Discover the Location Dimension of Your Business

Steven Temmermand

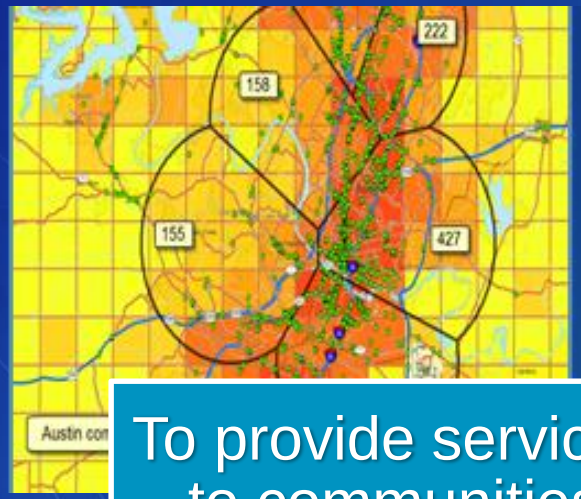
Location Value Assessment

Why

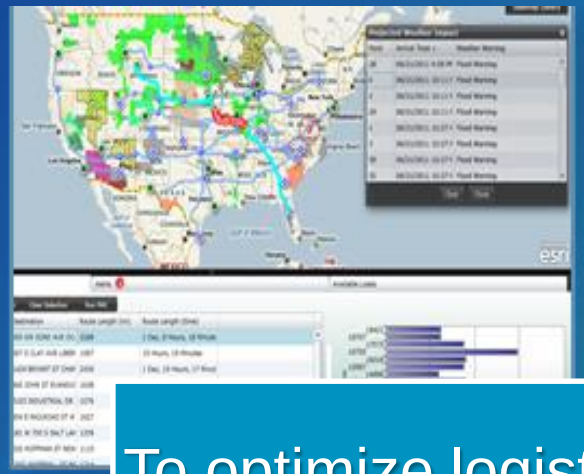
When

What

Why? - Believe geography can transform



To provide services to communities



To optimize logistics

To fight the spread of disease

Make and share apps

- Deliver apps to users
- Follow business priorities and outcomes
- Use Web GIS

GIS Professionals

Apps for users

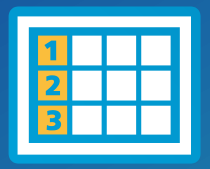
When? - Launch a location platform in five steps

1. **Location Value Assessment**
2. Pilot Project
3. Production Rollout
4. Operations and Support
5. What's Next

What? - Location Value Assessment

Review organization broadly

Identify uses & assess value of each



Prioritize opportunities

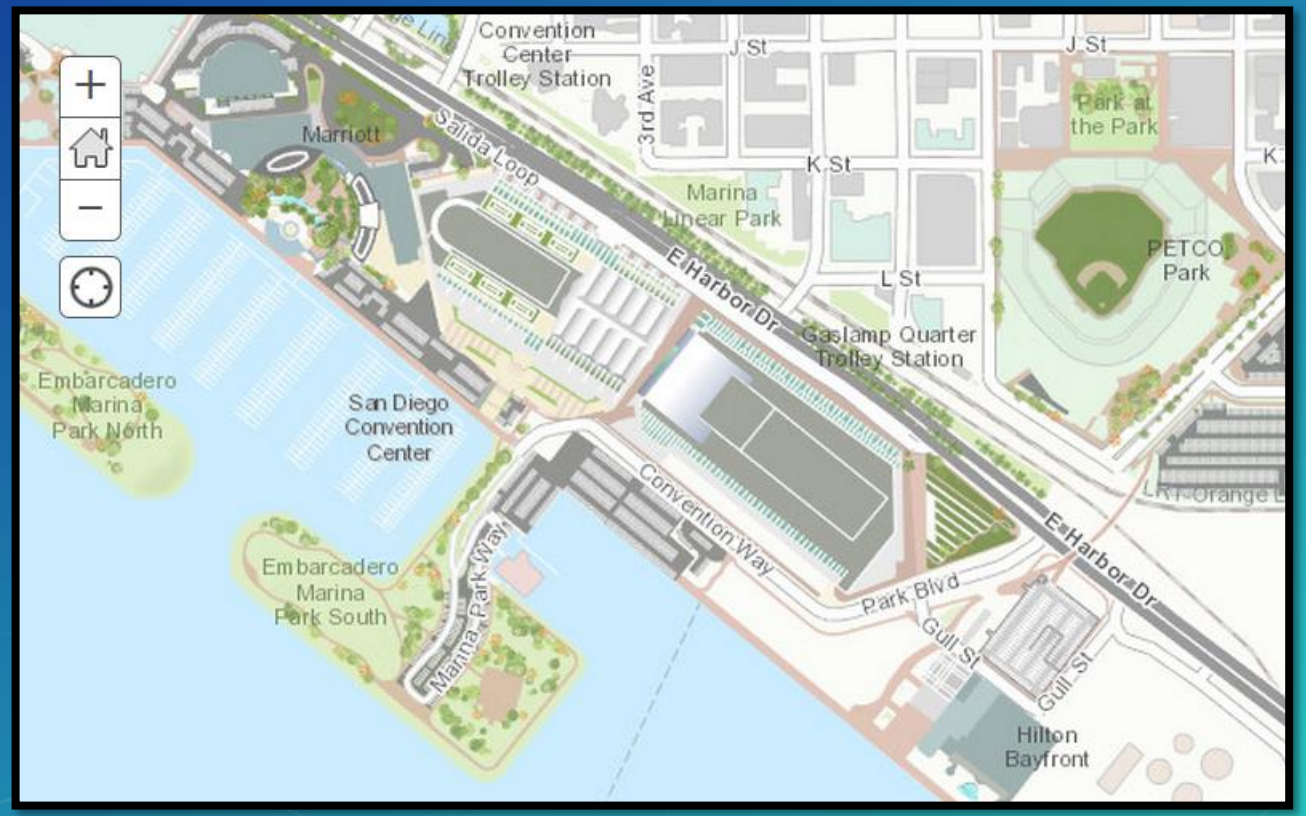
Client example - Improve service delivery

