



Proven steps to get the most out of your GIS investment

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**GIS
INSPIRING
WHAT'S
NEXT**

The Esri Method

Maximize Business Impact with GIS



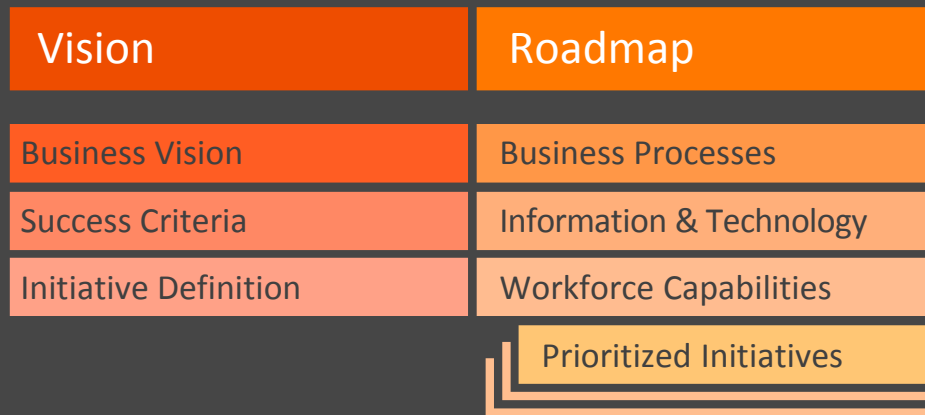
Definition and Purpose

- High level approach any organization can follow to maximize the impact of GIS in support of their mission
 - Focuses on incremental success through iterative steps
 - Aligns technical accomplishments with organizational vision and goals

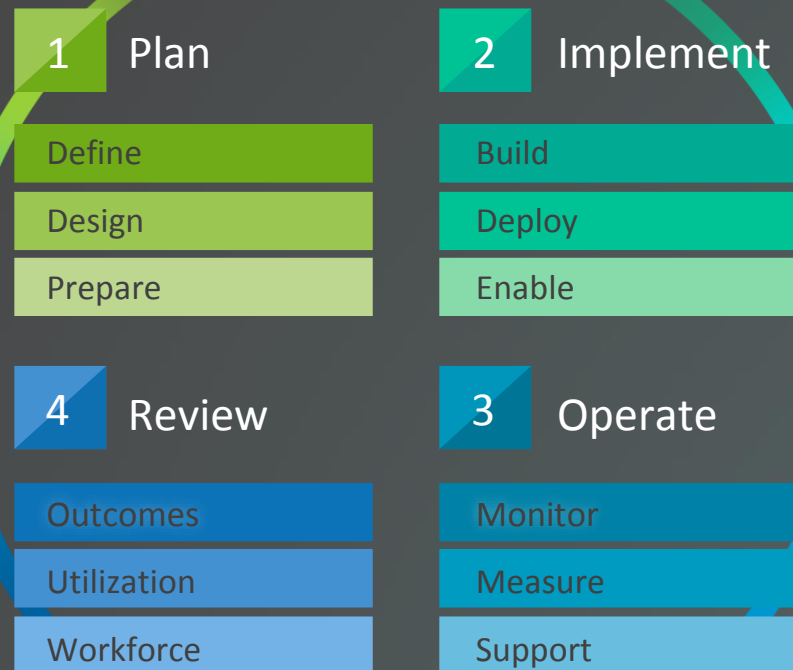
The Esri Method

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Location Strategy

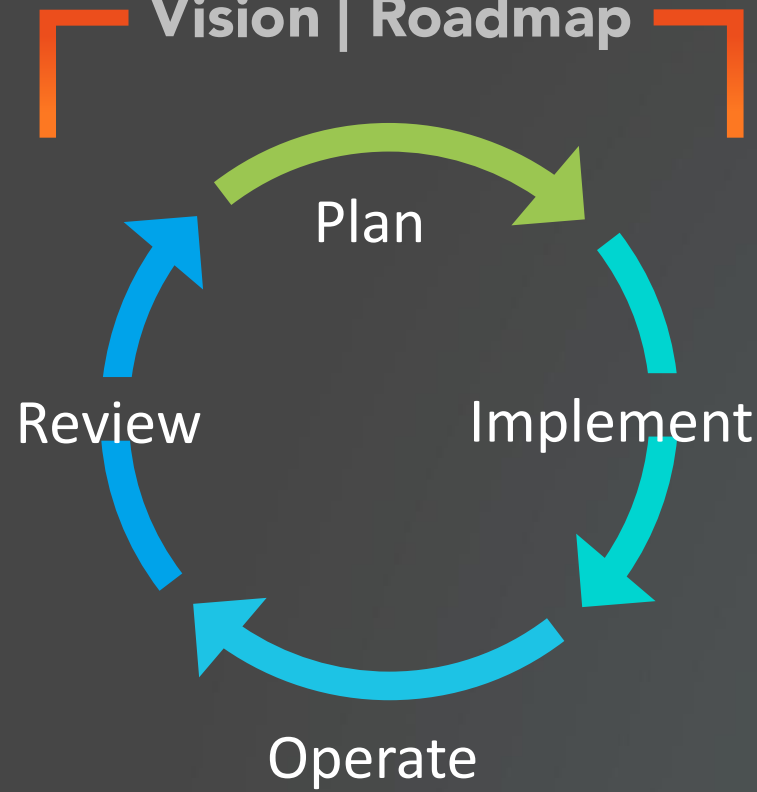


Initiative Cycle



Location Strategy

Vision | Roadmap



The Esri Method

Maximize Business Impact with GIS



Location Strategy

Vision

Roadmap

Business Vision

Business Processes

Success Criteria

Information & Technology

Initiative Definition

Workforce Capabilities



What is the
Vision
of your organization?

