



Getting the most out of your GIS

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**GIS
INSPIRING
WHAT'S
NEXT**

The Esri Method

Maximize Business Impact with GIS



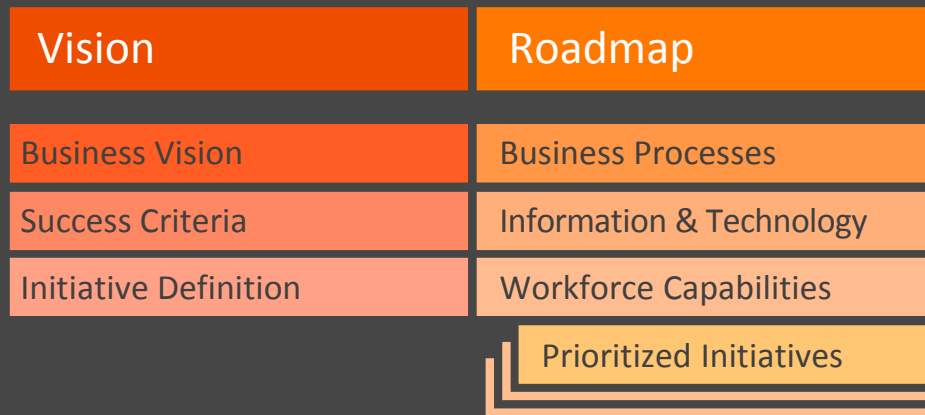
Definition and Purpose

- 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
- Walking through a user experience with this methodology

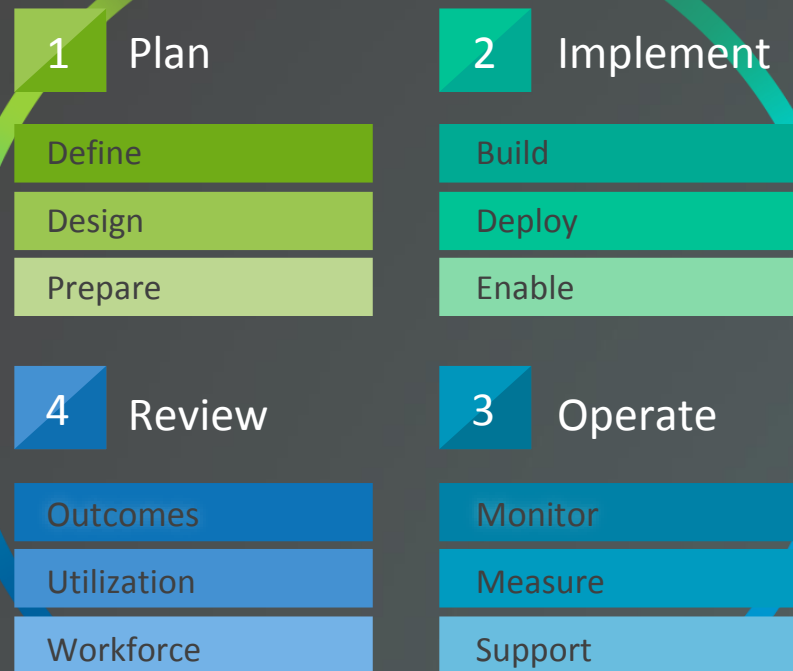
The Esri Method

Maximize Business Impact with GIS

Location Strategy

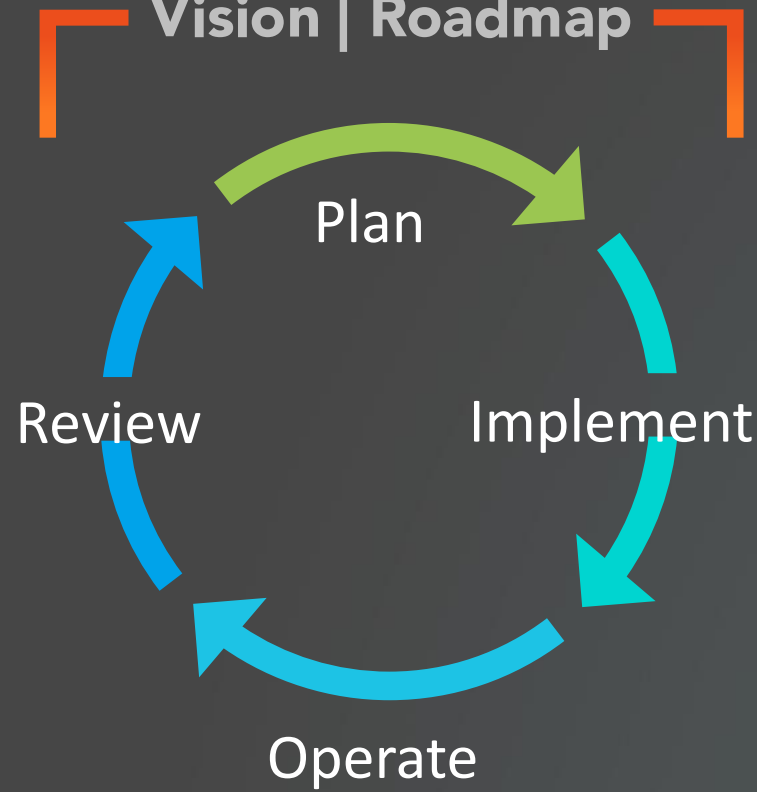


Initiative Cycle



Location Strategy

Vision | Roadmap



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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

