LEAD

... Enterprise GIS

Wisconsin Land Information Association
2008 Annual Conference

Defining "Enterprise"

en·ter·prise   n.

1. An undertaking, especially one of some scope, complication, and risk.

2. A business organization.

3. Industrious, systematic activity, especially when directed toward profit.

4. Willingness to undertake new ventures; initiative.

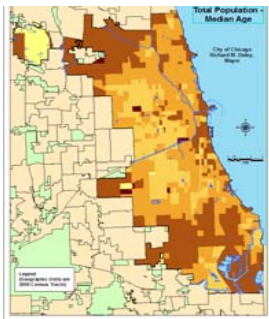enterprise. (n.d.). *The American Heritage® Dictionary of the English Language, Fourth Edition.* Retrieved February 11, 2008, from Dictionary.com website: http://dictionary.reference.com/browse/enterprise

Defining Enterprise GIS

- **P**ervasive
- **A**ligned
- **R**esults-Oriented
- **A**ccessible
- **D**ata Centric
- **S**ustainable

What is it NOT?

Enterprise Licensing

Pretty Maps

Cool Websites

GPS

GIS Clearinghouse

GIS Dept

They must tie to the Enterprise!

Pretty Maps
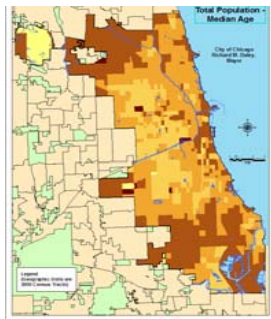
Cool Websites

Enterprise Licensing

ENTERPRISE NEEDS

GIS Clearinghouse

GPS

GIS Dept

onference
February 2008

Is Your GIS "Enterprise"?

- ✓ **Can non-GIS users easily use GIS in their operations?**

- ✓ **Are GIS data updates integrated with operational owners?**

- ✓ **Does the GIS Strategy support the <u>Enterprise Strategic Plan</u>?**

- ✓ **Are GIS Functions integrated with key applications?**

- ✓ **Does the executive office know about it?**

So, Does it Matter?

Yes! GIS Programs are vulnerable due to...

Resource Issues

- ✦ **Budget Cuts**

- ✦ **Competition for resources**

- ✦ **Internal Turf battles**

- ✦ **Undocumented ROI**

- ✦ **Growing Complexity**

Image Issues
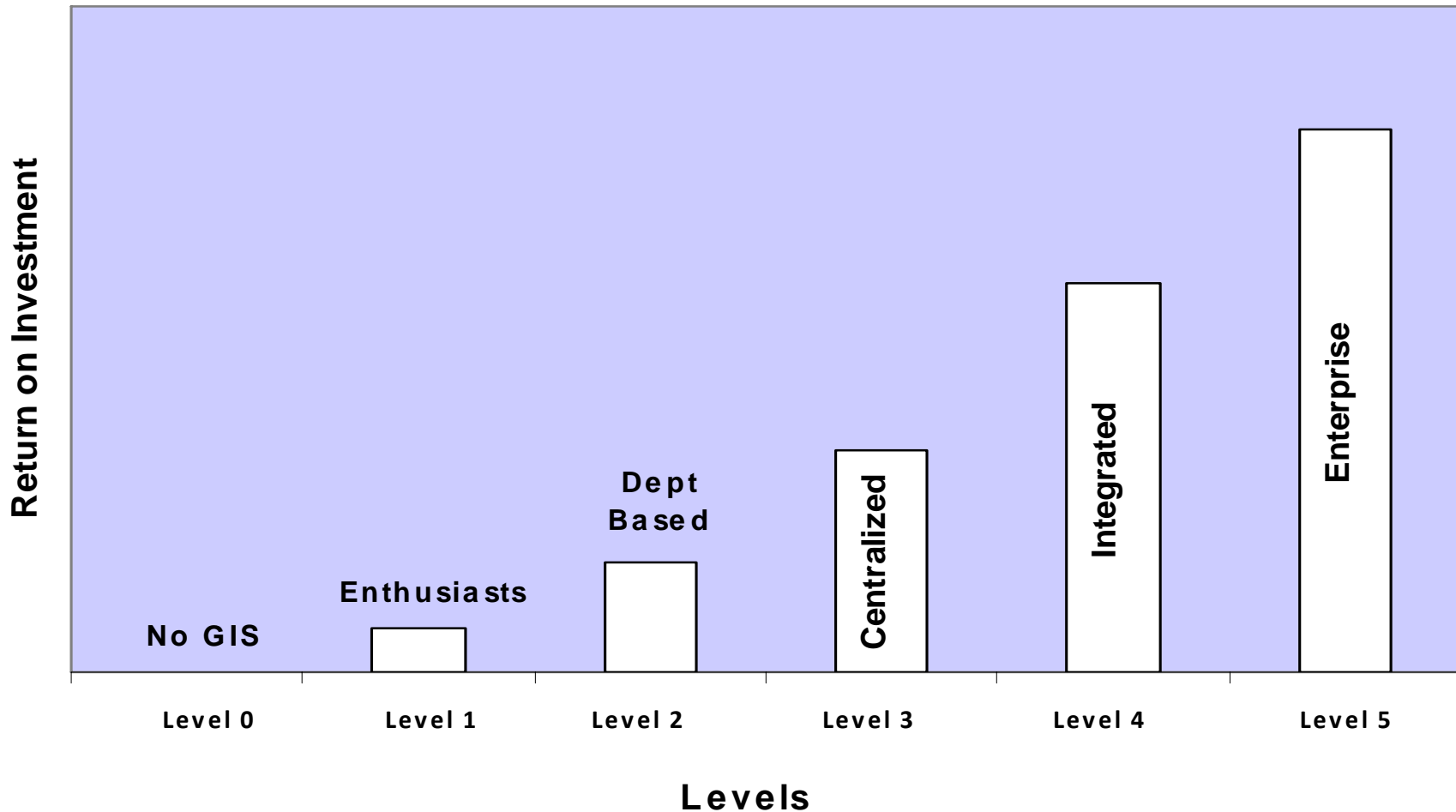
- ✦ **Considered "nice to have"**