Location Strategy

Vision

Business Vision

- What is the organizational mission?
- What is the bold vision?

Success Criteria

- What does success look like for each player?
- What outcomes are important?

Initiative Definition

- What are the top business drivers?
- Focus on business not technology

Location Strategy

Vision

Business Vision

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Initiative Definition

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The background is a gradient of teal and blue. On the left, there are several diagonal lines in shades of teal, blue, and red. On the right, there are more complex geometric shapes, including a large red shape with a white grid pattern, and several other shapes in teal, blue, and orange. The text is centered in the middle of the image.

What is the
Roadmap
for your organization?

Location Strategy

Roadmap

Business Processes

- How is GIS solving priority problems today?
- Identify priority workflows

Information & Technology

- Business
- Technology
- Data
- Applications
- Infrastructure
- People

Workforce Capabilities

- Create conditions for success
- Align roles to goals
- Assess technical skills

Location Strategy

Roadmap

Business Processes

- How is GIS solving priority problems today?
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Information & Technology

Workforce Capabilities

Common Patterns of Use

Mapping & Visualization



Understand locations and relationships with maps and visual representations

Data Management



Collect, organize, and maintain accurate locations and details about assets and resources

Field Mobility



Manage and enable a mobile workforce to collect and access information in the field

Monitoring



Track, manage, and monitor assets and resources in real-time

Analytics



Discover, quantify, and predict trends and patterns to improve outcomes

Design & Planning



Evaluate alternative solutions and create optimal designs

Decision Support



Gain situational awareness, and enable information-driven decision making

Constituent Engagement



Communicate and collaborate with citizens and external communities of interest

Sharing & Collaboration



Empower everyone to easily discover, use, make, and share geographic information

The Patterns are Related





























... and build on one another



...business initiatives define the priorities

Business Challenges

Assessment Framework

	Mapping & Visualization	Data Management	Field Mobility	Monitoring	Analytics	Design & Planning	Decision Support	Constituent Engagement	Sharing & Collaboration
	 <p>Understand locations and relationships with maps and visual representations</p>	 <p>Collect, organize, and maintain accurate locations and details about assets and resources</p>	 <p>Manage and enable a mobile workforce to collect and access information in the field</p>	 <p>Track, manage, and monitor assets and resources in real-time</p>	 <p>Discover, quantify, and predict trends and patterns to improve outcomes</p>	 <p>Evaluate alternative solutions and create optimal designs</p>	 <p>Gain situational awareness, and enable information-driven decision making</p>	 <p>Communicate and collaborate with citizens and external communities of interest</p>	 <p>Empower everyone to easily discover, use, make, and share geographic information</p>
Do inspections									
Issue permits									
Assess risk									
Inform the public									

BUSINESS CHALLENGE

Write a statement about a challenge.

Location Strategy

Roadmap

Business Processes

Information & Technology

Workforce Capabilities

- Business
- Technology
- Data
- Applications
- Infrastructure
- People

Prioritized Initiatives

ArcGIS | Both a Comprehensive GIS and an Online Mapping and Location Platform

ArcGIS Enterprise
(Software)

ArcGIS Online
(Cloud-Based SaaS)



Supporting Multiple Types of Users . . .