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 triangle and several smaller teal and blue shapes. 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

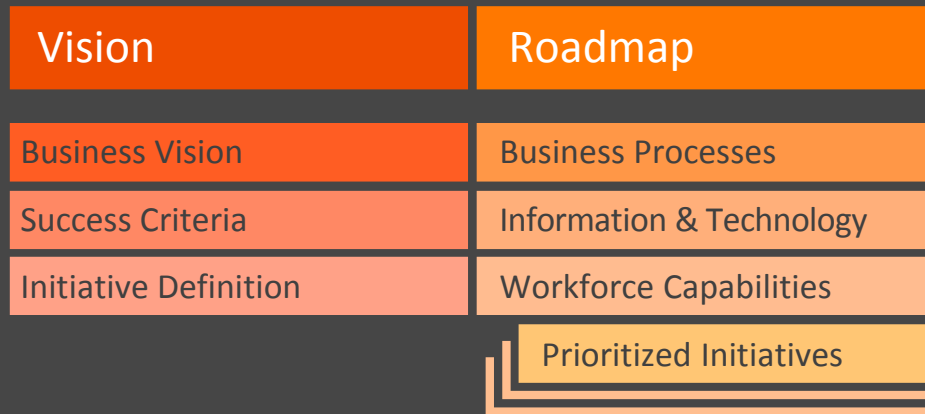
- Measure human capital
- Align roles to goals
- Assess technical skills

Prioritized Initiatives

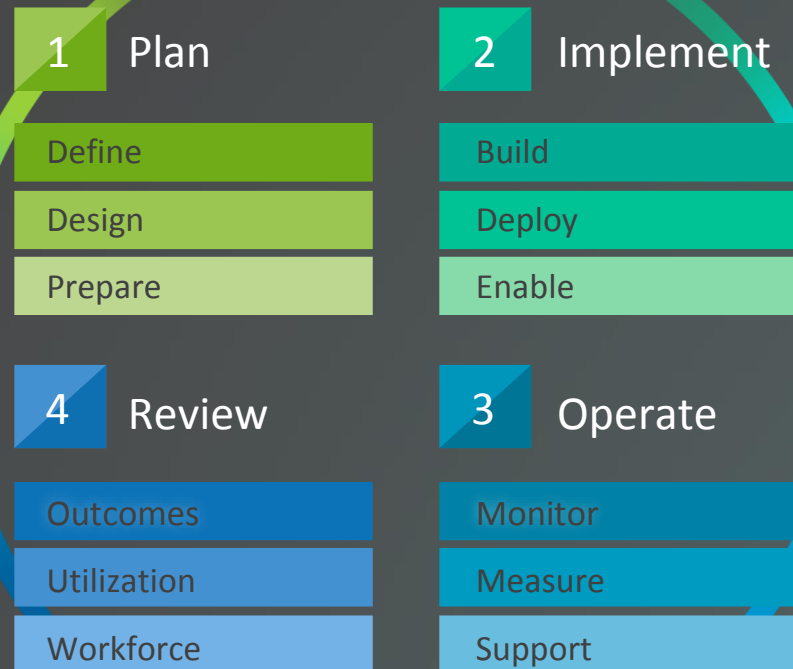
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Location Strategy



Initiative Cycle



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

Workflows

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.

