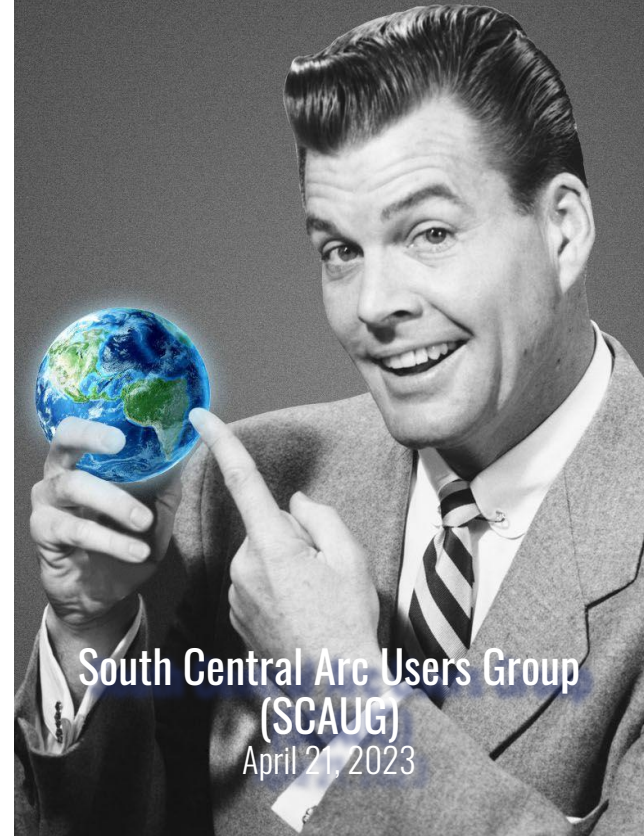


I Do More Than Make Maps!

How to "Sell" GIS to Stakeholders

Neil Rose, GISP
City of New Braunfels, TX

Chris Akin, GISP
Paratum Solutions



South Central Arc Users Group
(SCAUG)
April 21, 2023



PRESENTERS



Neil Rose, GISP
GIS Manager
City of New Braunfels, TX



Chris Akin, GISP
President
Paratum Solutions





Web GIS Integrates Everything

Connecting People, Processes, Things and Data About Them

Improving Efficiency,
Collaboration and
Communication

System of
Engagement

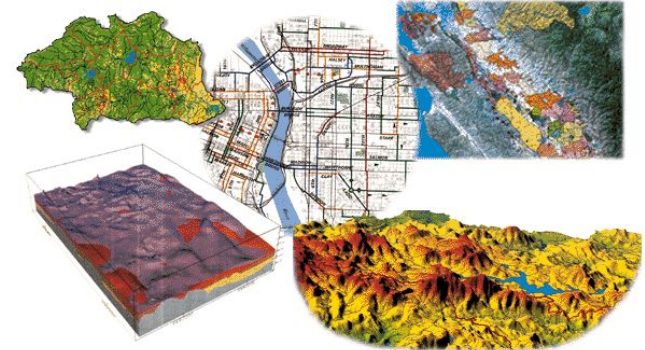
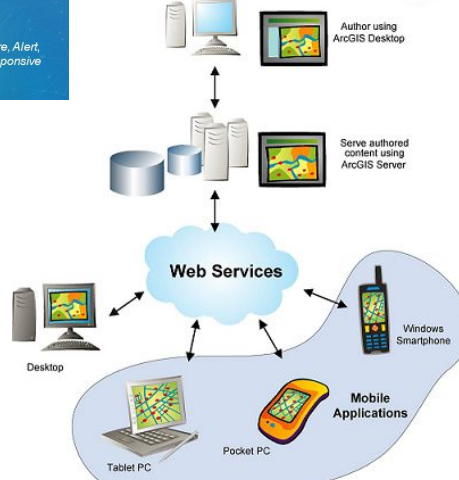
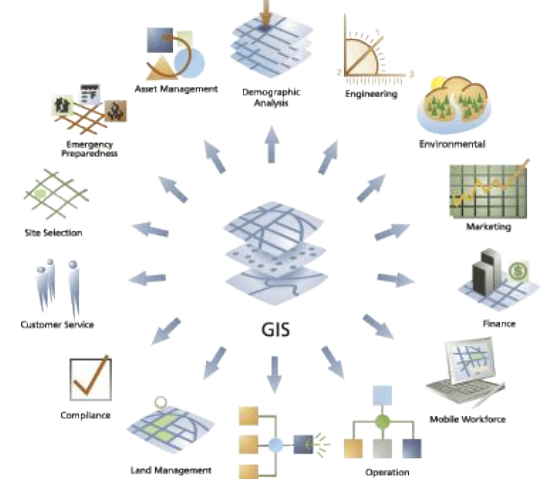
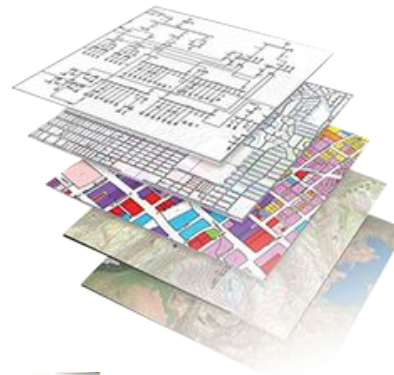
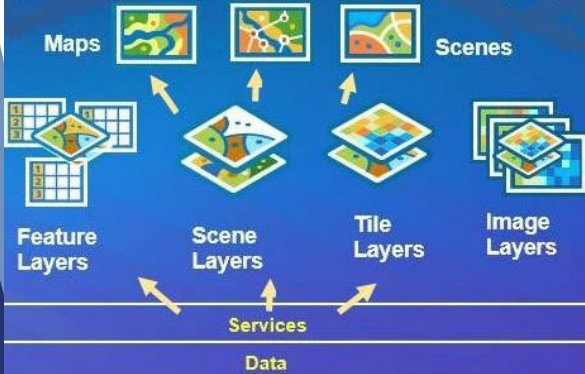
System of
Record

