Introduction to Geospatial Strategy

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SEE
WHAT
OTHERS
CAN'T

Real-Time
Modeling
Virtualization
Collaboration
Decision
Data
Lidar
Sharing
Machine
Cloud
Crowdsourcing
Drones
ArcGIS
Apps
Analytics
Content
Remote
Scripting
AI
Sensors
Big
GeoPlanning
Microservices
3D
IoT
Smart
Visualization
Automation
Mobility
Data
SaaS
Planning
Design

START

Developing & Executing a Geospatial Strategy

Understand → Plan → Act

…Maximize Impact

What is a Geospatial Strategy?

A **Geospatial Strategy** is a business-oriented plan that defines how an organization will use GIS to achieve its goals and desired outcomes.

The plan includes considerations of people, process, and technology needed to meet goals and overcome challenges.

Key Takeaways

1. Why do you need a strategy?
2. How do you establish a strategy?
3. How do you successfully execute on your strategy?

Why do I need Geospatial Strategy?

Technical Challenges

Legacy technology

Limited exposure to new tech

Staff with training needs

Unreliable architecture

Poor public facing content

Technical Steps

Upgrade to 10.7

Deploy GeoEvent

Train staff on ArcGIS Pro

Go to the cloud

Create a Hub Premium site

Or maybe these steps…

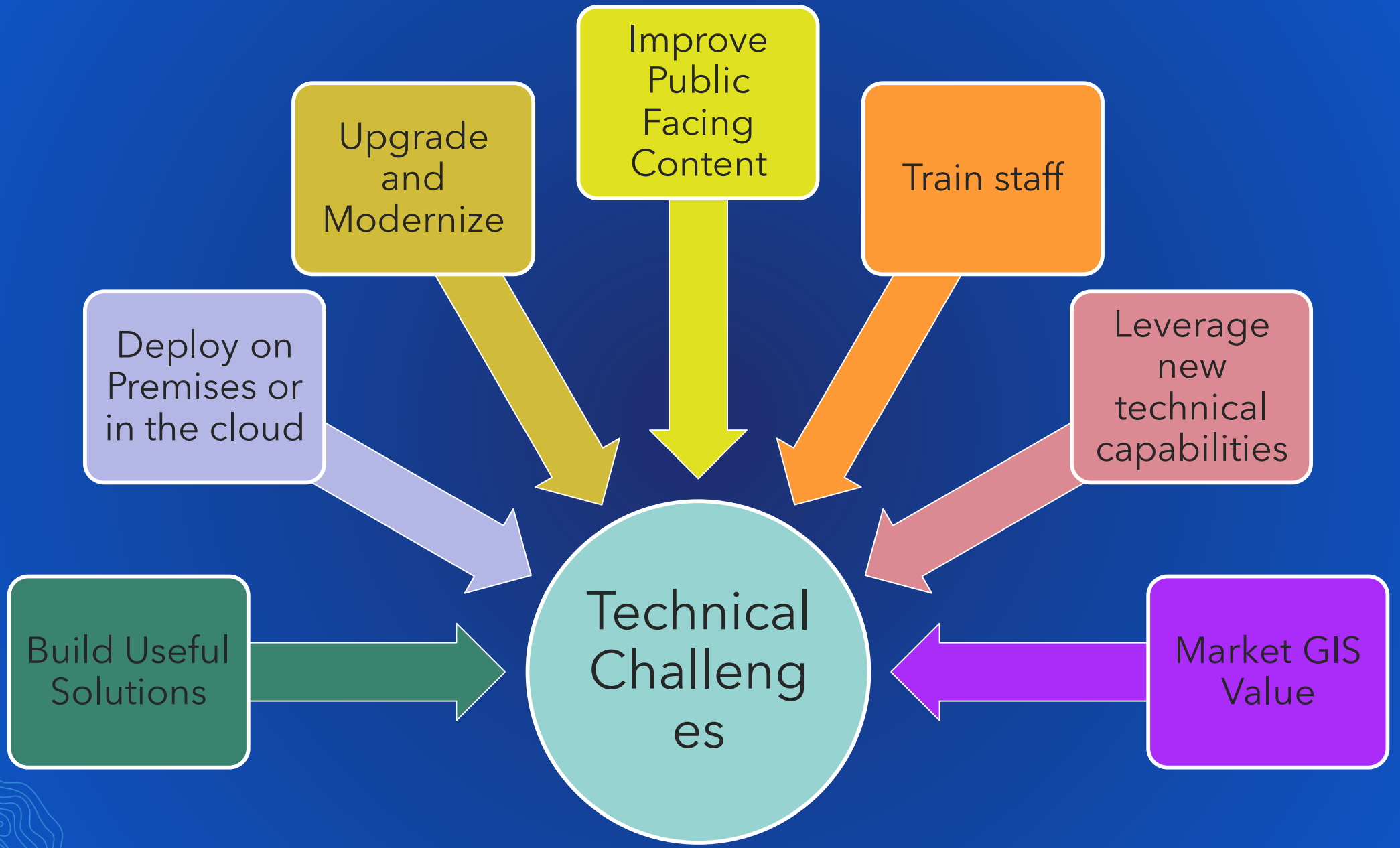
System architecture

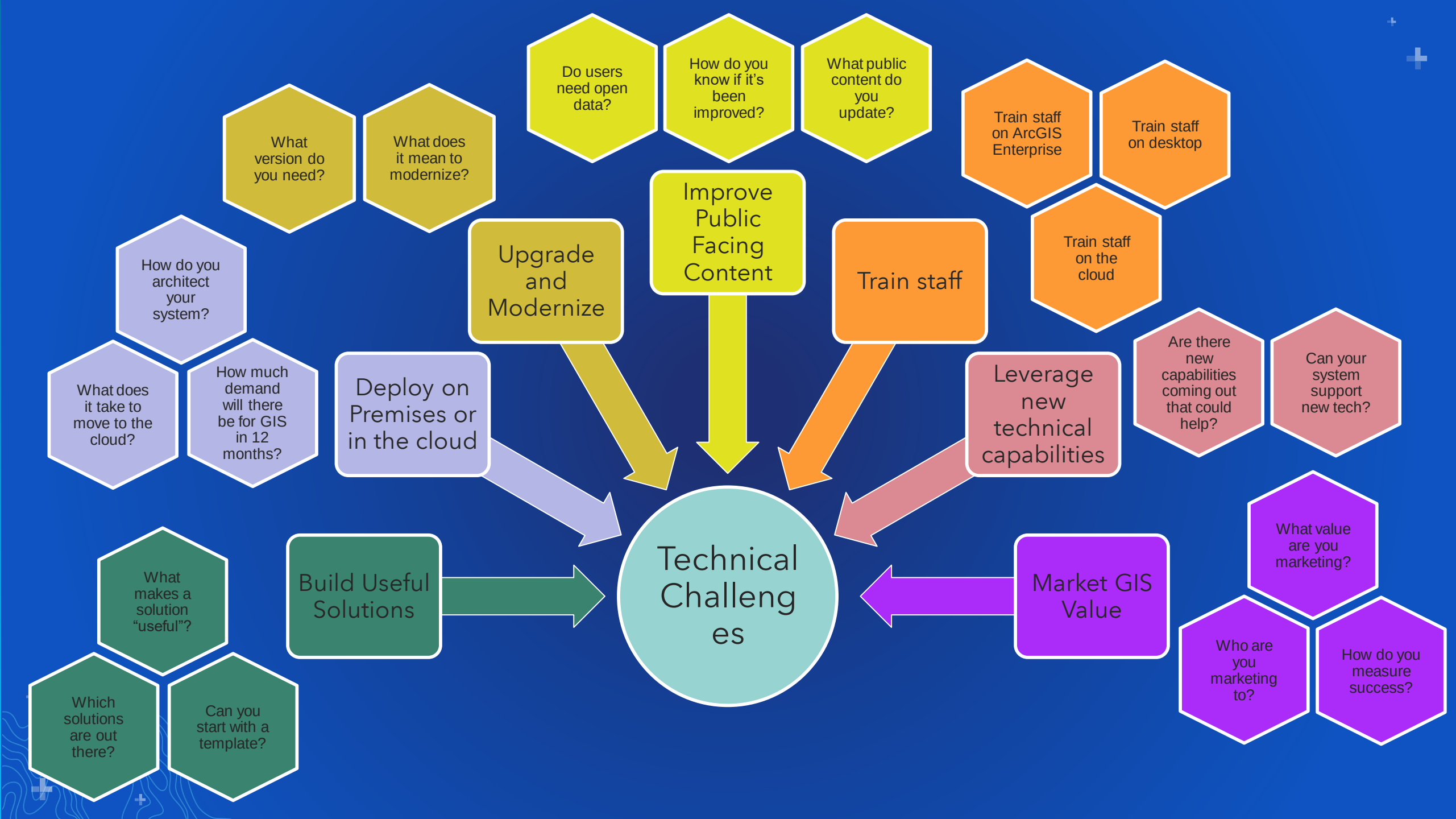
Train staff on ArcGIS Enterprise

Upgrade existing web content

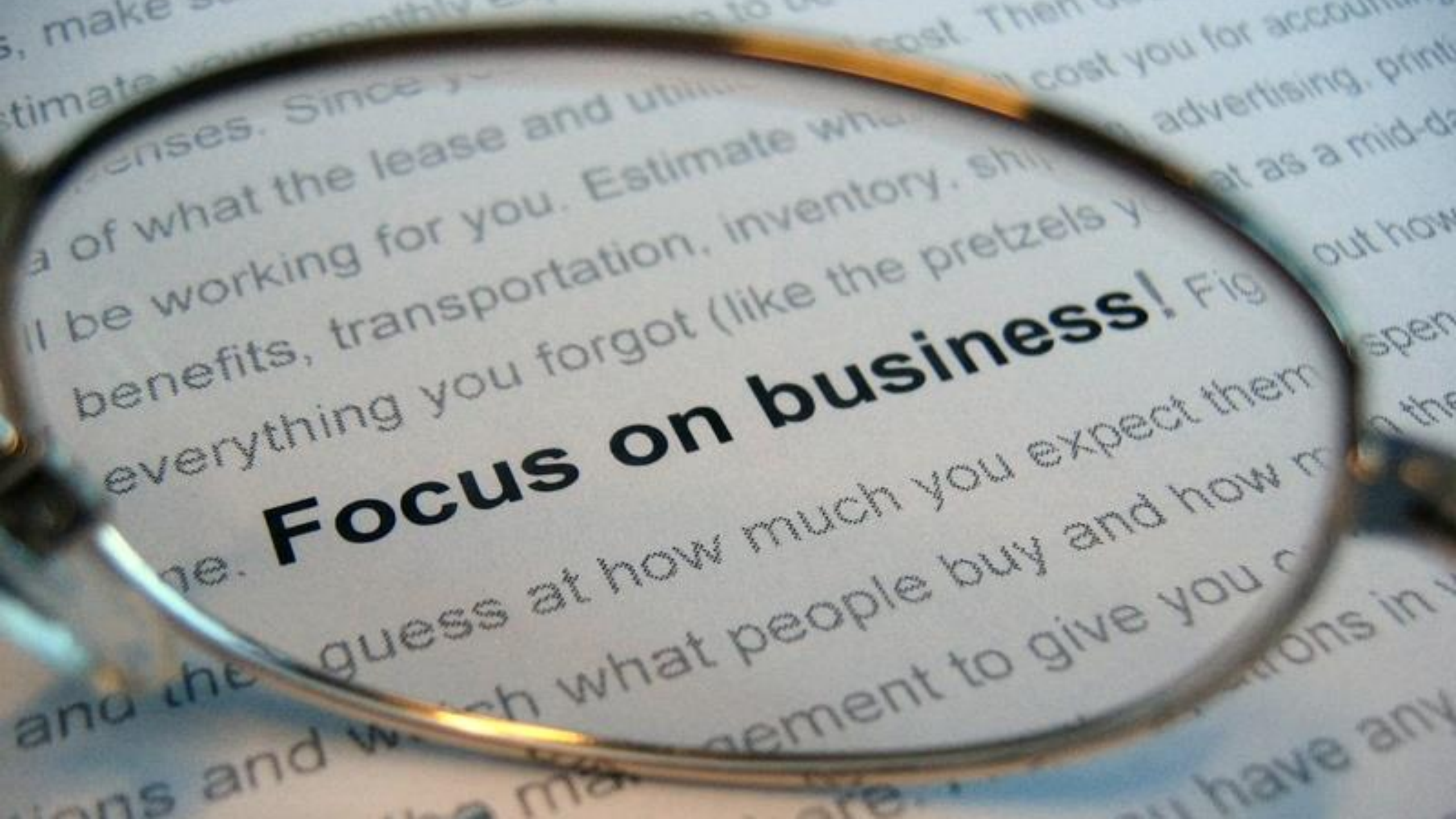
Deploy Insights for ArcGIS

Rebuild On Premises System


Improve Public Facing Content
Upgrade and Modernize
Train staff
Deploy on Premises or in the cloud
Leverage new technical capabilities
Build Useful Solutions
Technical Challenges
Market GIS Value


Technical Challenges
Upgrade and Modernize
What version do you need?
What does it mean to modernize?
Improve Public Facing Content
Do users need open data?
How do you know if it's been improved?
What public content do you update?
Train staff
Train staff on ArcGIS Enterprise
Train staff on desktop
Train staff on the cloud
Deploy on Premises or in the cloud
How do you architect your system?
What does it take to move to the cloud?
How much demand will there be for GIS in 12 months?
Leverage new technical capabilities
Are there new capabilities coming out that could help?
Can your system support new tech?
Build Useful Solutions
What makes a solution "useful"?
Which solutions are out there?
Can you start with a template?
Market GIS Value
What value are you marketing?
Who are you marketing to?
How do you measure success?

START


Focus on business!

Assemble Your Team

Executive Sponsor

Champion

Technical Leadership

Massachusetts Executive Office of Energy and Environmental Affairs (Mass EEA)