Do inspections

Issue permits

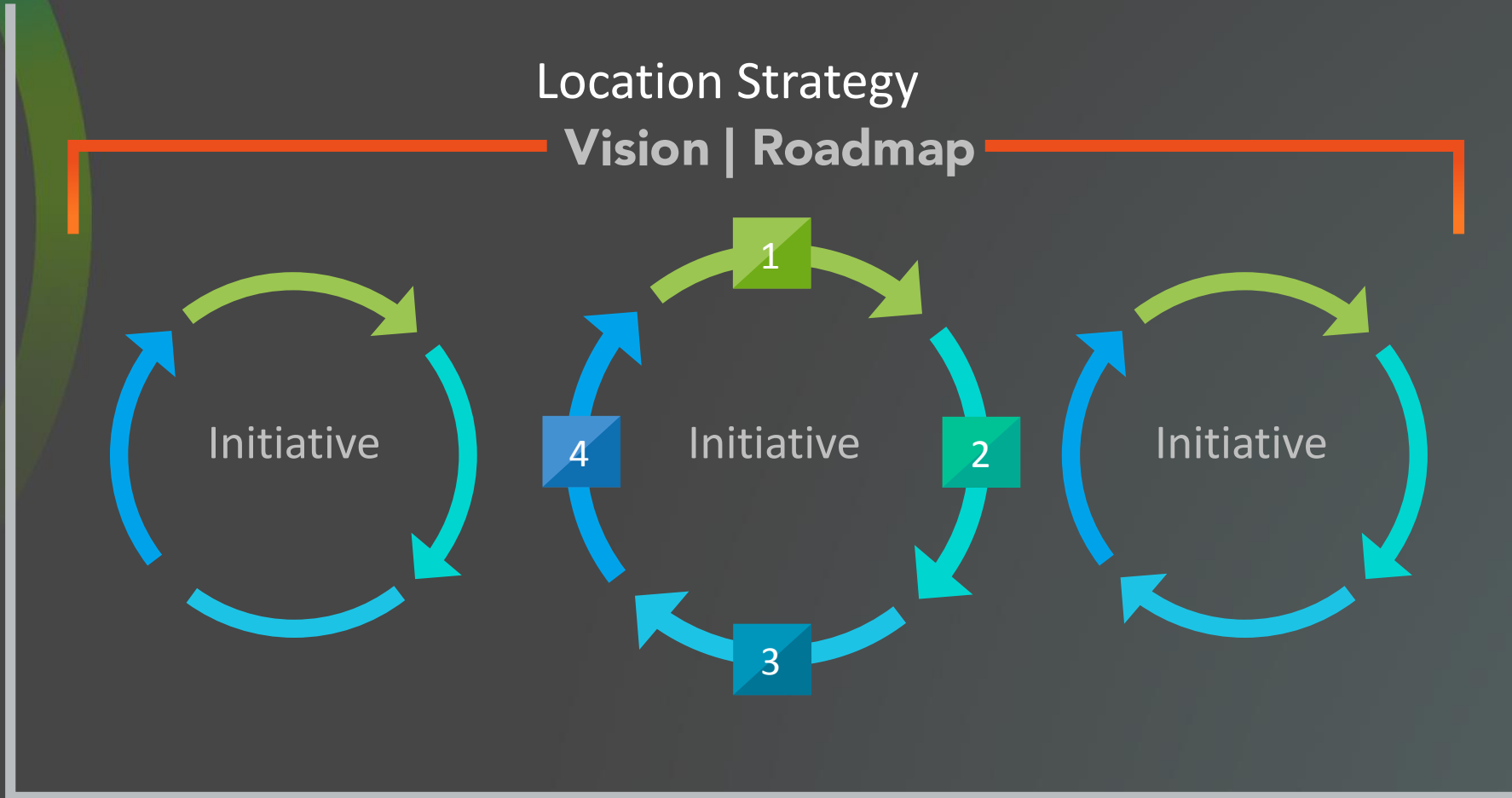
Assess risk

Inform the public



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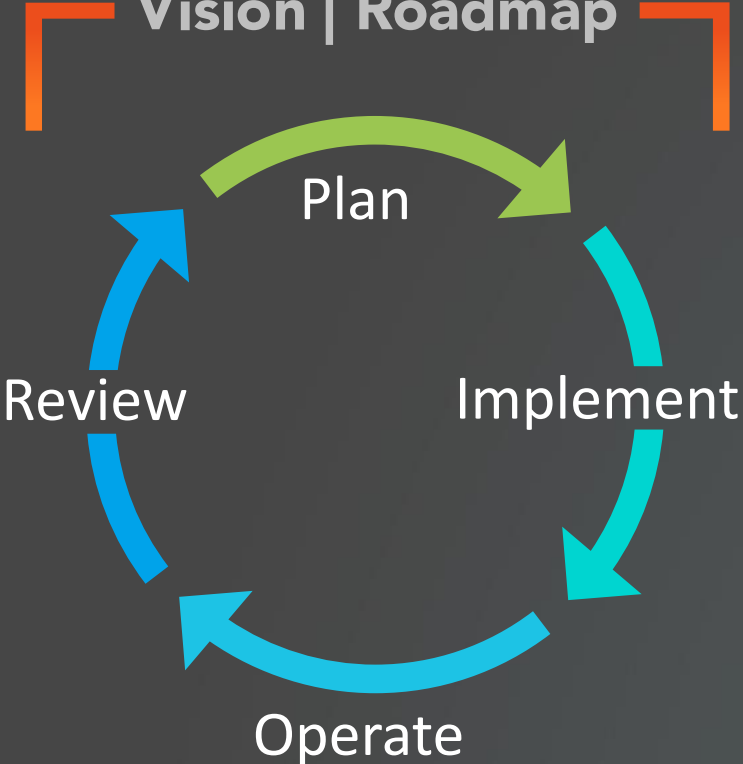
Oakland County, MI: Prioritization



***Our mission** is to provide progressive, location-based solutions that promote informed decision making, improve citizen services, and encourage collaboration across all levels of government.*

