LEAD

... Enterprise GIS

Wisconsin Land Information Association
2008 Annual Conference
Defining “Enterprise”

enterprise  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.

Defining Enterprise GIS

- Pervasive
- Aligned
- Results-Oriented
- Accessible
- Data Centric
- Sustainable
What is it NOT?

Pretty Maps

Cool Websites

Enterprise Licensing

GPS

GIS Clearinghouse

GIS Dept
They must tie to the Enterprise!

Pretty Maps

Cool Websites

ENTERPRISE NEEDS

GIS Clearinghouse

GPS

GIS Dept
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 Enterprise Strategic Plan?

✓ 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

Return on Investment

No GIS  Enthusiasts  Dept Based  Centralized  Integrated  Enterprise

Level 0  Level 1  Level 2  Level 3  Level 4  Level 5

Levels
Integration with other Enterprise Functions
Alined

0
No GIS

1
Enthusiasts

2
Dept GIS

3
Centralized

4
Integrated

5
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

“I’m not convinced that’s the best strategy. Then again, I wasn’t listening.”
"However beautiful the strategy, you should occasionally look at the results."

Winston Churchill
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
No GIS

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ENTERPRISE

Personal Files

Dept Files

Central Storage & Ownership

Advncd Editing & Quality Mgmt

Advanced Models

Map it where it Lives

Real-time Edits from Operations
"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
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)