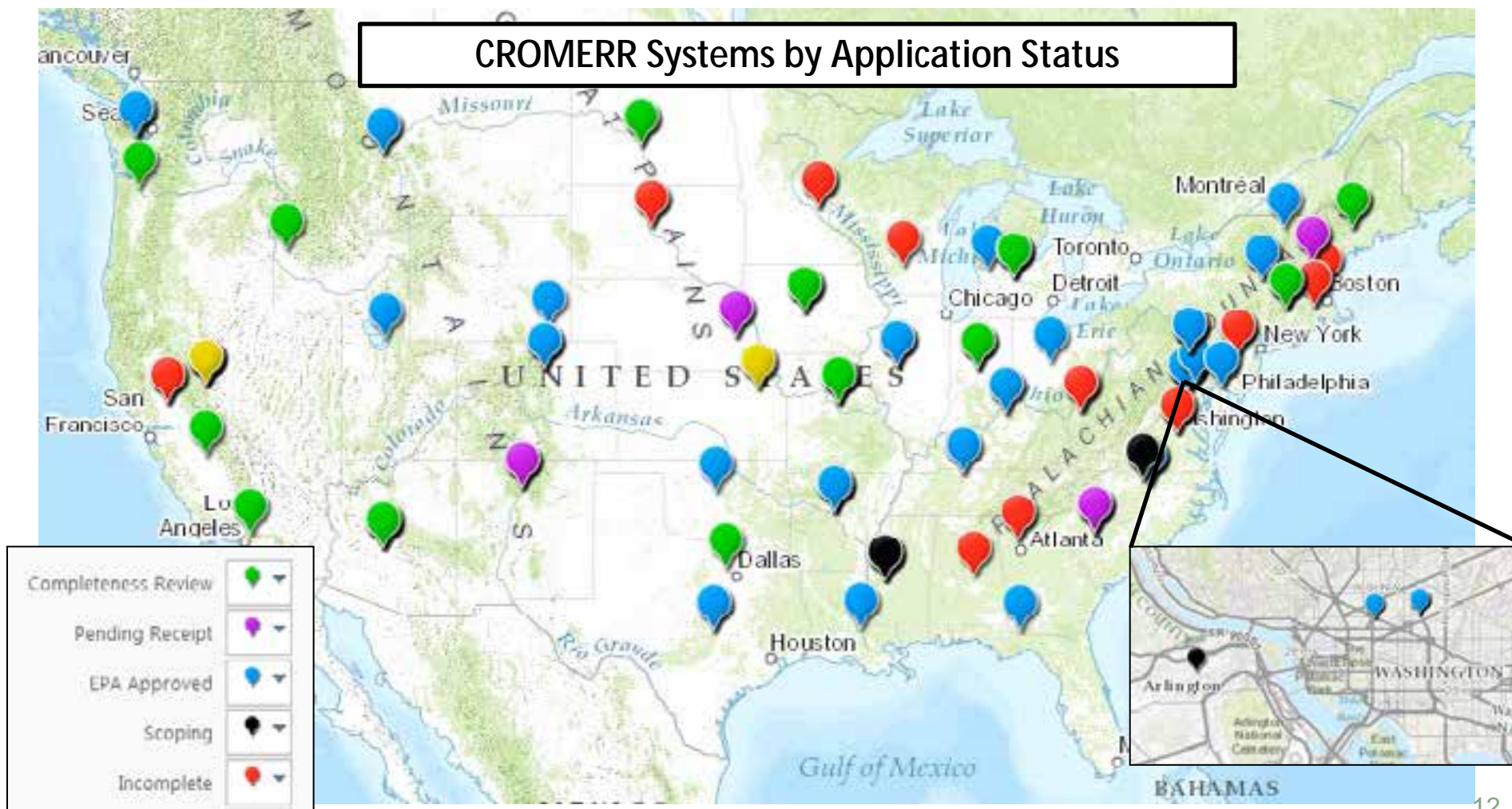
# Wrapping Up

- Questions?
- For more information regarding our beta test experience, utilizing Salesforce.com, or our consulting services please contact me at:
  - Email: [mbrumberger@innovateteam.com](mailto:mbrumberger@innovateteam.com)  
[froberts@innovateteam.com](mailto:froberts@innovateteam.com)
  - Phone: 772-321-1609 (Matt)  
208-699-2712 (Frank)