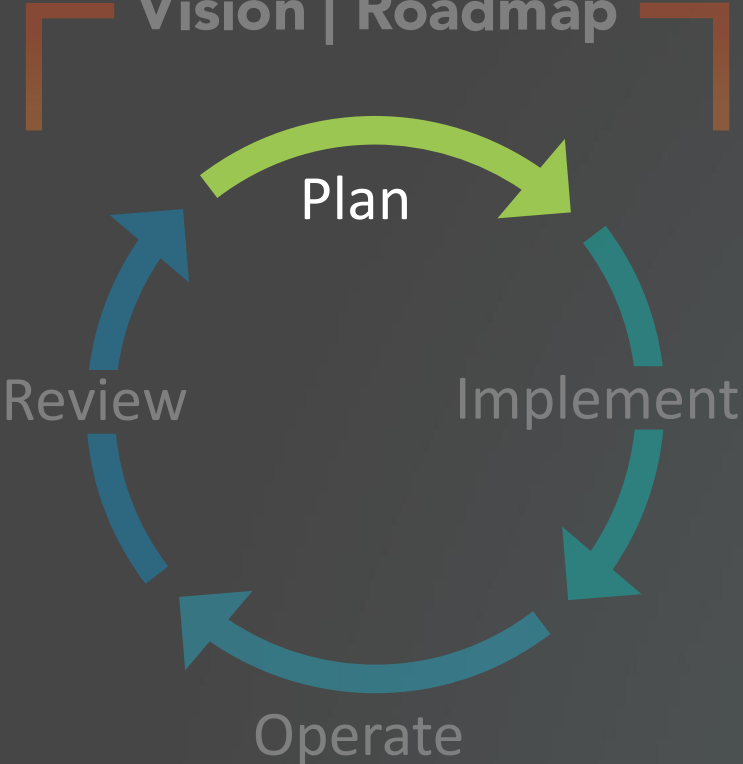
Location Strategy

Vision | Roadmap



Location Strategy

Vision | Roadmap



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

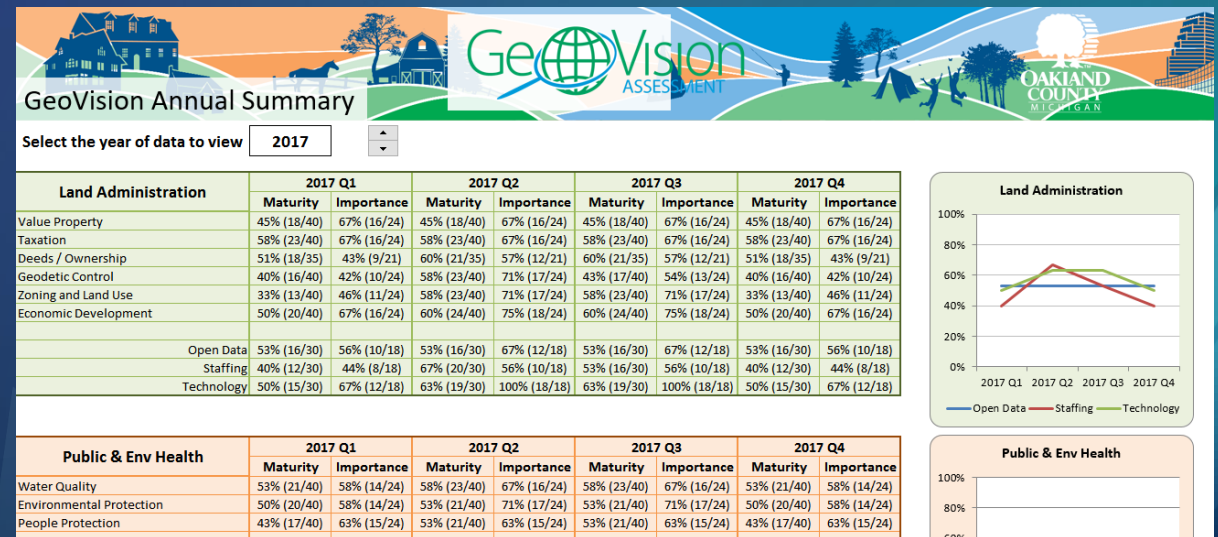


Oakland County, MI: Plan

GeoVision Assessment

- Quantify the results of your GIS investment
- Engage your departments and communities
- Determine and prioritize opportunities
- Measure your progress quarterly