Enterprise Deployment Patterns

ArcGIS Enterprise



On-premises

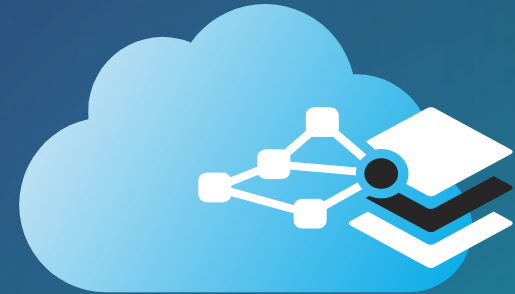
ArcGIS Enterprise



Public Cloud

Self Managed or Esri Managed

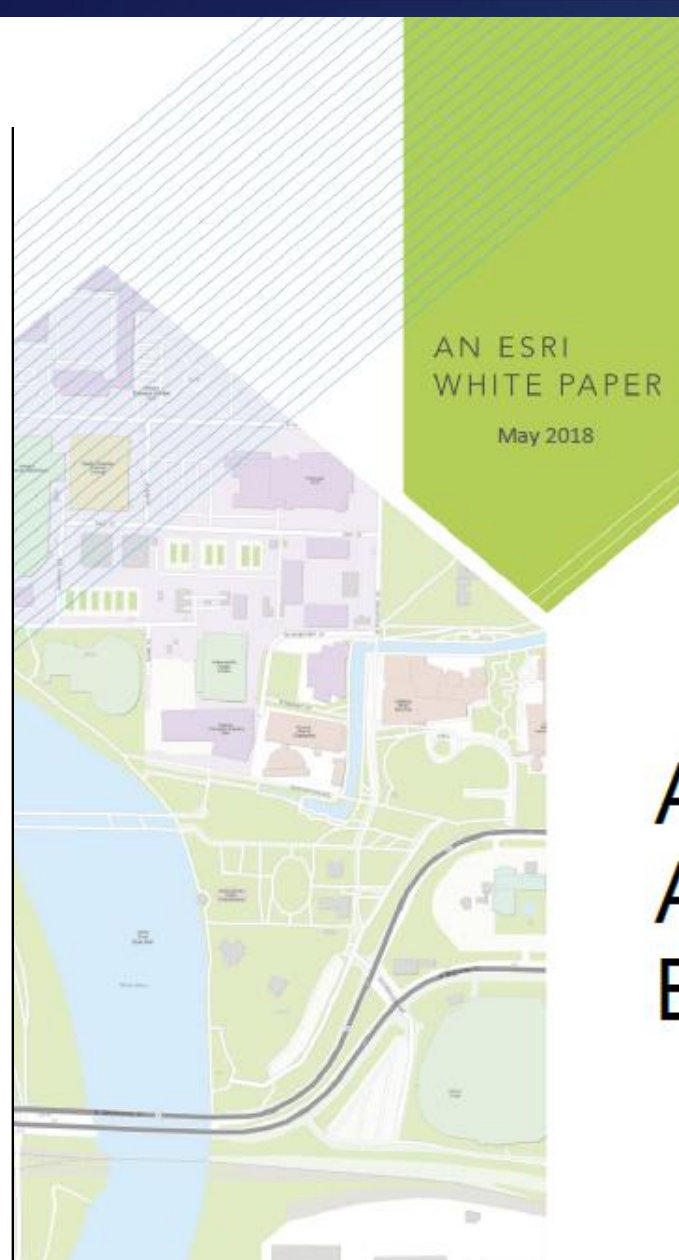
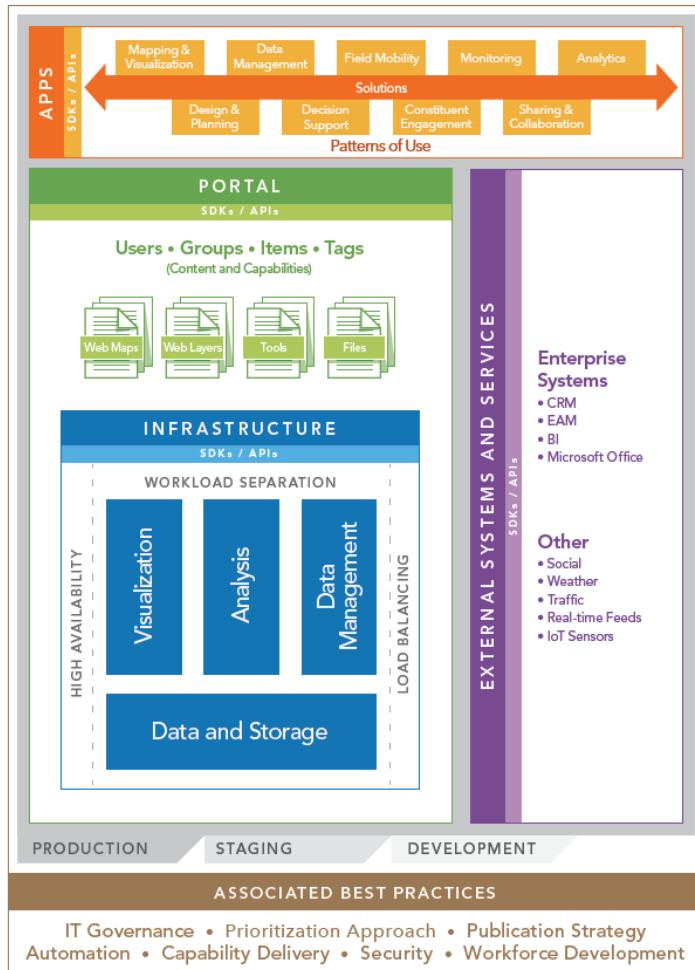
ArcGIS Online