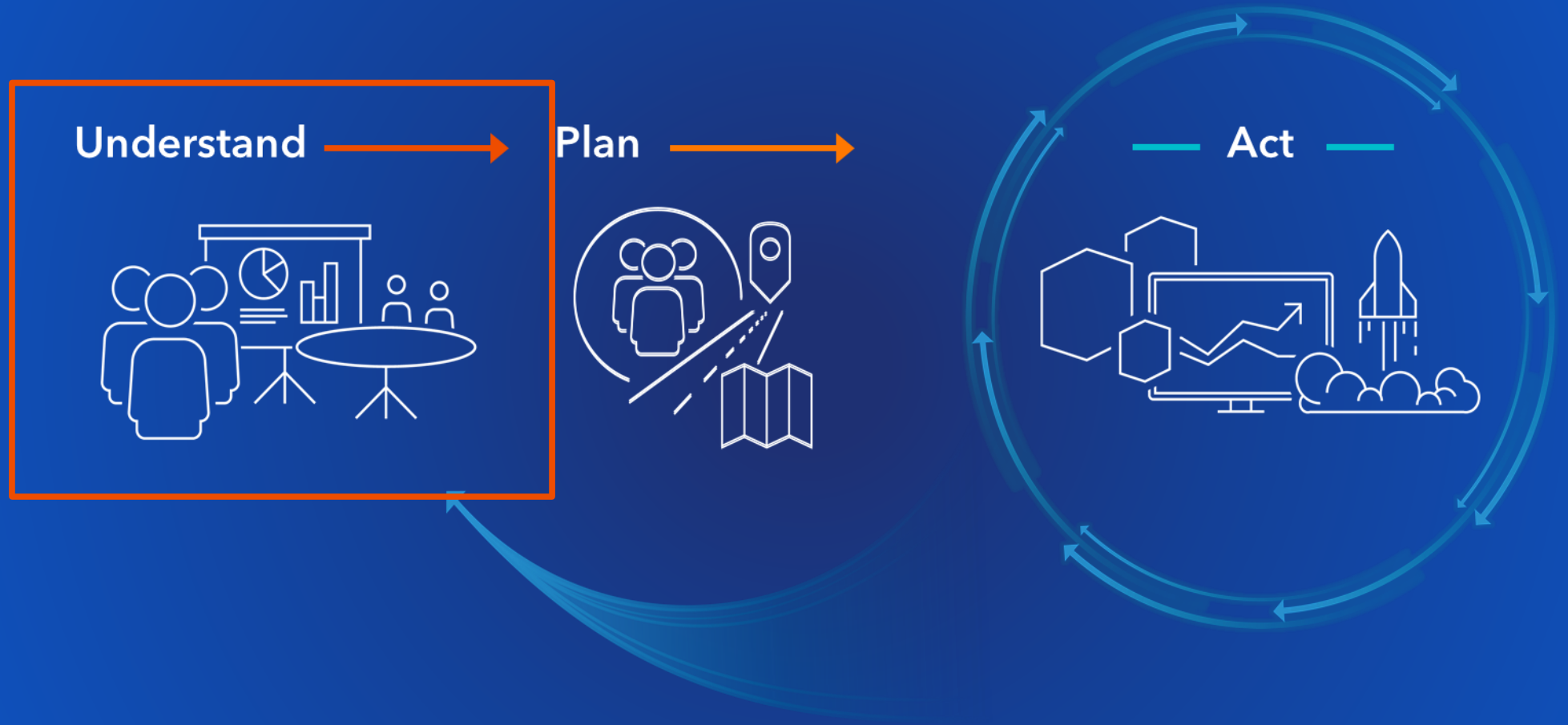
CIO

GIS Manager

Departmental Stakeholders

How do I establish a