- ✦ **IT doesn't understand it**

- ✦ **Not seen as relevant**

- ✦ **Complexity and Cost is Growing**

Getting there...

GIS Maturity Model

Pervasive

0	1	2	3	4	5
No GIS	*Enthusiasts*	*Dept GIS*	*Centralized*	*Integrated*	ENTERPRISE

Centralized Address Model

Online Maps Portal

Integration with other Enterprise Functions

Online Mapping for key systems

GIS imbedded in Entrps Databases

GIS functions imbedded in Entrps Apps

Aligned

0	1	2	3	4	5
No GIS	**Enthusiasts**	**Dept GIS**	**Centralized**	**Integrated**	**ENTERPRISE**
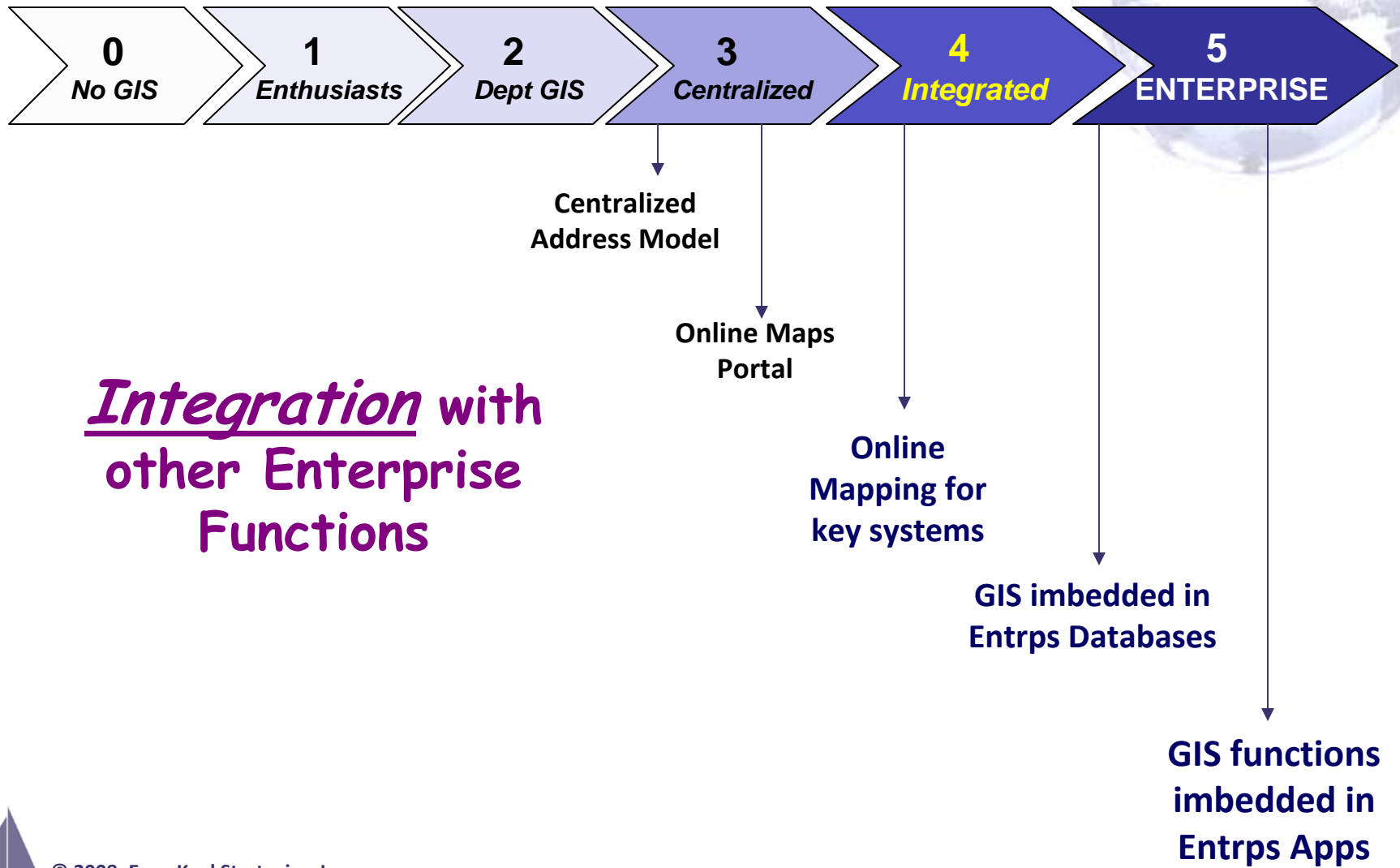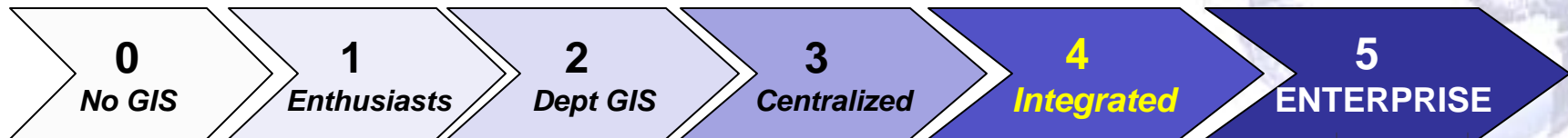
Dept Manager Support