Category	Subject Area	Description	Relevant to My Community?
Land Administration Manage an accurate inventory of real property, analyze the value of land and associated improvements, describe who owns the land, and convey land-use and zoning regulations.	Value Property	Analyze/assess the value of the land, including special tax collections.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Taxation	Collect current and delinquent taxes on land and/or personal property.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Deeds / Ownership	Track land ownership throughout time.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Geodetic Control	Collect new, or use existing, geodetic survey control.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Zoning & Land Use	Allowable design and development guidelines. Type of activities that take place on the land.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Economic Development	Improve the economic well-being of the community by attracting citizens and creating and/or retaining jobs.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Public & Environmental Health Monitor the physical health of the natural world and the people in it.	Water Quality	Monitor the quality of surface and ground water.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Environmental Protection	Protection of natural features including air, land, vegetation, and wildlife.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	People Protection	Health protection of the human population.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Public Safety Understand trends, analyze the dynamics of an incident, collaborate with other agencies, and allocate resources effectively to protect human life and property in a community. Develop and share response plans, maintain operational awareness during emergency incidents and events, and improve the efficiency and accuracy of recovery efforts.	Police	Management of law enforcement.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Fire & EMS	Management of residential and commercial structure fires. Management of the treatment and transportation of people in need of medical assistance in emergency situations.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Corrections	Management of, for example, jailing, prosecutors, offender management.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Homeland Security / Emergency Mgmt	Management of natural and human-created disasters.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Animal Control	Management of, and education about, stray, unwanted, and sometime wild animal populations.	<input checked="" type="radio"/> Yes <input type="radio"/> No
	Elections Provide accessible places to vote, share election results, and conduct open elections.	Boundary Administration	Management of, for example, voting precincts, commissioner districts. Includes redistricting efforts.
Election Administration		Management of polling locations, vote tabulation, and list of	<input checked="" type="radio"/> Yes <input type="radio"/> No



FREE Download from the G2G Marketplace @ <https://www.g2gmarket.com/solutions>

Oakland County, MI: Plan

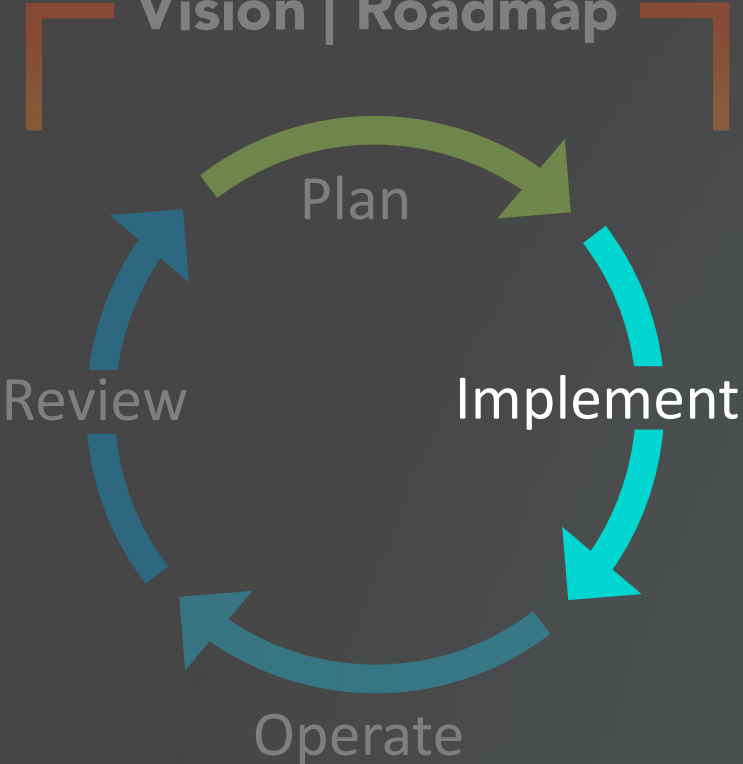
Taking in on the Road: Part 1

- Review existing user base
- Identify non-traditional GIS users
- Define a beneficial product list



Location Strategy

Vision | Roadmap



Initiative Cycle

2 Implement

Build

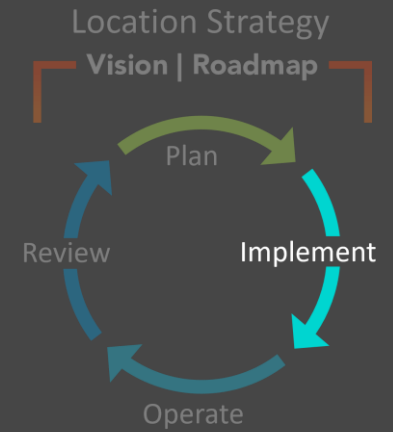
- Configured COTS
- Establish ArcGIS foundation
- Security and privacy