SaaS

Hybrid deployments most common

ArcGIS Platform Conceptual Reference Architecture

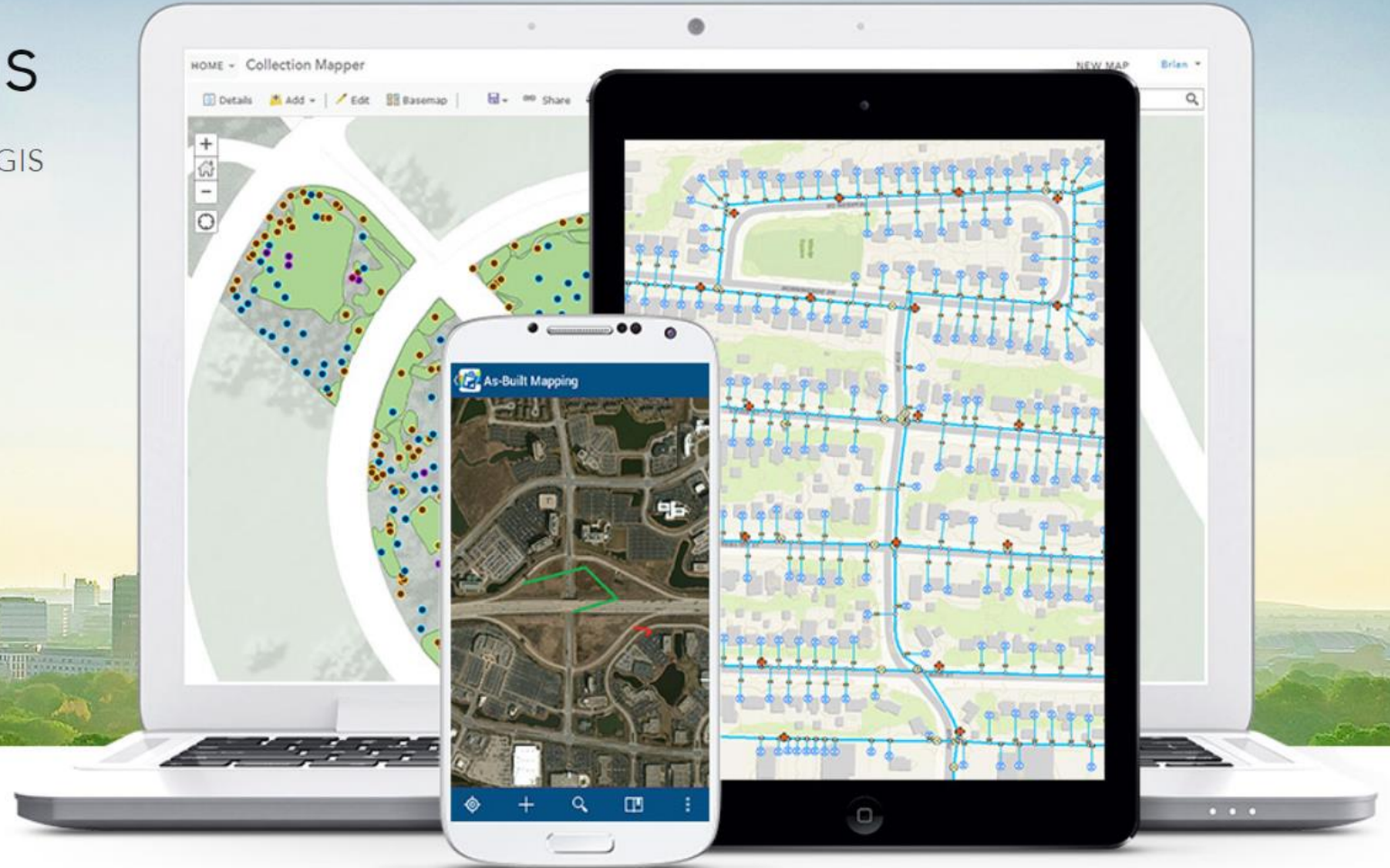


Architecting the ArcGIS Platform: Best Practices

ArcGIS Solutions

Free industry-specific configurations for ArcGIS

FIND YOURS ↓



Location Strategy

Roadmap

Business Processes

Information & Technology

Workforce Capabilities

- Create conditions for success
- Align roles to goals
- Assess technical skills

Conditions for Success

Mindset

focus on
business
outcomes

OK with
some
uncertainty

flexible /
adaptable

vision
with quick
wins

configure
first



Conditions for Success

People

Executive
Sponsor

Champion

Technical
Leadership



Changing Patterns...

Changing Roles



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Business Processes

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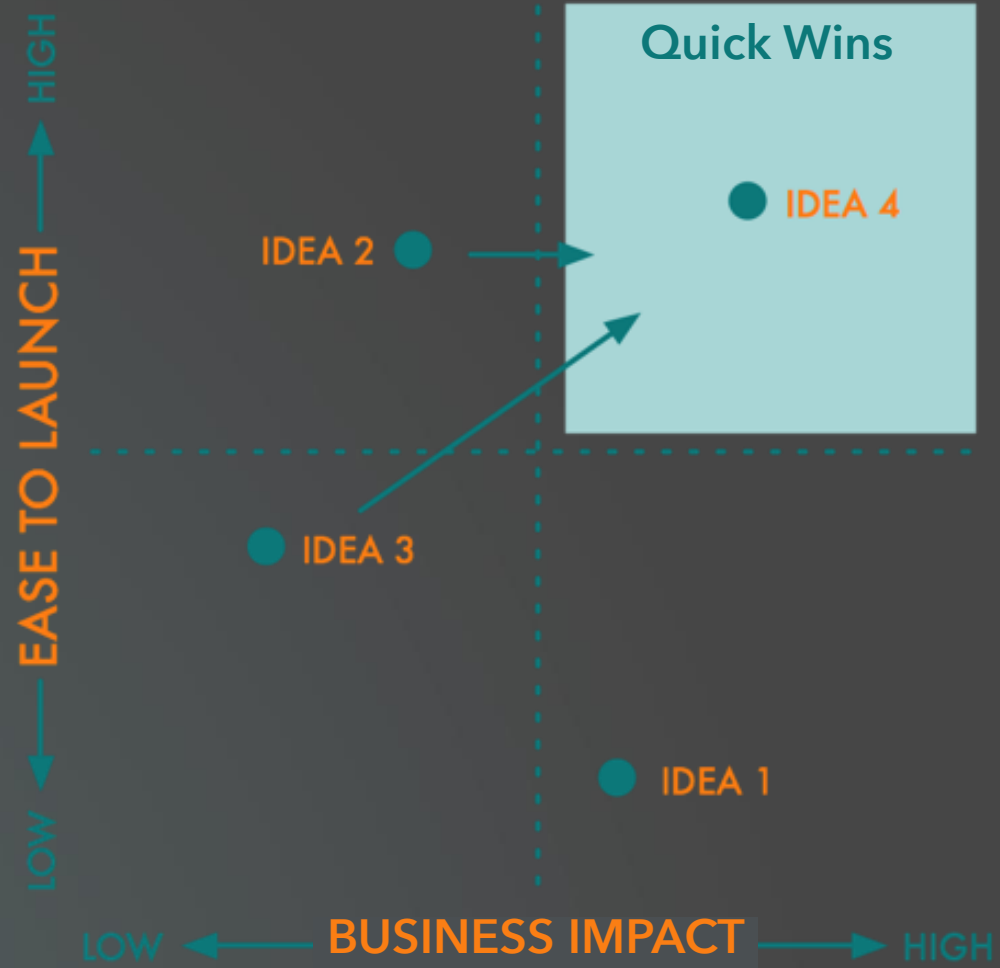
Information & Technology