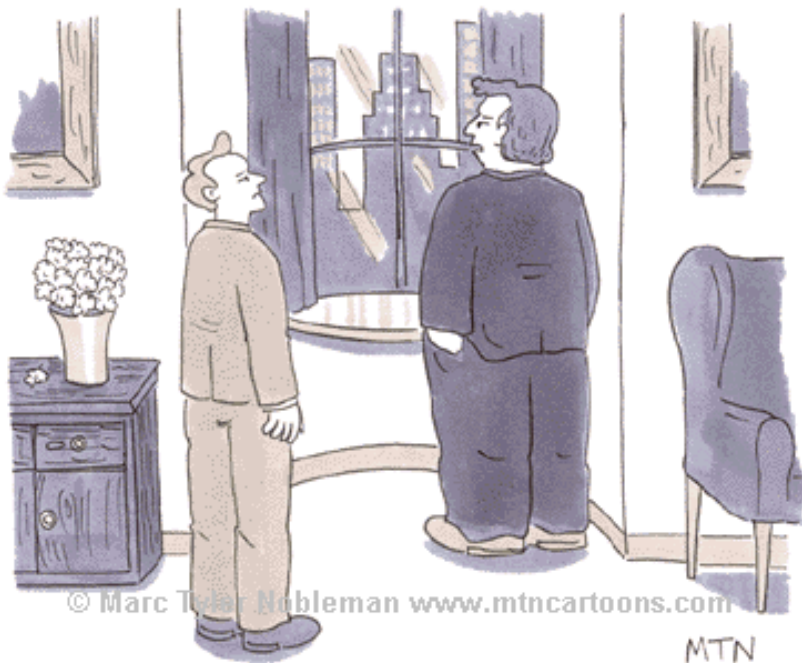**Budget support central role**

Initial GIS Strategic Plan

Integrated with critical Operations
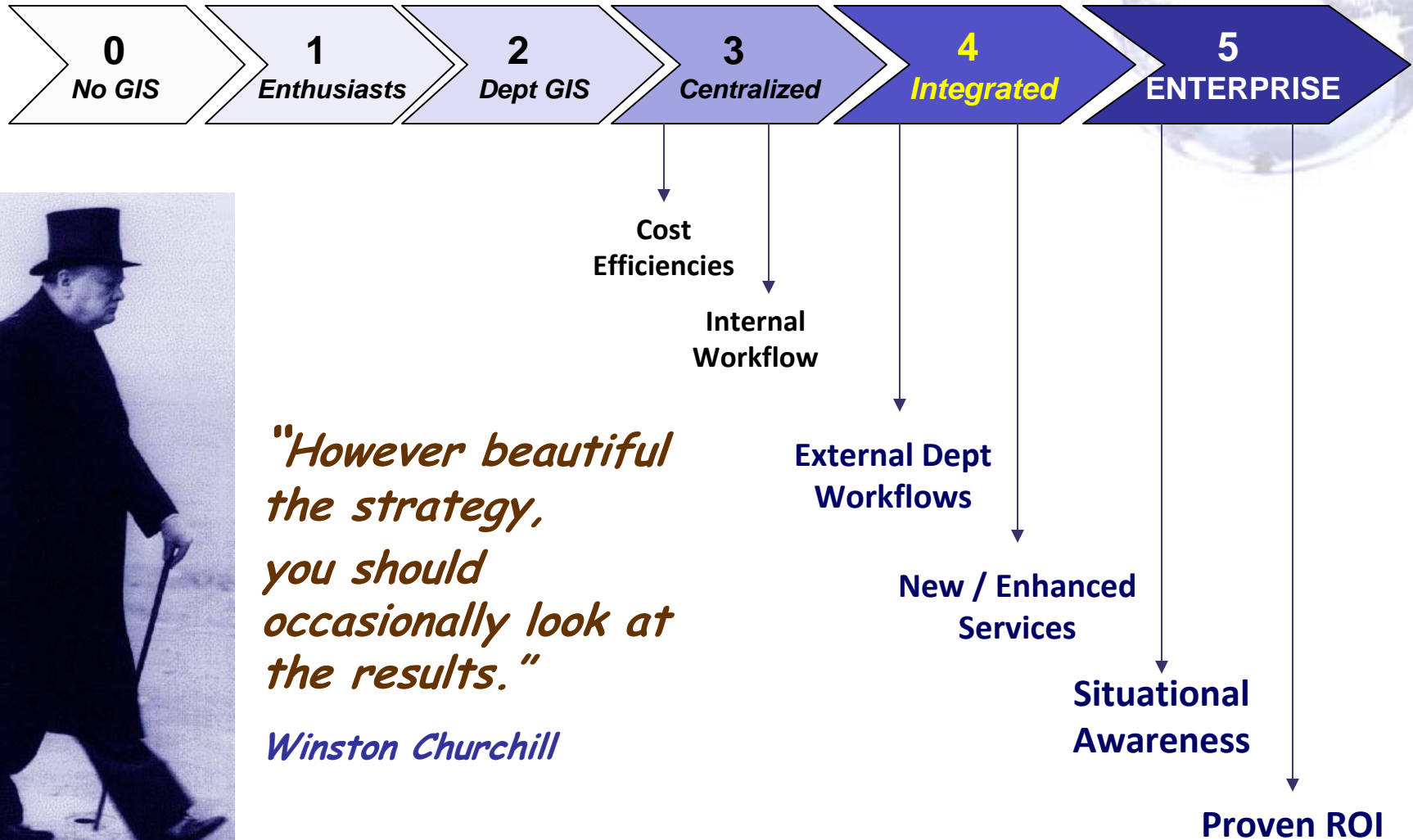
Executive Recognition

Aligned w. Entrps Strategic Plan

Key tool used in decision making

© Marc Tyler Nobleman www.mtncartoons.com

MTN

"I'm not convinced that's the best strategy. Then again, I wasn't listening."