Healthcare Services

Community

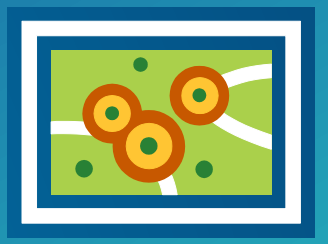
Orientation

- Digital maps
- Decision making
- Understanding



Discuss similar organizations

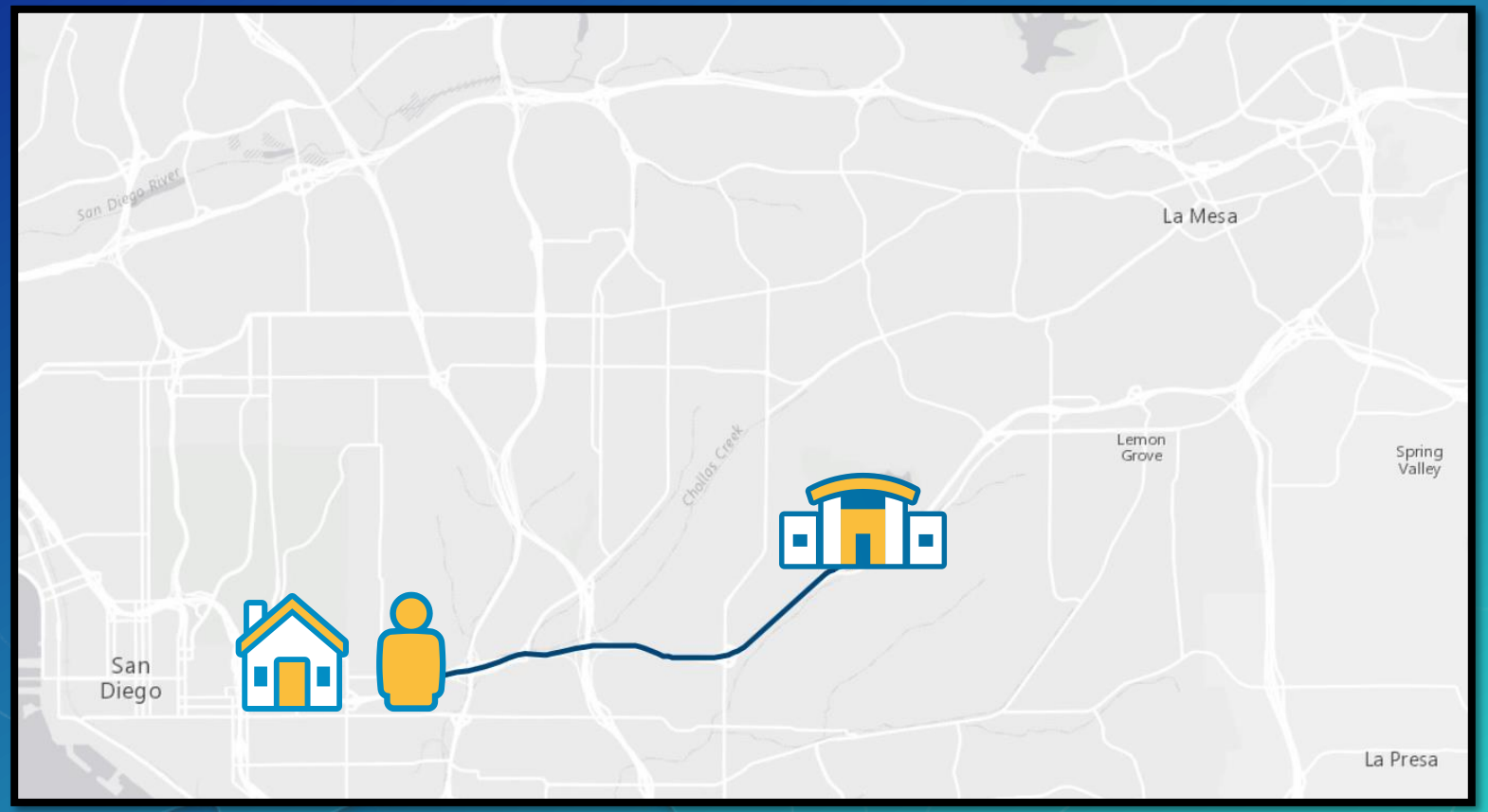
Deploy a mobile workforce



Target outreach

Review organization broadly

Review organization broadly



Think about:

- Which departments would you work with in your organization?
- How do they use geography?

