



Managing an Enterprise GIS Project: Key Things You Need Right from the Start

Gerry Clancy

Glenn Berger

ArcGIS Supports the Enterprise

Making mapping and GIS available across your organization

Knowledge
Workers



Executive Access



Public
Engagement



Work
Anywhere



Enterprise
Integration



Professional
GIS



Web GIS

Vision, Value and Objectives

The real reason for the project

- Clearly define and communicate the business purpose
- Describe the future
- Be the champion or find the champion
- Continually “sell” the value of success
- Obtain “buy-in” from executive leadership through project team members

Improve disaster response

Identify new customers and markets

Introduce new product or application

.....improve customer service by 10%

Reduction in operations and maintenance

User Involvement

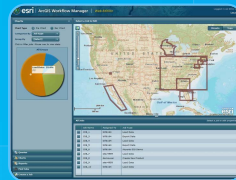


Create a Service

Tell a Story



Publish a Web Map



View Asset Information

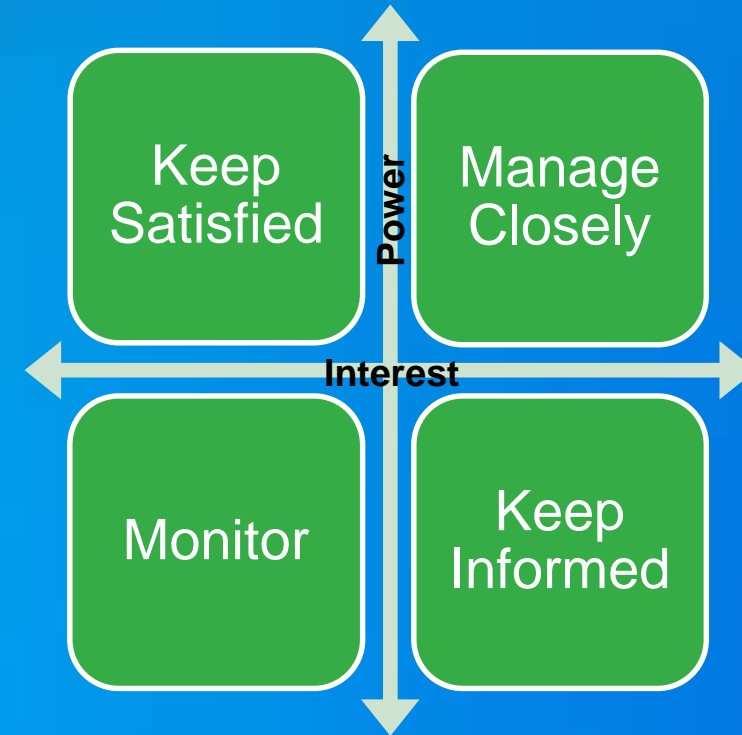


Executive Dashboard

Engage Stakeholders

Understanding influence and impact

- Don't allow yourself to be surprised
- Determine those “affected by” versus those who “affect”
- Must understand their point of view – what does success mean
- Realize all stakeholders are important
- Engage throughout the project lifecycle