Results / ROI

0	1	2	3	4	5
No GIS	Enthusiasts	Dept GIS	Centralized	Integrated	ENTERPRISE

Cost Efficiencies

Internal Workflow

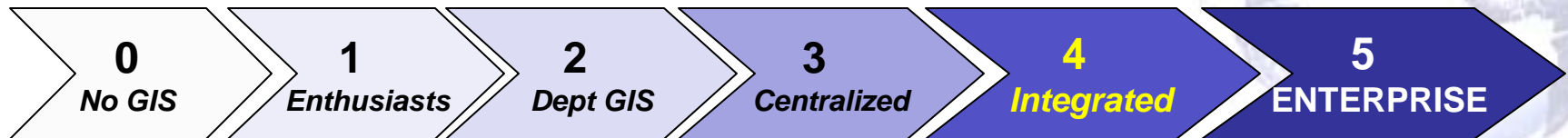External Dept Workflows

New / Enhanced Services

Situational Awareness

Proven ROI

"However beautiful the strategy, you should occasionally look at the results."

Winston Churchill

Accessible

0	1	2	3	4	5
No GIS	Enthusiasts	Dept GIS	Centralized	Integrated	ENTERPRISE

Map / Data Portal

Self Service

Integrate w/ workflow

Available Anywhere
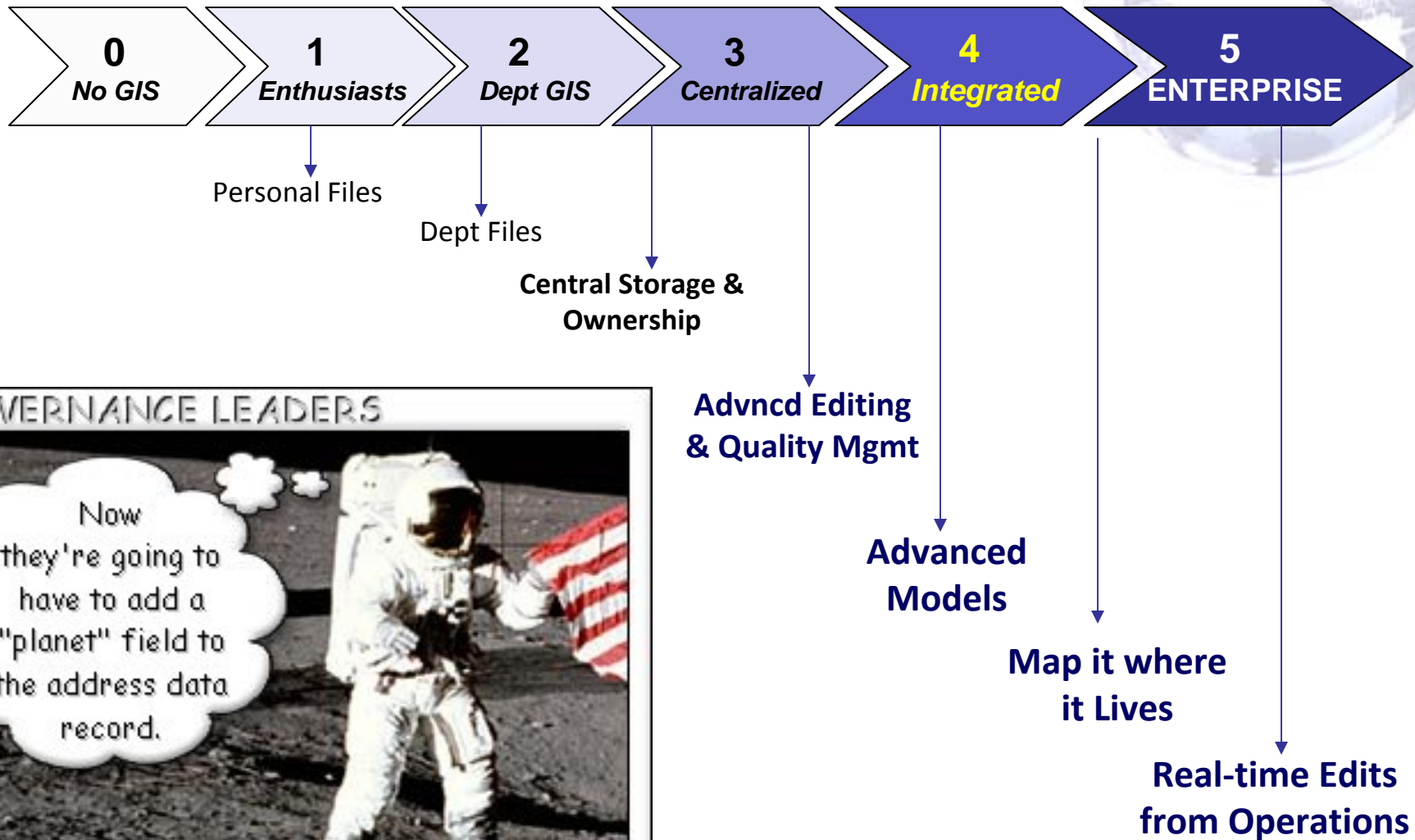
Personalized & Collaborative