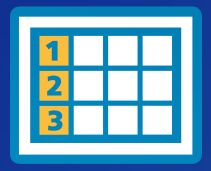
Identify uses & assess value of each

Identify uses & assess value of each

Identify uses & assess value of each

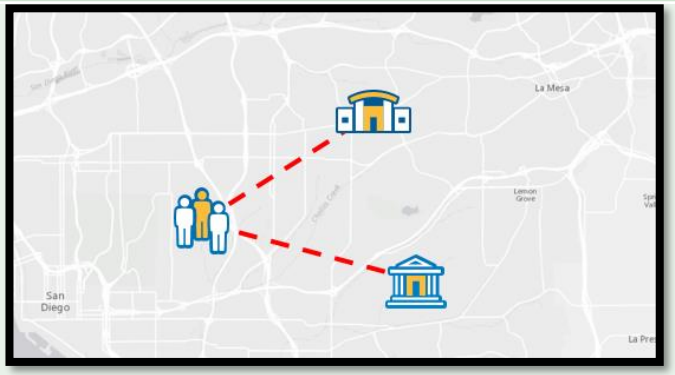
Think about:

- In what ways do you think your organization could be using geography?
- How would that benefit you?



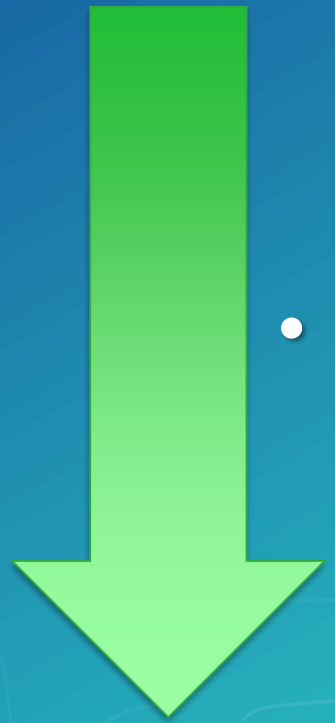
Prioritize opportunities

Prioritize opportunities

Priority	Opportunity
High	
High	

Prioritize opportunities

- Membership
- Customer satisfaction



- ER utilization rates

Prioritize opportunities

Quick Wins

Planning and analysis

Member engagement

Think about:

- What factors would determine your priorities?

Location Value Assessment

Why – believe in geography

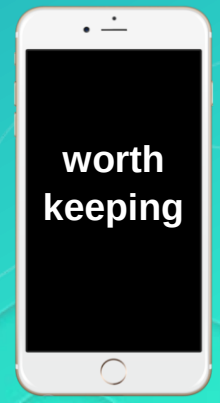
When – start your launch

What – value, opportunities

Recommended Session: Defining and Driving Location Strategy

- Wednesday, July 12
- 1:30 PM – 2:45 PM
- Room 05 B
- San Diego Convention Center

- This session presents an approach you can use to champion a location strategy in your organization and unlock the power of your ArcGIS platform.



Framework to help you move forward

Checklist for Launching Your Location Platform

1 Location Value Assessment

- ☐ Conduct a kickoff meeting.
- ☐ Discuss how organizations in similar industries use location information.
- ☐ Assess workflows that would benefit from location information.
- ☐ Prioritize workflows.
- ☐ Summarize the implications that the workflows would have on your organization.

2 Pilot Project

Pilot project plan

- ☐ Identify the workflow(s) to be used in the pilot project.
- ☐ Identify the business areas and people involved.
- ☐ Define your products or deliverables.
- ☐ Define the data.
- ☐ Define the software.
- ☐ Define the infrastructure.
- ☐ Establish a communication plan.
- ☐ Create a training and support plan.
- ☐ Identify success measures.
- ☐ Identify constraints.

Implementation

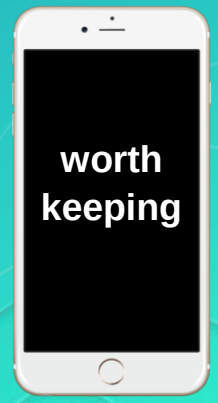
- ☐ Set up your pilot environment.
- ☐ Implement training and support.
- ☐ Perform change management activities.
- ☐ Incorporate workflows.

Evaluation

- ☐ Evaluate pilot success.
- ☐ Evaluate production readiness.

Launching Your Location Platform

www.esri.com/launchguide



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WHERE