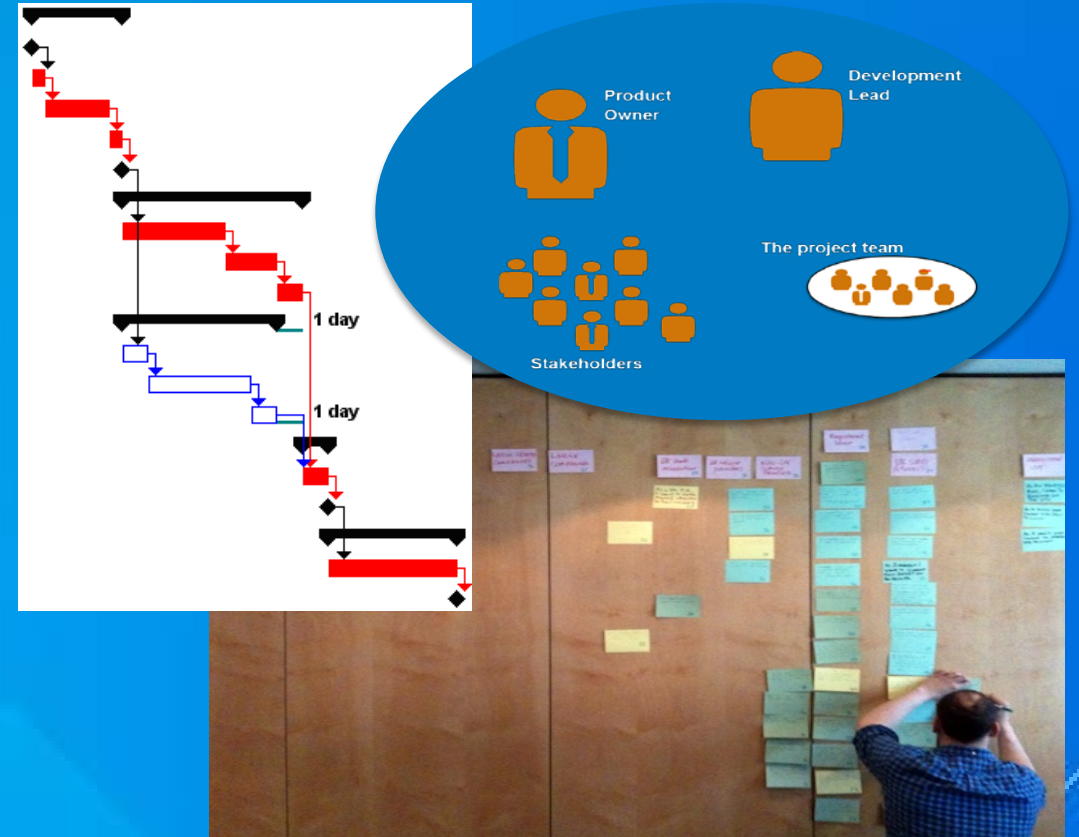
Stay Focused on What is Important

Why do you need it...What business value does it bring...



Invest in Proper Planning

- Planning is a team sport
- Clearly define roles and responsibilities
- Define a methodology and establish a project rhythm
- Avoid unrealistic schedules
- Process for monitoring team performance
- Define and implement risk management plan



Requirements, Requirements, Requirements

The most important part of a project

Model business workflow

Move from general to specific

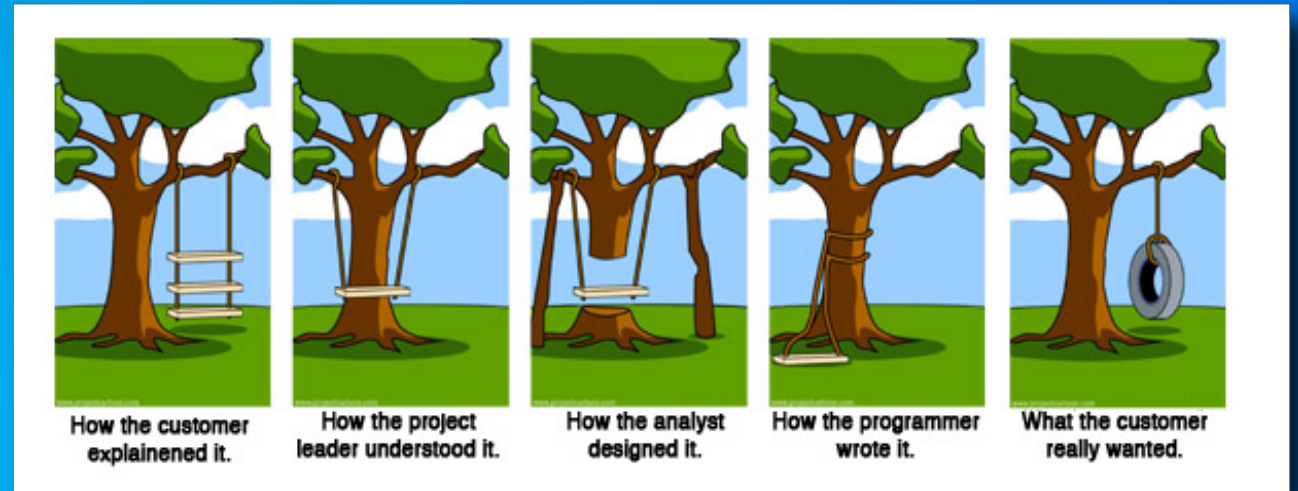
WHAT not HOW

Best Practices for Collecting

User Requirements

Tuesday 10:15-11:30 Room 8

Thursday 1:30-2:45 Room 15B



Source: requirementstechniques.wordpress.com

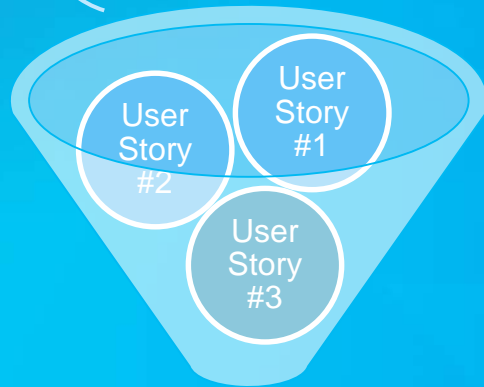
Use an Evolutionary Approach

Product Backlog

1		
2		
3		
4		
5		

Requirements

- Who is it for?
- What is the result?
- Why is it needed?