GIS to the People!

"I personally believe that US Americans are unable to [*locate the USA on a world map*] because some people out there in our nation don't have maps..."
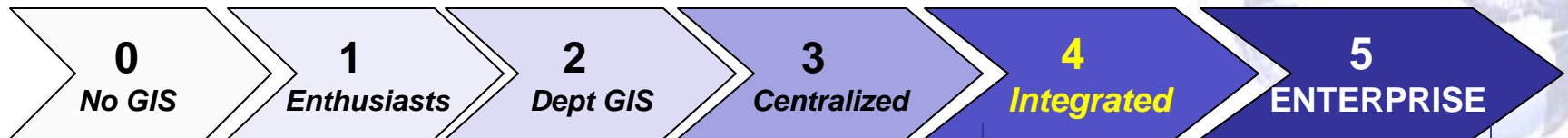
– 2007 Miss Teen South Carolina

Data Centric

0	1	2	3	4	5
No GIS	*Enthusiasts*	*Dept GIS*	*Centralized*	*Integrated*	ENTERPRISE

Personal Files

Dept Files

Central Storage & Ownership

Advncd Editing & Quality Mgmt

Advanced Models

Map it where it Lives

Real-time Edits from Operations

GOVERNANCE LEADERS

Now they're going to have to add a "planet" field to the address data record.

www.ComicStripGenerator.com

Sustainable

0	1	2	3	4	5
No GIS	*Enthusiasts*	*Dept GIS*	*Centralized*	*Integrated*	ENTERPRISE

GIS Skillsets

Tech Infra

Smart Data Mgmt

Advanced Tech Roles

Corporate Budget

IT Integration

Proj Mgmt Skillsets

Governance

"When planning for a year, plant corn.

When planning for a decade, plant trees.

When planning for life, train and educate people."

-- Chinese Proverb

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Selling it to the Enterprise

🧭 **Do your Homework**

🧭 **Align your GIS Strategy**

🧭 **Showcase Projects**

🧭 **Recruit Cheerleaders**

🧭 **Continuous ROI**

*I'm a techie,
not a Sales Rep!*

Homework Assignment:

…Understand the Enterprise

- ✦ **Operational Priorities**

- ✦ **Pain Points**

- ✦ **User Needs**

- ✦ **Enterprise Applications**

- ✦ **Enterprise Data Models**

Re-Alignment

Link GIS Solutions to…

- Addressing Pain Points

- Risk Mitigation

- Operational Productivity

- Competitive Best Practices

- Situational Awareness

- New Revenue Sources

- Cost Savings

Selecting Showcase Projects

Target projects that…

- ✴ Have high visibility, and fast delivery

- ✴ Provide Self Service

- ✴ Map Data that has never been mapped

- ✴ Combine data that has never been seen together

- ✴ Immediately impact an Operational Issue

- ✴ Integrate with most-used systems

- ✴ Can be leveraged across multiple departments

Recruiting Cheerleaders

✦ **Help Departments that can Help You!**

✦ **Make Friends with the IT Department**

✦ **Take GIS on Tour!**

✦ **Who has the money?**

✦ **User Groups**

✦ **Steering Committee**

Continuous ROI

Measure Everything & Build Your Case!