System of
Insight

Web GIS
Supports Multiple
Types of Systems

Helping Organizations
Understand ...

And Be Aware, Alert,
and Responsive











“ You’ve got to start with the
CUSTOMER EXPERIENCE and
work back toward the technology. ”

- Steve Jobs



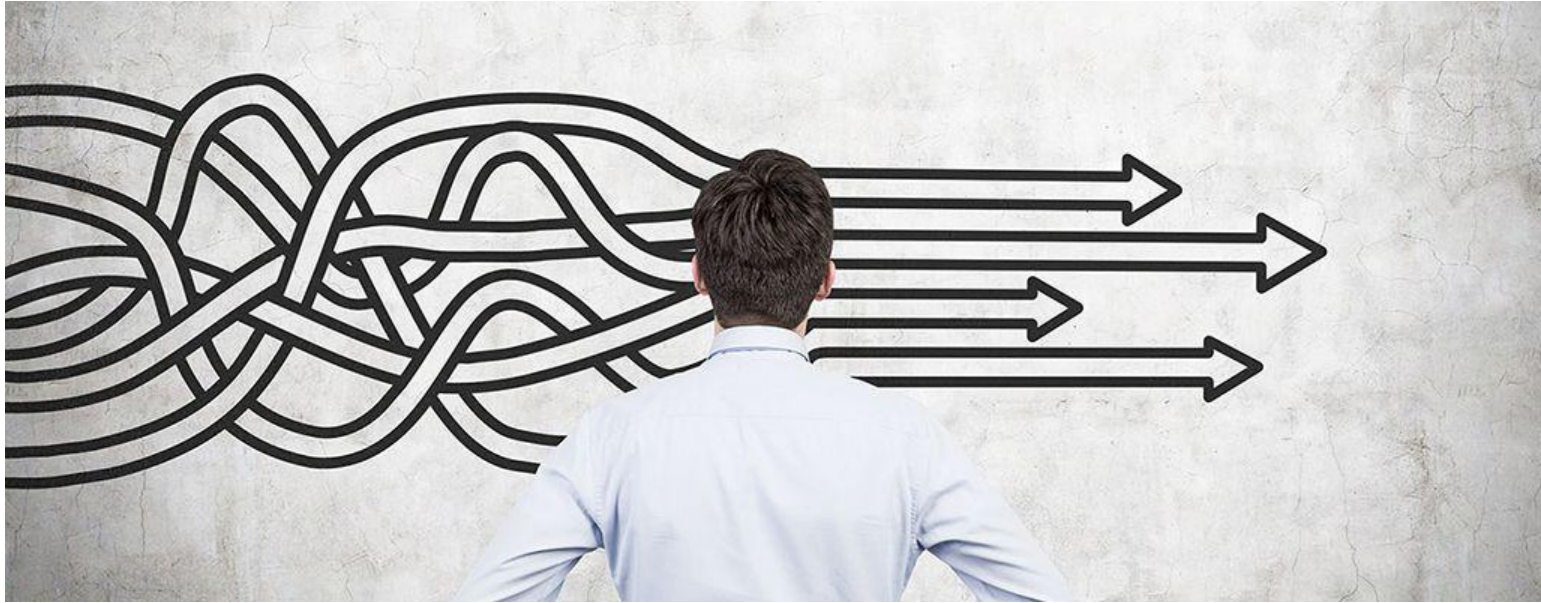


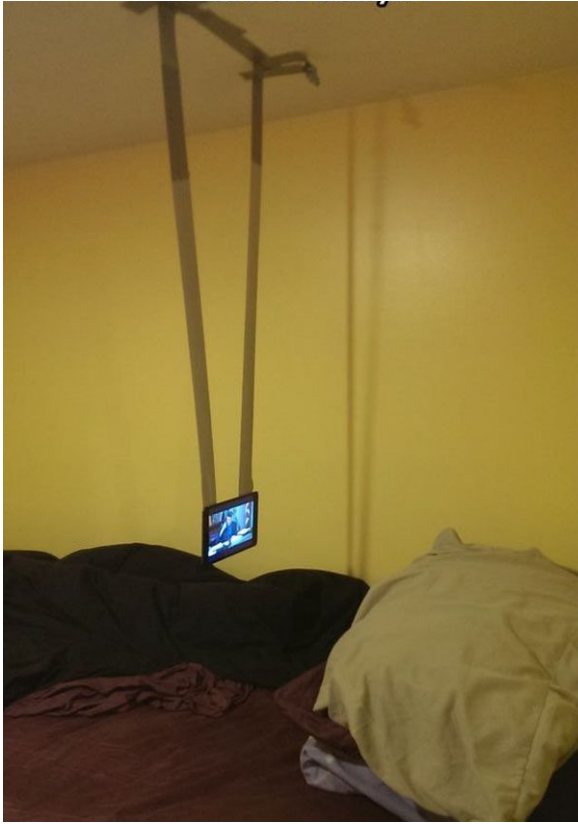