Sprint Plan/Backlog



Tasks



Working Increment

Design Components Together

Interoperable



Plan for Change

It will happen....impact on scope, schedule and budget

New Team Lead

Add these fields

Staff Resistant to change

Need a Mobile App as well

Different icons

That's not our workflow!

Update the data daily rather than monthly

Organizational Change

Green vs Red

Move to new OS

New Release date

New database design



Good People

The key ingredient for project success

- Requires people with the right technical skills
- Team members in the correct roles
- Clear ownership and authority
- Decision makers
- Will align to your methodology

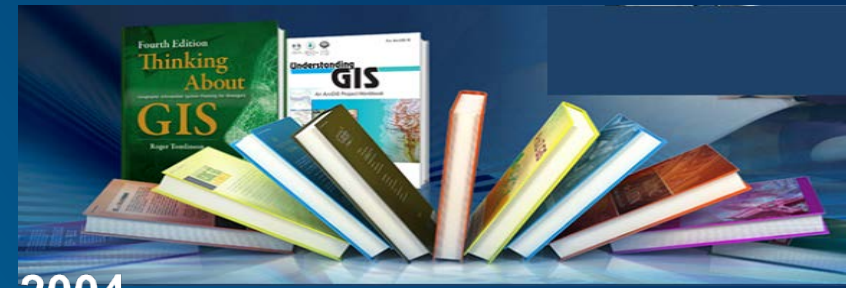


Managing an Enterprise GIS Project

Prepare for success

1. Vision, value and objectives
2. User engagement
3. Engage stakeholders
4. Stay focused on what's important
5. Proper planning
6. Requirements, requirements, requirements
7. Evolutionary approach
8. Design components together
9. Plan for change
10. Good people

- *Software Requirements (2nd Edition)* by Karl Wieggers, Microsoft Press, 2003
- *Agile and Iterative Development: A Managers Guide* by Craig Larman, 2004
- *The One-Page Project Manager: Communicate and Manage Any Project With a Single Sheet of Paper* by Clark A Campbell, 2006
- *Applying UML and Patterns (2nd Edition)* by Craig Larman, Prentice-Hall, 2001
- *Use Case Driven Object Modeling with UML* by Doug Rosenberg and Matt Stephens, Apress, 2008
- *Agile Development with ICONIX Process* by Doug Rosenberg, Matt Stephens, and Mark Collins, Apress, 2005
 - iconixsw.com
- *Software Project Survival Guide* by Steve McConnell, Microsoft Press, 1997
- *Writing Effective Use Cases* by Alistair Cockburn, Addison-Wesley, 2001



Additional Resources

Books



<http://alistair.cockburn.us/>

<http://www.iconixsw.com/>

<http://www.webmapsolutions.com/category/location-technology-for-all>

<http://blogs.esri.com/esri/>

<http://www.pmi.org/default.aspx>

<http://www.thoughtworks.com/insights>

Additional Resources |

Where to go From Here?

* Repeat Sessions

Tuesday	Time	Room
Managing an Enterprise GIS Project: What You Need to Know from the Start *	8:30-9:45am	08
Establish an Initial Operating Capability for Your Enterprise	10:15-11:30am	06C
Managing an Enterprise GIS Project: Best Practices for Collecting User Requirements*	10:15-11:30am	08
Enterprise GIS: Security Strategy	10:15-11:30am	06E
Enterprise GIS: Performance and Scalability	1:30-2:45pm	06E
Managing an Enterprise GIS Project: Create a Manageable Plan	3:15- 4:30pm	06C

Wednesday	Time	Room
Managing an Enterprise GIS Project: What You Need to Know from the Start*	1:30-2:45pm	06E
Deploying Apps in the Cloud	3:15-4:30pm	17A
Inject GIS into your Business Systems	3:15-4:30pm	06E
Enterprise GIS: Performance and Scalability*	3:15-4:30pm	06C

Thursday	Time	Room
Enterprise GIS: Database Planning	8:30-9:45am	04
Enterprise GIS: Architecture Deployment Options	1:30-2:45pm	06E
Managing an Enterprise GIS Project: Best Practices for Collecting User Requirements *	1:30-2:45pm	15B
Deploying Apps in the Cloud*	3:15-4:30pm	06C
Enterprise GIS: Security Strategy*	3:15-4:30pm	06E

Thanks

Gerry Clancy – gclancy@esri.com

Glenn Berger – gberger@esri.com



Understanding our world.