

LOCALIZE THE PROBLEM

HOW A WEBGIS ENVIRONMENT IS ENABLING THE SOLUTION

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Together, all the way.



Outline



1. What's the **problem** we're trying to solve for our customer?
2. How a GIS-based server environment helps to get us closer to **solving** this defined issue
3. How Esri products are enablement tools
 - SMP, Business Analyst, Network Analyst, Tapestry Segmentation
4. How business is **leveraging** Portal for ArcGIS to make data driven decisions
5. **Summary and Future Vision**

Business Problem



- **As Cigna's business is shifting to a local market approach, how can analytics provide location-based insights?**
 - **Deeper understanding of:**
 - **Market and local characteristics**
 - **Develop more relevant business strategies for:**
 - **Established business growth**
 - **Customer/ client retention**
 - **Define new business opportunities**

GIS Environment



- **What they are using**
 - Portal for ArcGIS 10.4
 - WebMaps
 - Esri Product Outline
- **How they are using it**
 - Self service tool to understand the nuances of their marketplace
- **Why they are using it**
 - Create location-based insights to define growth opportunities, develop strategies, and execute operational support

Enablers—ESRI Products Leveraged



- **Street Maps Premium**
 - Drag and drop current and prospective customer list
 - Visualize and assess location and access to care and services
- **Network Analyst**
 - Visualize medical care facility/ services and provider distribution
 - Geographic access for customers within market
- **Business Analyst**
 - Evaluating customer growth opportunities and client prospecting
- **Tapestry Segmentation**
 - The *residential neighborhood* factor—provides lifestyle and preference information for current and potential customer in an effort to better understanding their needs and challenges

Summary



- **Business users now have the ability to create location-based insights and make decisions in a new way they were not previously able to**
- **How did we get here**
 - 1. Building a strong business case for geospatial based insights within enterprise**
 - 2. Establish key business partners/ champions to help establish value**
 - 3. Creating an environment where geospatial insights are “need to have” instead of “nice to have”**
 - 4. Strong partnership with IT**
 - 5. Hands-on training and facilitation during ramp-up for successful business adoption**
 - **Resources to training the stakeholders on the tool and how to think geographically**

Next Steps



- **Future vision of geospatial server environment includes**
 - To continue collaboration with the business to add additional data, maps, and apps
 - Collaboration with IT to establish “live” authoritative data available to all
 - Growth of infrastructure and tools to better support the technology and larger scaling efforts
- **Employ advanced analytic insights—self service capabilities**
- **Communicate measures of success within organization**
 - Defined as when business begins to leverage self-service web map capabilities and applications to achieve greater success and drive greater value to their markets