Geospatial Strategy?

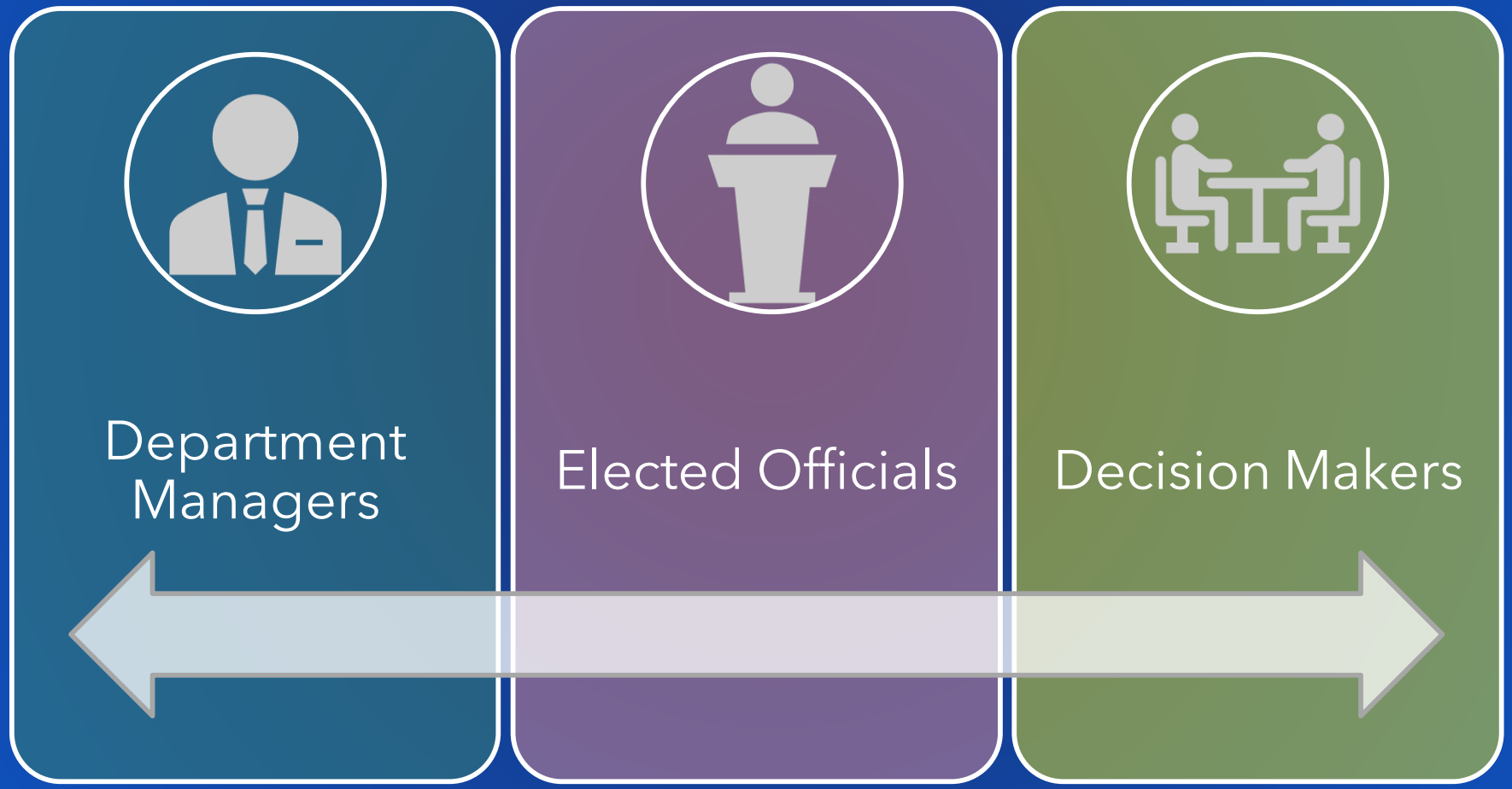
Developing & Executing a Geospatial Strategy