# **IN-CASE OF INTERNET DISRUPTION**

# What's Possible: Utilizing SF/ESRI App

Data can now be viewed at a glance on a map by state or region



# What's Possible: Alternative Views of Data

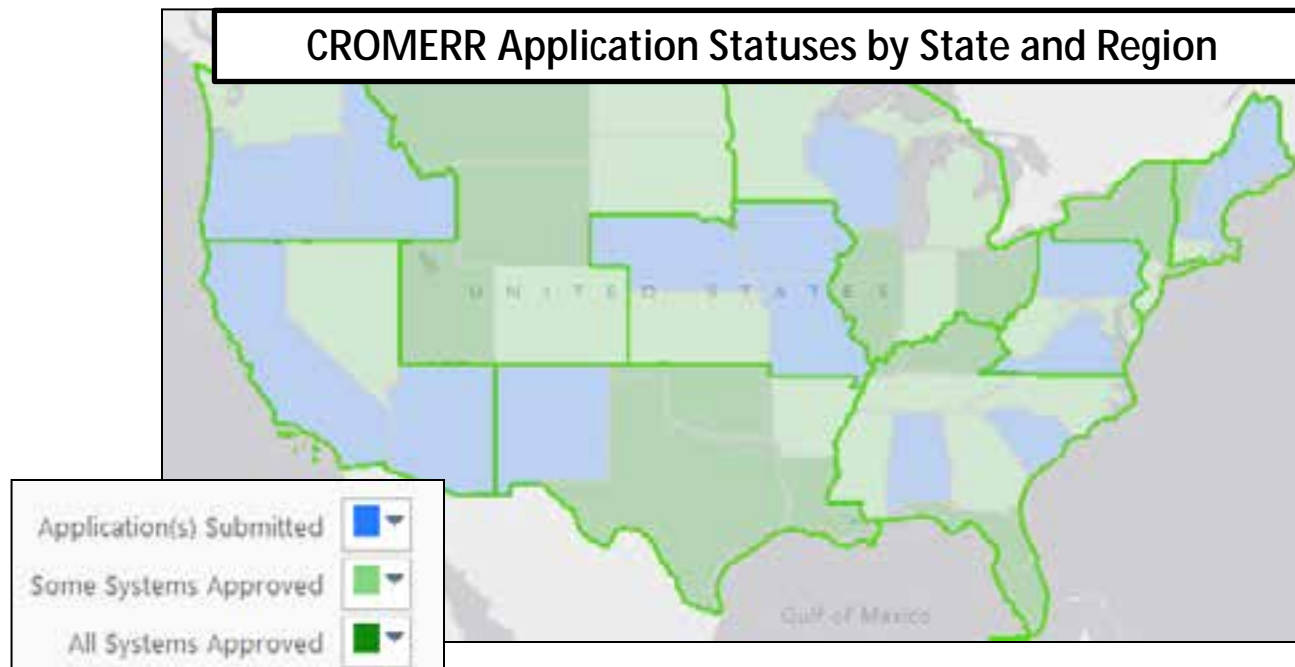
- Important data and reports can now be viewed spatially
- For CROMERR, maps will include things like water system applications in the Chesapeake Bay watershed and applicants that have not been contacted in the last 90 days

CROMERR EPA/Applicant Activity by Address



# What's Possible: Executive Dashboards

- Previously shown maps used in concert would make an excellent Executive level dashboard to help EPA manage the program.
  - Beginning to be used by the EPA CROMERR team with upper level management
- These dynamic maps allow viewers to identify a particular application and drill into the Salesforce data, giving execs and managers a wealth of information at the click of the mouse.





## What's Possible: Other Users

Salesforce can be used to directly input, store, and manipulate data and have it immediately populate on a map



# Additional Capability Using ArcGIS Server

- Innovate chose to add enhancements to the connector including additional capability using ArcGIS Server
- This has allowed for geo-enrichment and the ability to export SF data directly to the ArcGIS Server or send analysis results back to Salesforce
  - Easy-to-perform geospatial analysis
  - Quickly able to add additional data & incorporate model outputs
  - Enables complex GIS analysis to SF users



# Customizing and Transferring this Integration

- Esri Maps for Salesforce are highly customizable.
- The applicability & transferability of this environmental prototype to other customer types (including both government and commercial) is clear
- Custom App implementations can be developed with speed and ease