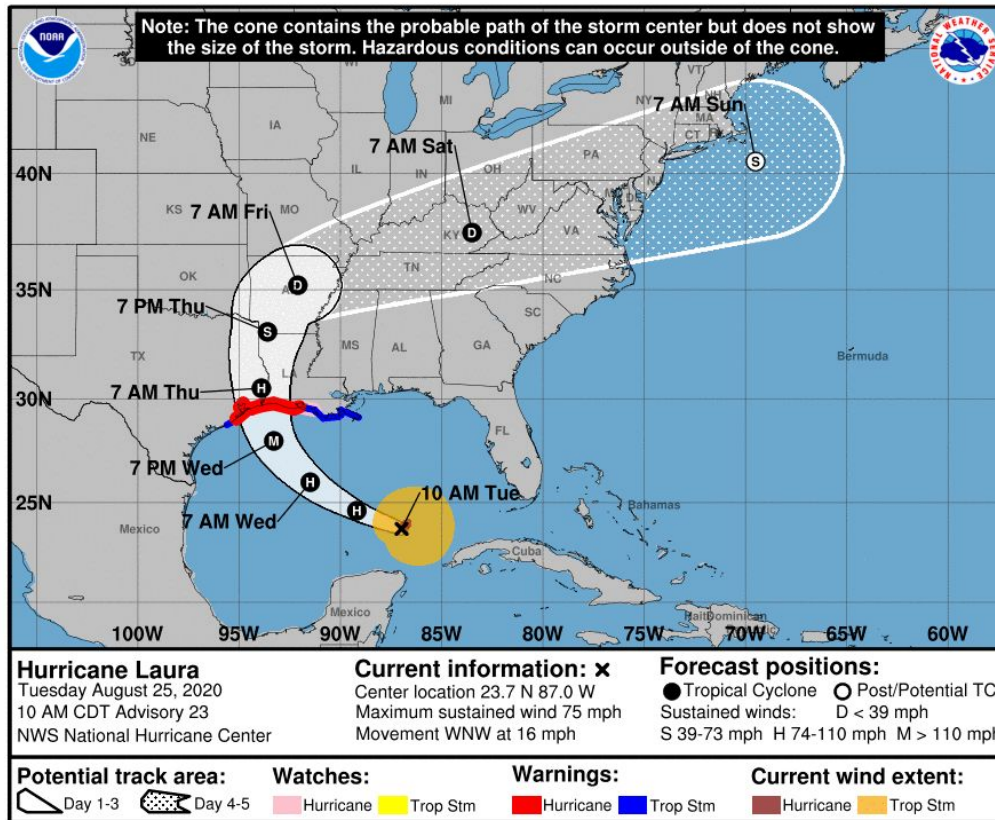




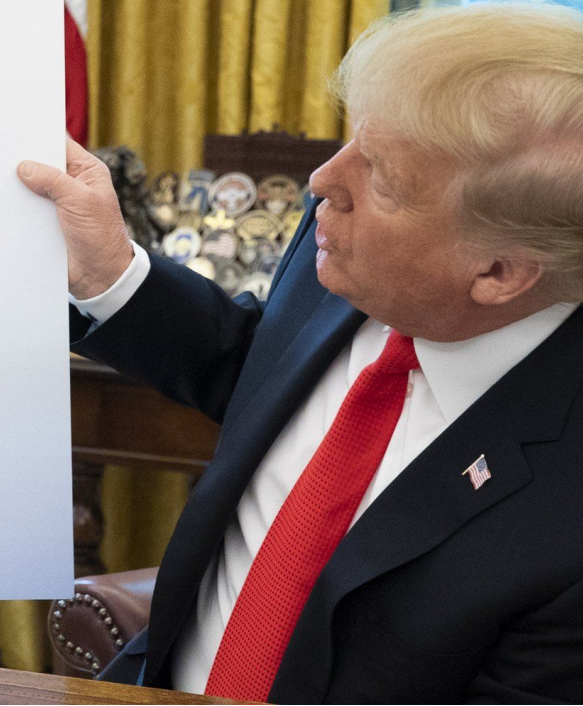
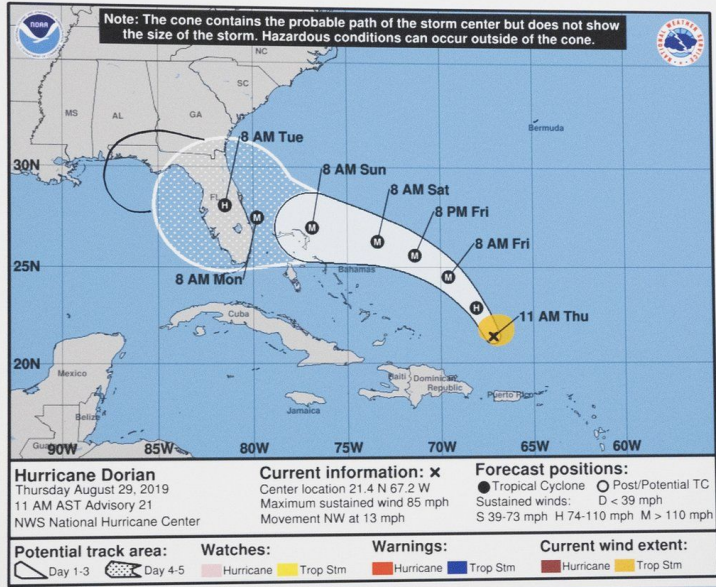








Hurricane Dorian Forecast Track and Intensity

















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Summary

1. Don't say "GIS"
2. Know the technical fluency of your stakeholder/client
3. Start with the problem, not the technology.
4. Learn their challenges and goals
5. Throw out softball questions, guide them to solutions
6. Focus on quick wins
7. Think of yourself as sales.
8. Tell a story
9. Network, network, network!
10. Grab a coffee, go to lunch, get face time



OPEN DISCUSSION

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