- Business
- Technology
- Data
- Applications
- Infrastructure
- People

Workforce Capabilities

- Measure human capital
- Align roles to goals
- Assess technical skills

Prioritization

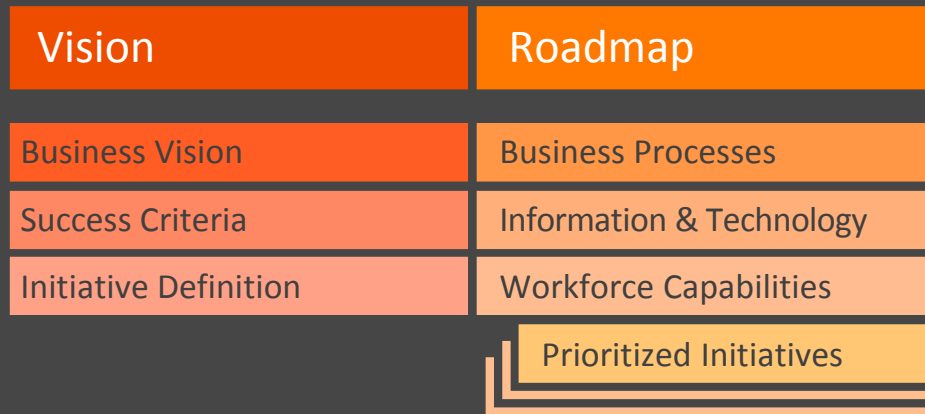


QUADRANT DIAGRAM

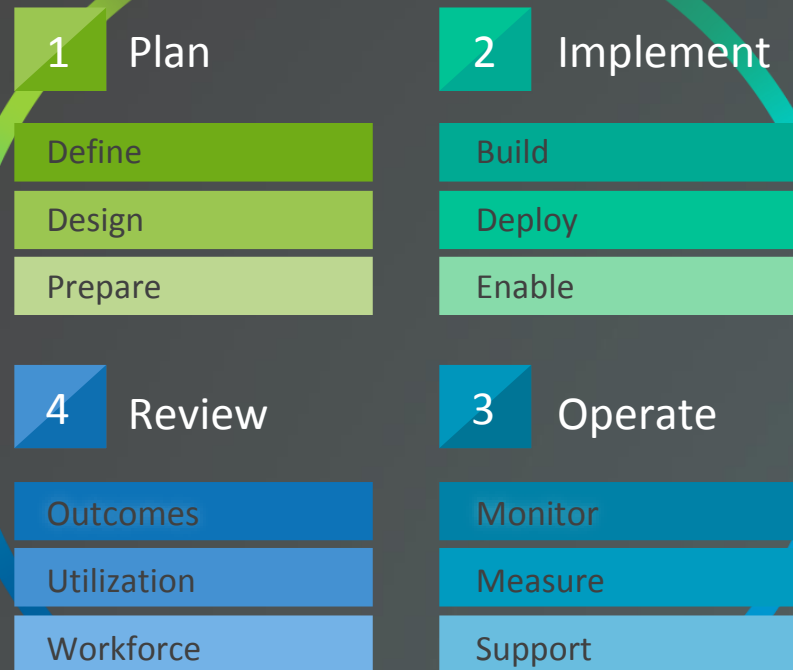
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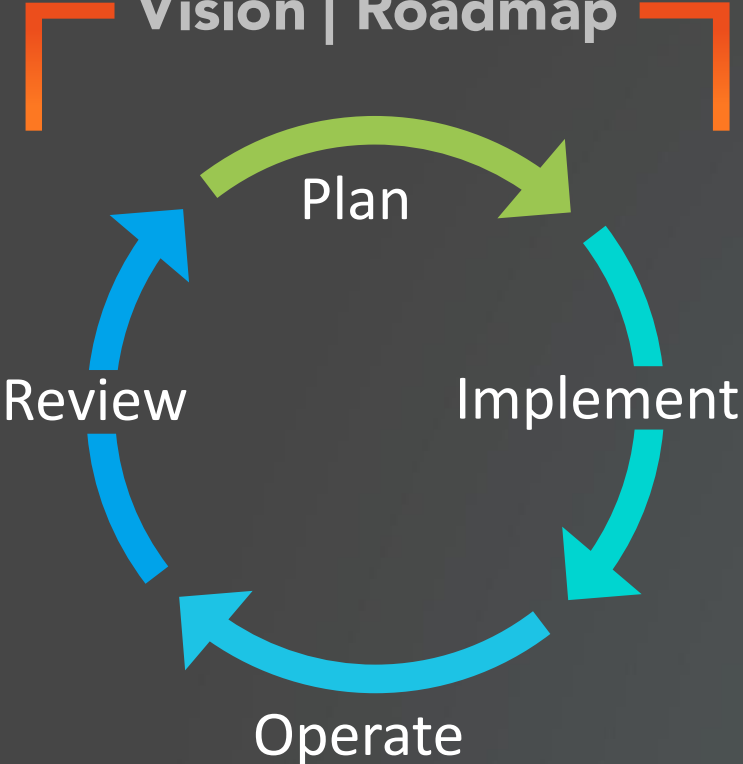