Weighing Tangible Benefits…

Cost Savings

Revenue Increases

Reduced Labor

Faster Service Turn-around

Asset Management

Infrastructure Reliability

Reduced Legal Liability

And the intangibles…

Goodwill / Satisfaction

Citizen Convenience

Govt Transparency

Situational Awareness

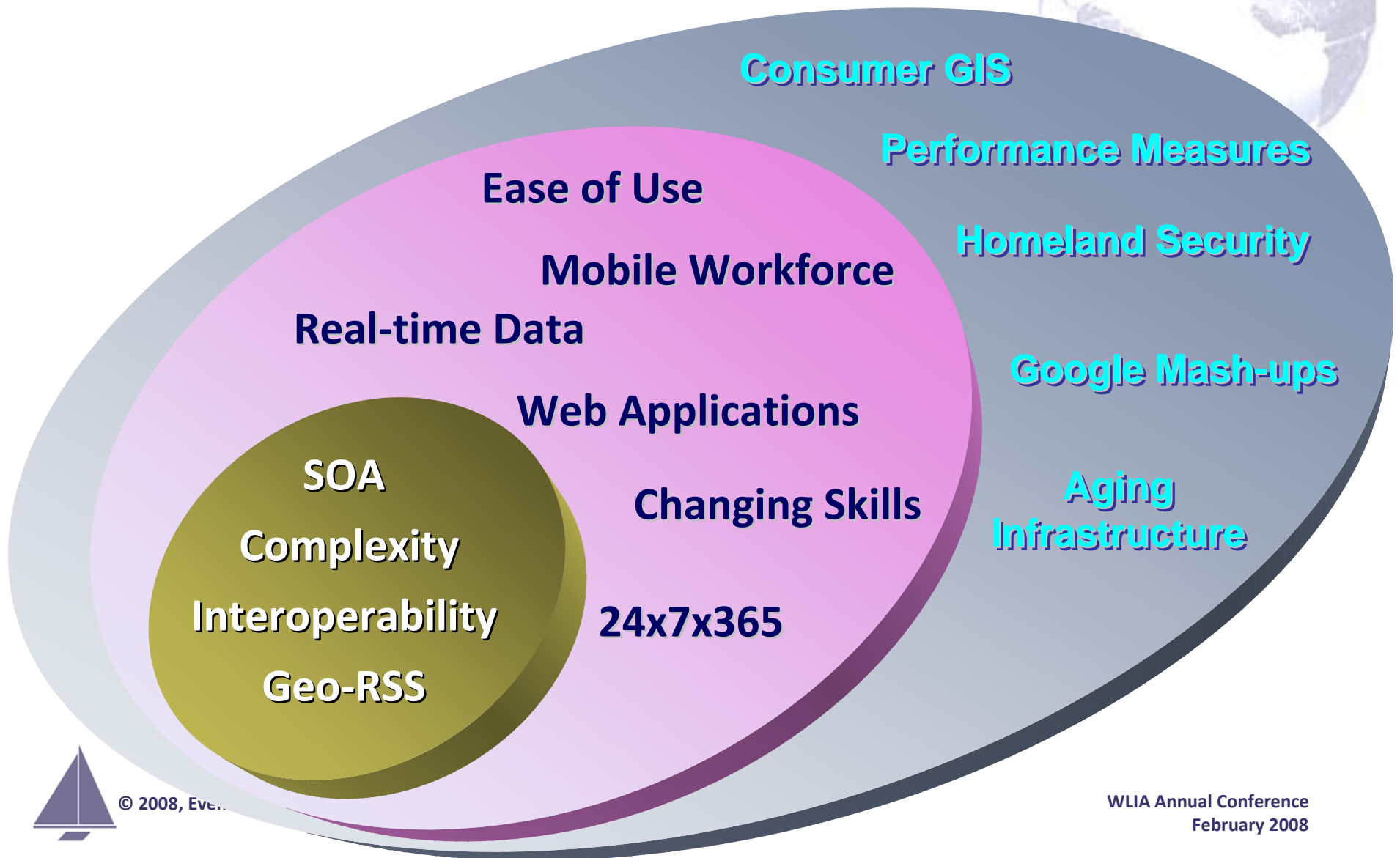Public Health & Safety

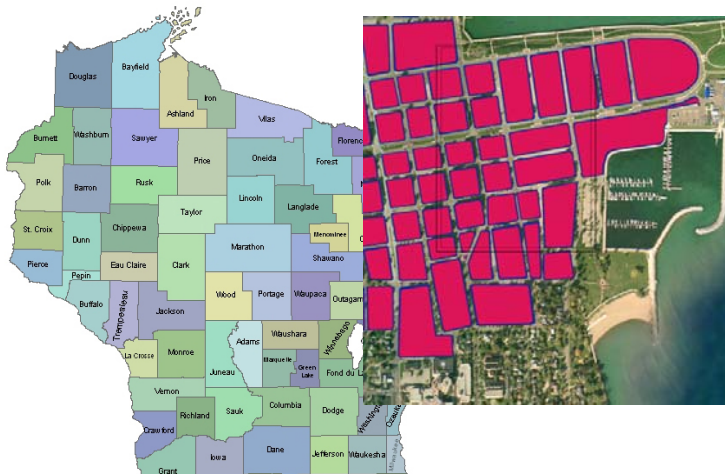Increased Accountability

Compliance

The Agony of Success

- **More Demand**

- **More Visibility… and Scrutiny**

- **More Complexity**

- **Need for Advanced Skills**