Deploy

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

Enable

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



Oakland County, MI: Implement

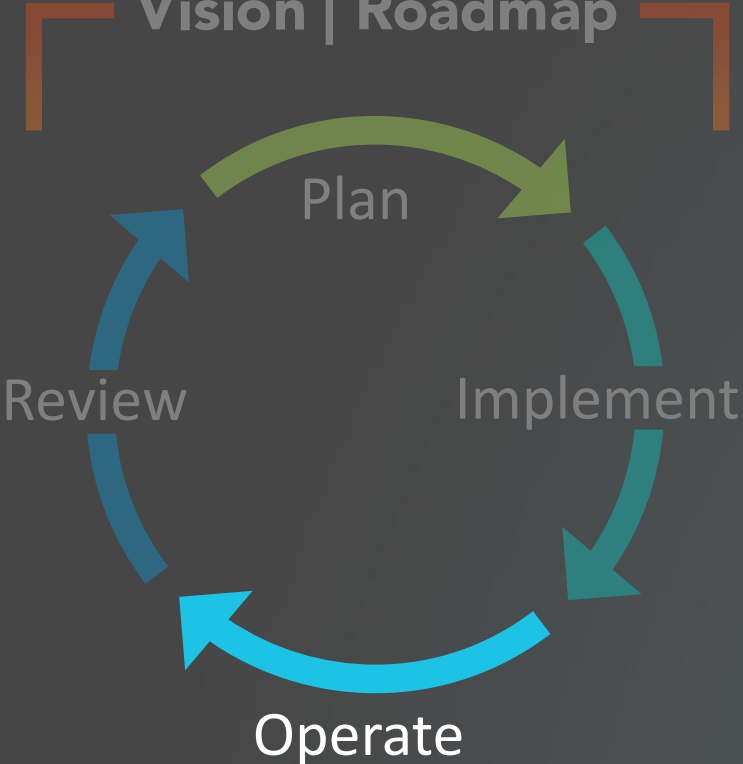
Taking in on the Road: Part 2

- Provide a workshop based on user needs and goals
- Training Plan
- Party Favor!



Location Strategy

Vision | Roadmap



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



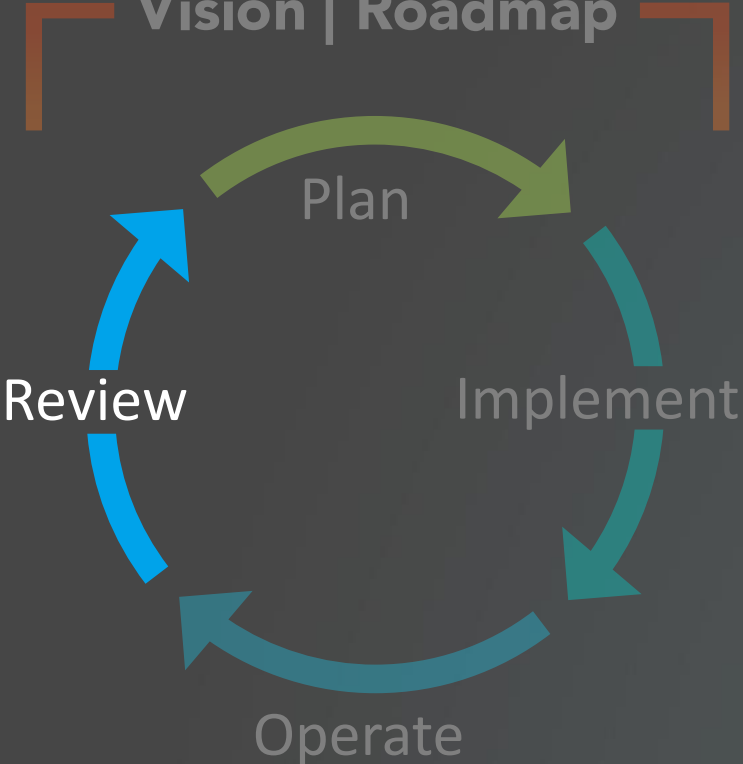
Oakland County, MI: Operate

- Follow-up, don't forget about your users, continue to support *their* program growth
- Provide additional focused training (e.g. app or topic specific)



Location Strategy

Vision | Roadmap



Initiative Cycle

4 Review

Outcomes

- Are you meeting business objectives?
- Has the destination changed?
- Has technology evolved?