Initiative Cycle



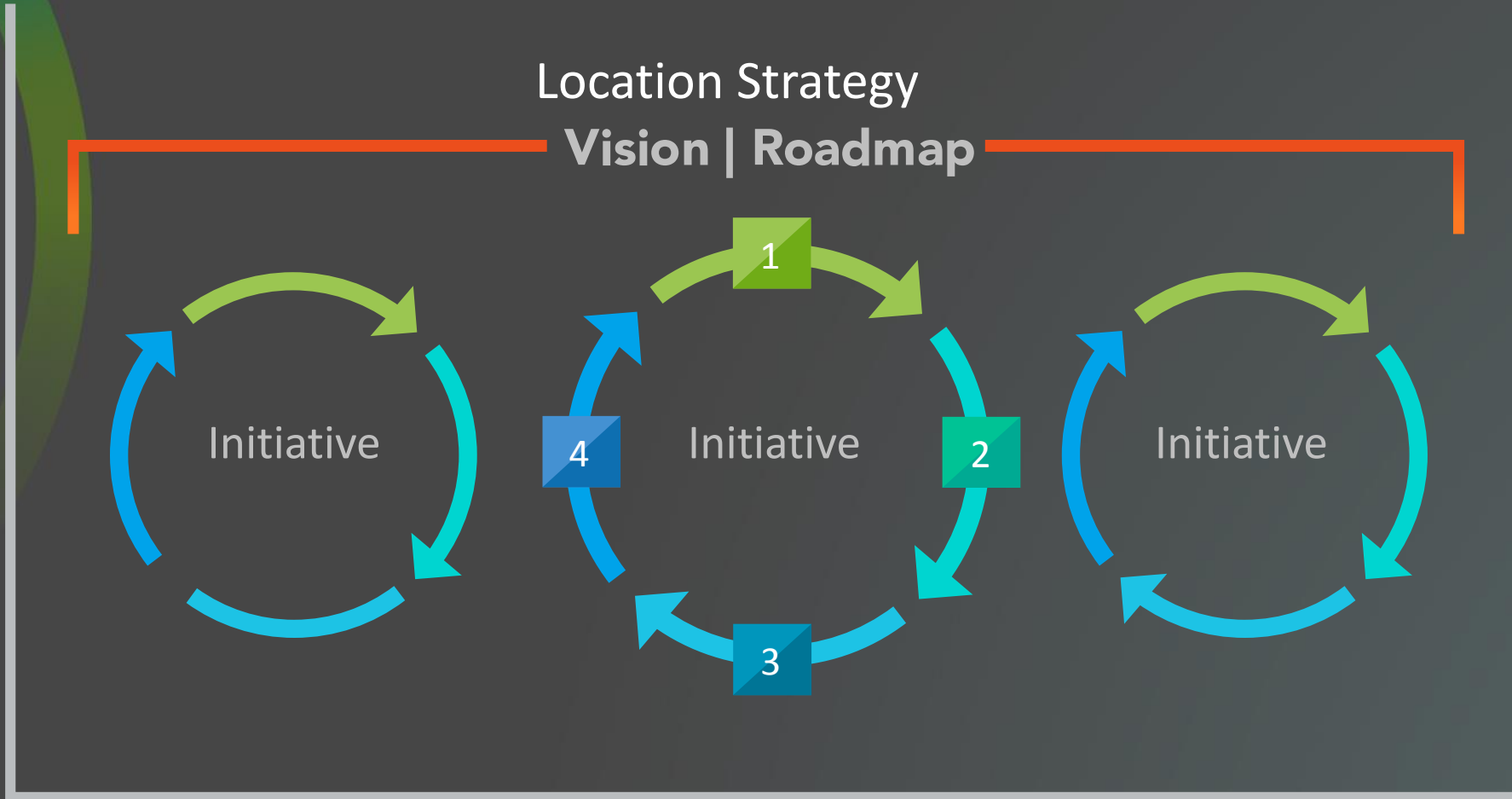
Location Strategy

Vision | Roadmap



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Initiative Cycle

1 Plan

Define

- Quick wins
- Immediate impact
- Real users
- Low risk
- Clear success criteria

Design

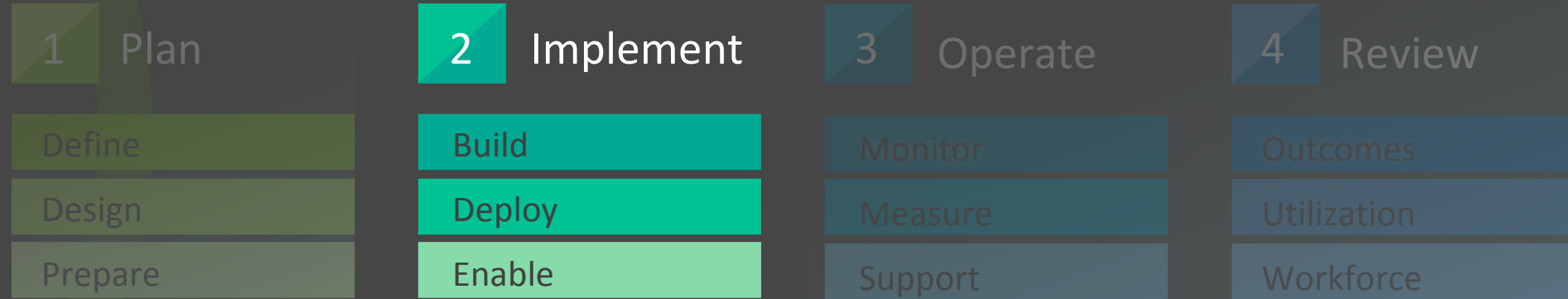
- Deployment patterns
- User workflows
- Technical architecture