- **Tied into Mission Critical Activities**

A Changing Landscape

Consumer GIS

Performance Measures

Ease of Use

Homeland Security

Mobile Workforce

Real-time Data

Google Mash-ups

Web Applications

SOA

Changing Skills

Aging
Infrastructure

Complexity

Interoperability

24x7x365

Geo-RSS

PARADE YOUR GIS!

Pervasive

Aligned

Results-Oriented

Accessible

Data Centric

Sustainable
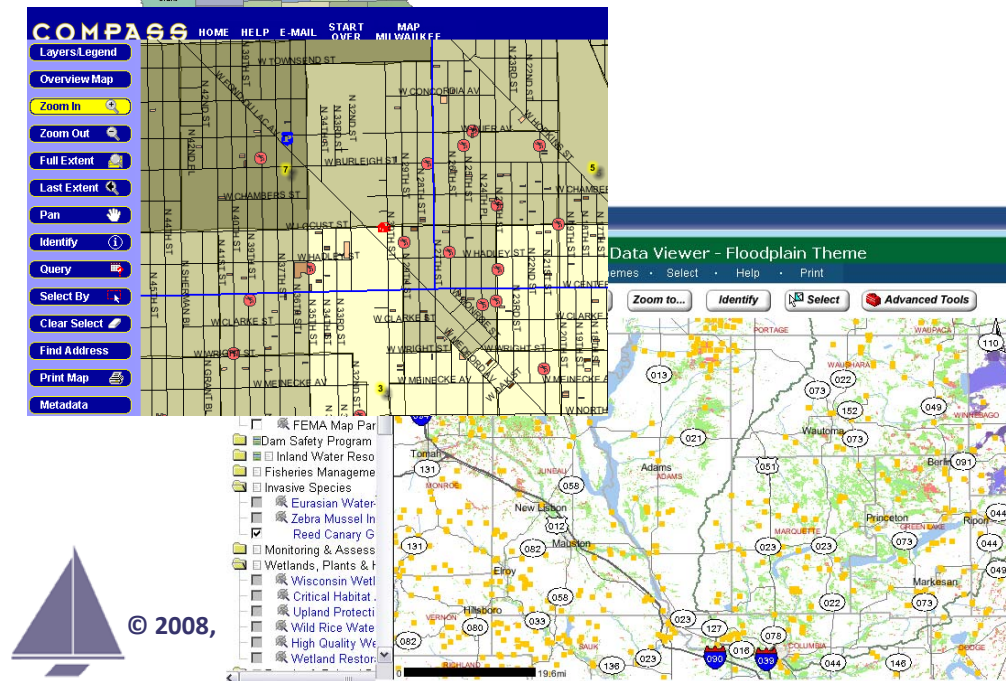
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A plague upon it!
I have forgot the map.

William Shakespeare (1564 – 1616)