Utilization

- Collect & measure user feedback
- Understand adoption metrics

Workforce

- Evolve human capital
- Review & revisit workforce development plan



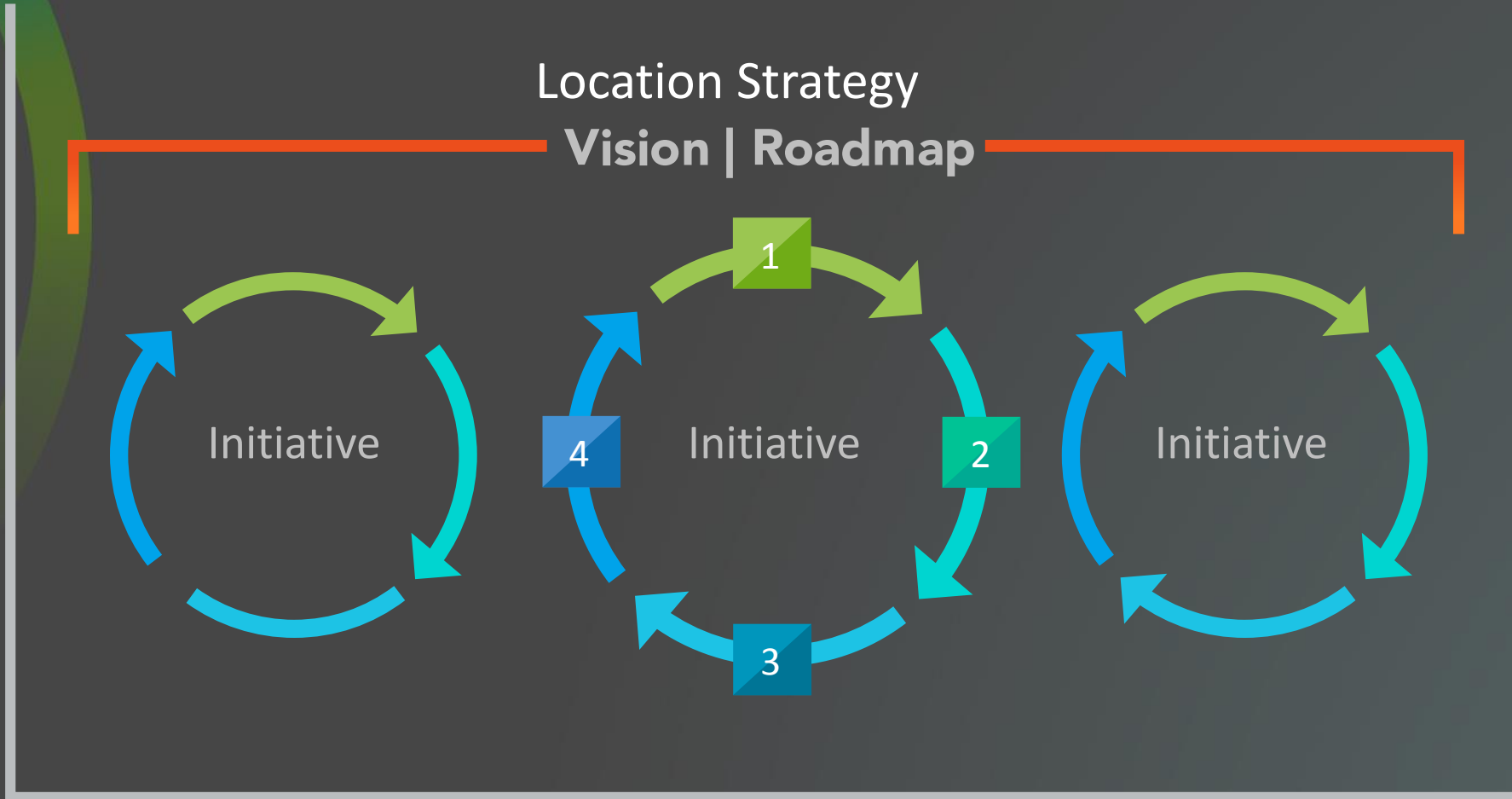
Oakland County, MI: Review

Our success story to date

- Completed GIS Roadshows with 12 County Departments
- Expanded GIS users 68% in 1 year
- In 1 year, 40% of our City's, Villages and Townships attended a Roadshow
- 55% of our CVT's attended our GIS Training
- Created over 30 GIS products for business solutions

The Esri Method

Maximize Business Impact with GIS



Oakland County, MI

Revisiting and driving our future

Potential practice/industry specific roadshows

- Cross communication between departments and CVT's
- Again... app/data specific solutions based on user feedback

Don't forget about our GIS starter kit!

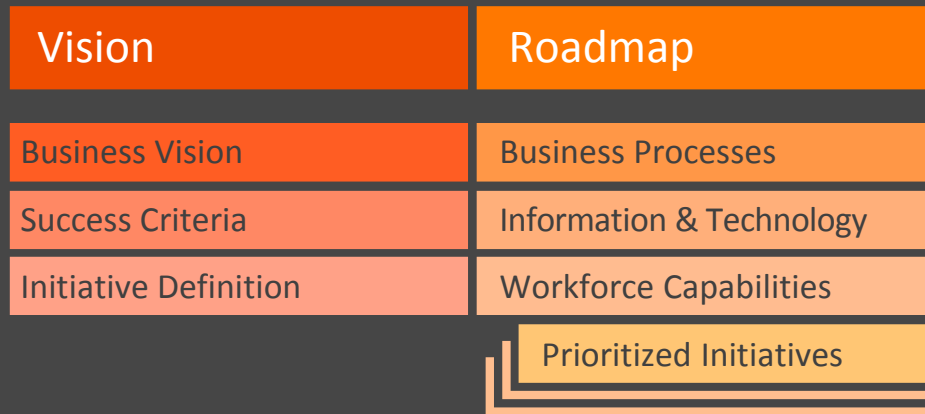
IT's FREE! from the G2G Marketplace @
<https://www.g2gmarket.com/bestpractices/gis>