Prepare

- Identify staff
- Establish milestones & timelines
- Change Management



Initiative Cycle



Initiative Cycle

2 Implement

Build

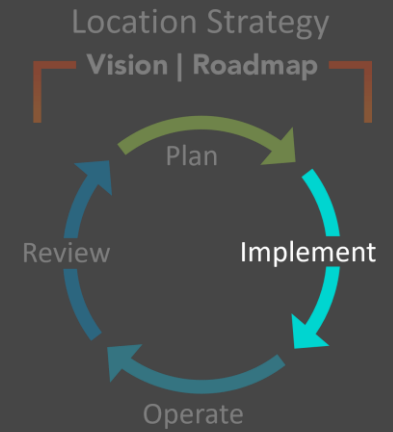
- Configured COTS
- Establish ArcGIS foundation
- Security and privacy

Deploy

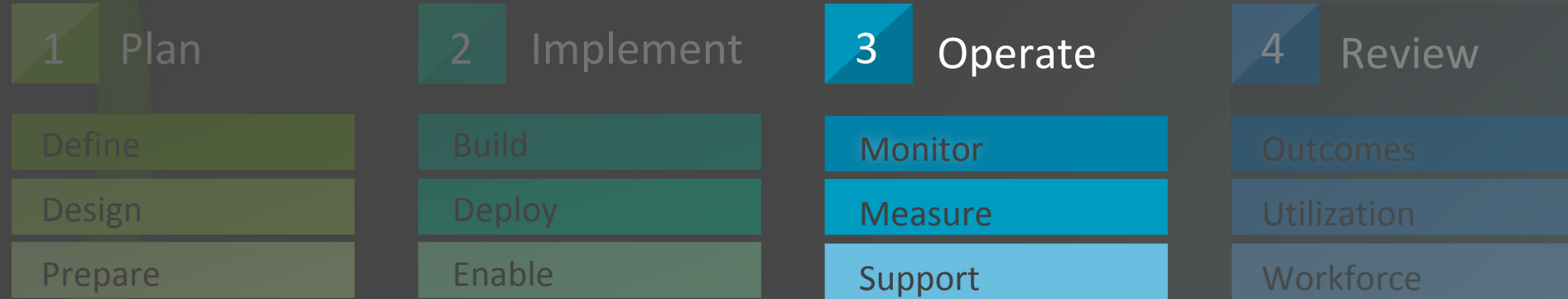
- Prepare for ops & governance
- Demonstrate value
- Show rapid results

Enable

- Share results
- Excite people
- Increase staff capacity
- Celebrate success
- Articulate business value



Initiative Cycle



Initiative Cycle

3 Operate

Monitor

- Monitor system performance
- Ensure users are happy and productive

Measure

- Users
- Software
- Data
- Infrastructure
- Workforce Development

Support

- Internal User Group
- Join GeoNet Communities
- Submit ArcGIS Ideas



Initiative Cycle



Initiative Cycle

4 Review

Outcomes

- Are you meeting business objectives?
- Has the destination changed?
- Leverage innovation to improve value

Utilization

- How is it used & by whom?
- How does it perform? Bottlenecks?
- Solicit feedback on utilization and performance

Workforce

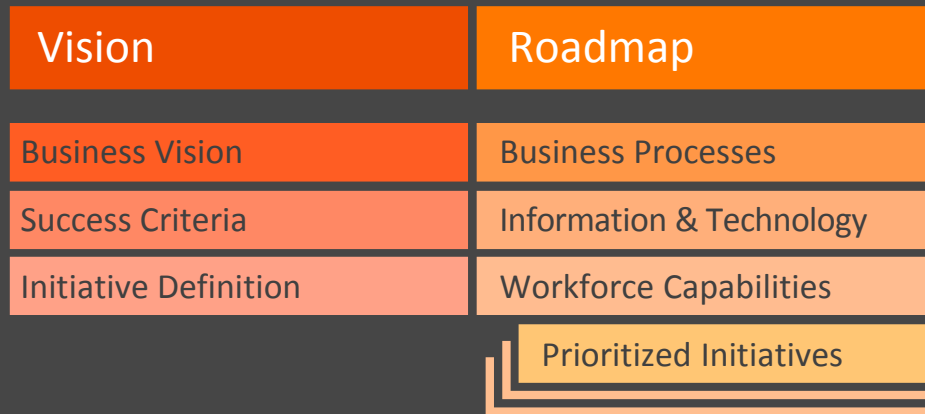
- Conditions for success?
- Are roles aligned with needs?
- Review & revisit workforce needs



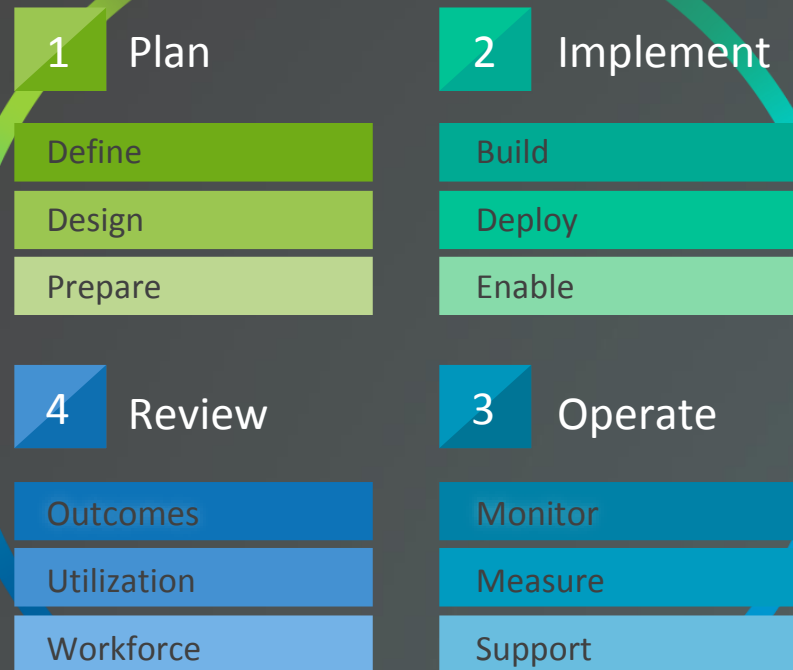
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Location Strategy



Initiative Cycle



Log in to follow, share, and participate in this community.

Welcome to the Implementing ArcGIS Community!

Implementing ArcGIS is a public community group to gain tips & advice on implementation best practices, discuss challenging topics, learn from the innovative minds of GIS professionals, share your experiences and stay connected.

Start following today!

Strategy & Planning

Architecture & Security

Geodata Engineering

Configuration & Integration

Workforce Development

Operational Support

ASK IMPLEMENTING ARCGIS

Ask my question

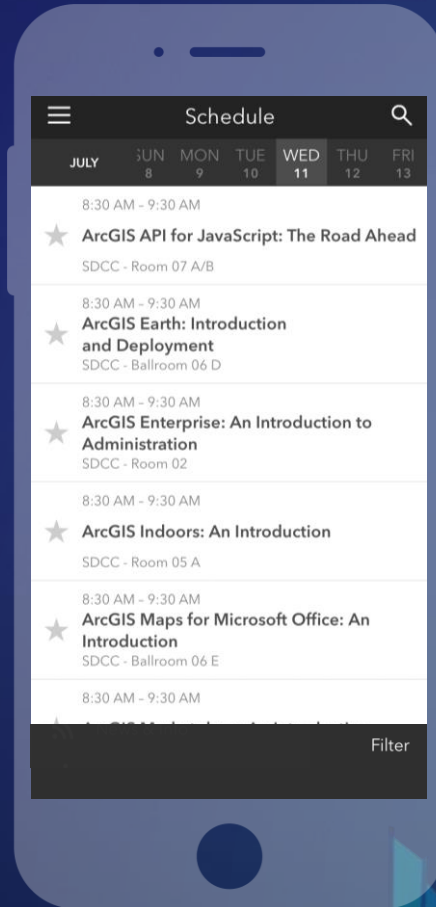
ANSWERED QUESTIONS

Please Take Our Survey on the App

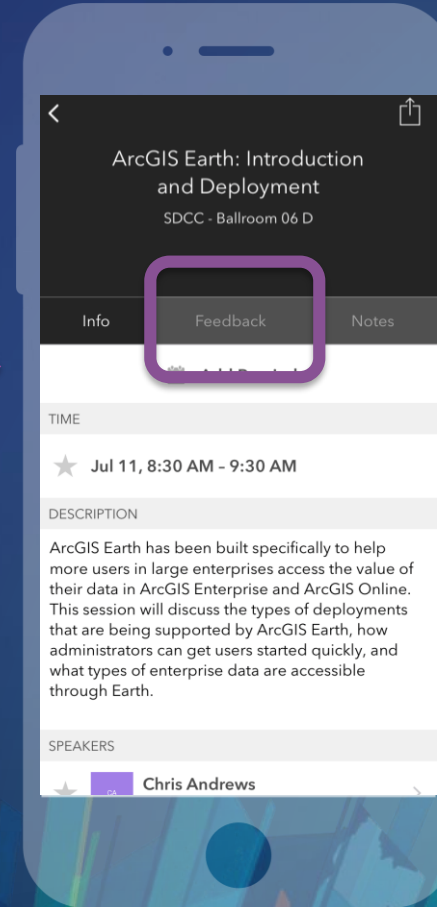
Download the Esri Events app and find your event



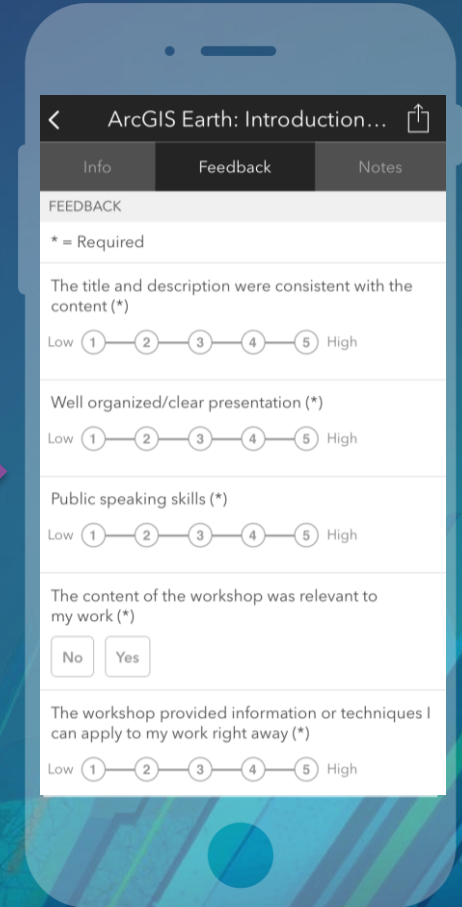
Select the session you attended



Scroll down to find the feedback section



Complete answers and select "Submit"





esri

**THE
SCIENCE
OF
WHERE**