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Initiative Cycle



Additional UC Resources

Workshop	Location	Time Frame
Proven steps to get the most from your GIS Investment	SDCC - Ballroom 06 E	Thursday, July 12: 2:30p - 3:30p
Getting the Most out of Your GIS	SDCC - Demo Theater 15	Wednesday, July 11: 4p-4:45p
Supporting Government Transformation and Innovation	SDCC - Ballroom 20A	Thursday, July 12: 10a-11a
Location Strategy (Discover location dimension)	Implementing ArcGIS Area	Tuesday 1:00 - 1:20pm
Location Strategy Activity	Implementing ArcGIS Collaboration Area	Subject to available, check in the Implementing ArcGIS help desk

 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

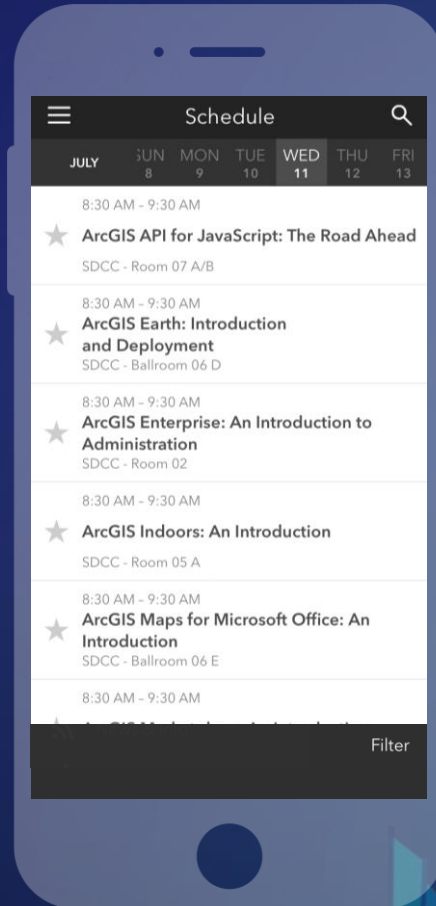
ANSWERED QUESTIONS

Please Take Our Survey on the App

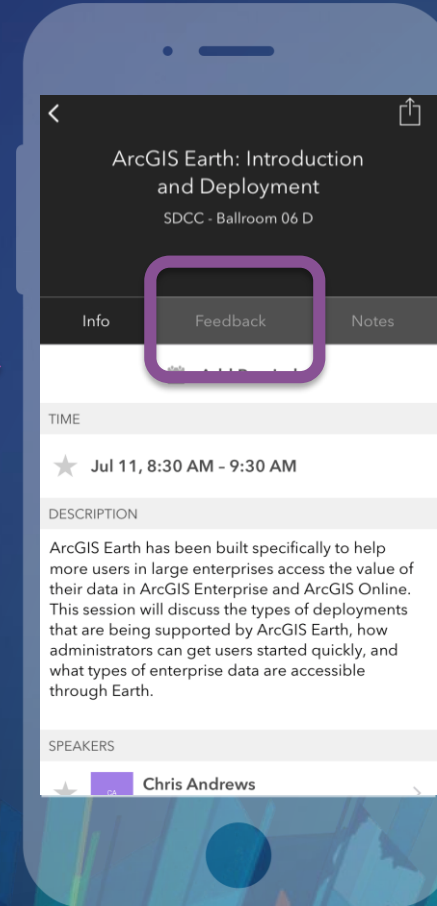
Download the Esri Events app and find your event



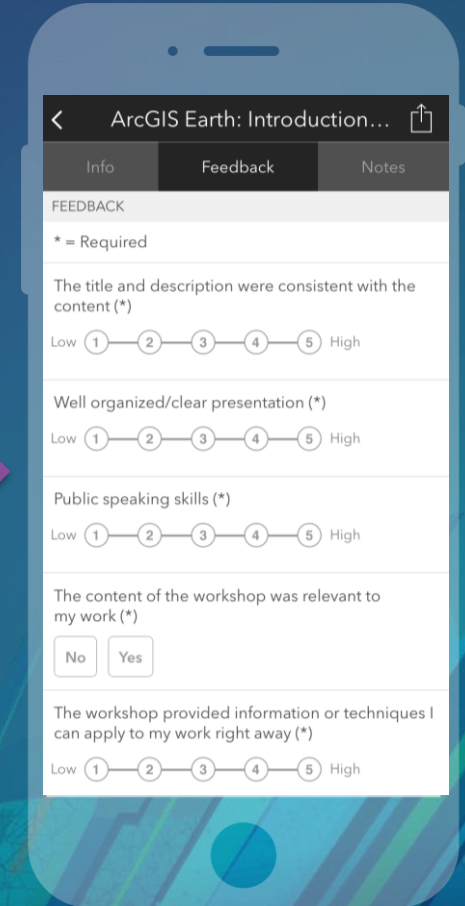
Select the session you attended



Scroll down to find the feedback section



Complete answers and select "Submit"





esri

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OF
WHERE**