…Maximize Impact

Business Goals

Engage with Leadership



Louisville Jefferson County Information Consortium (LOJIC)

LOJIC

Policy Board

The LOJIC Policy Board is responsible for approving the budgets, outlining goals, approving long-range plans, establishing policies, and designating committee assignments.

- Property Value Administrator
- Chief of Civic Innovation, Louisville Metro Government
- Executive Director, Metropolitan Sewer District
- President/CEO, Louisville Water Company

https://www.lojic.org/about/partners-participants

Business Challenges

Duplicative efforts to address the same problems

Takes a long time to answer questions

Trouble meeting mandates

Inconsistent decision making

Inconsistent service

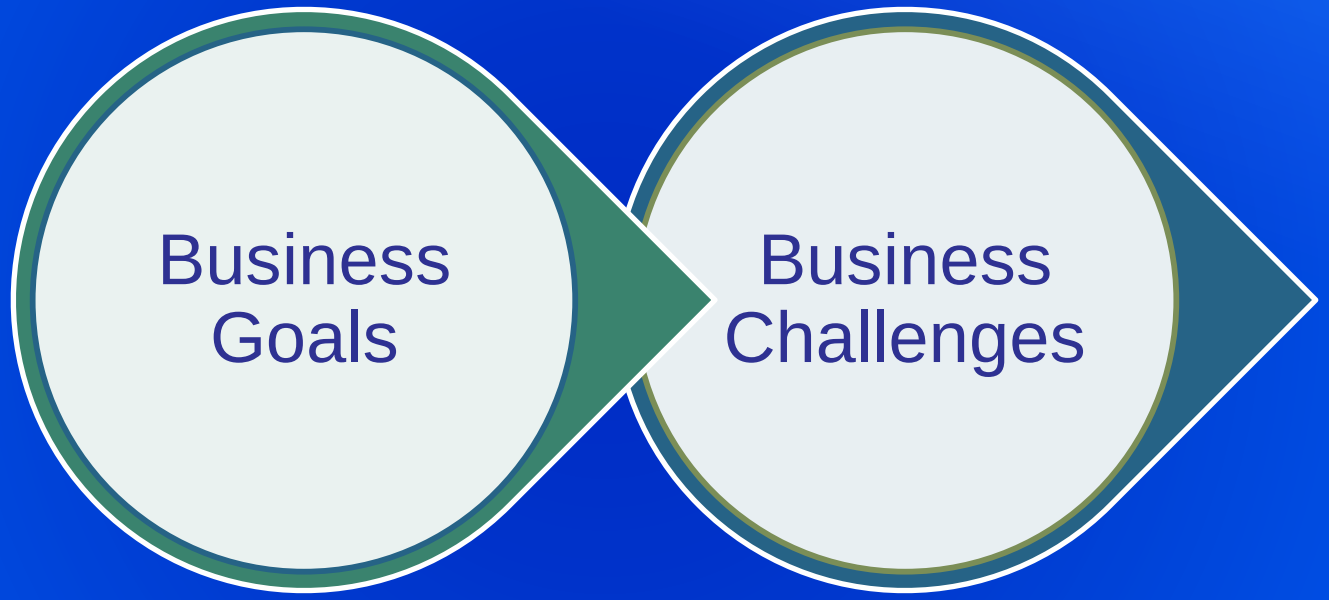
Engage Across the Organization

Oakland County, Michigan

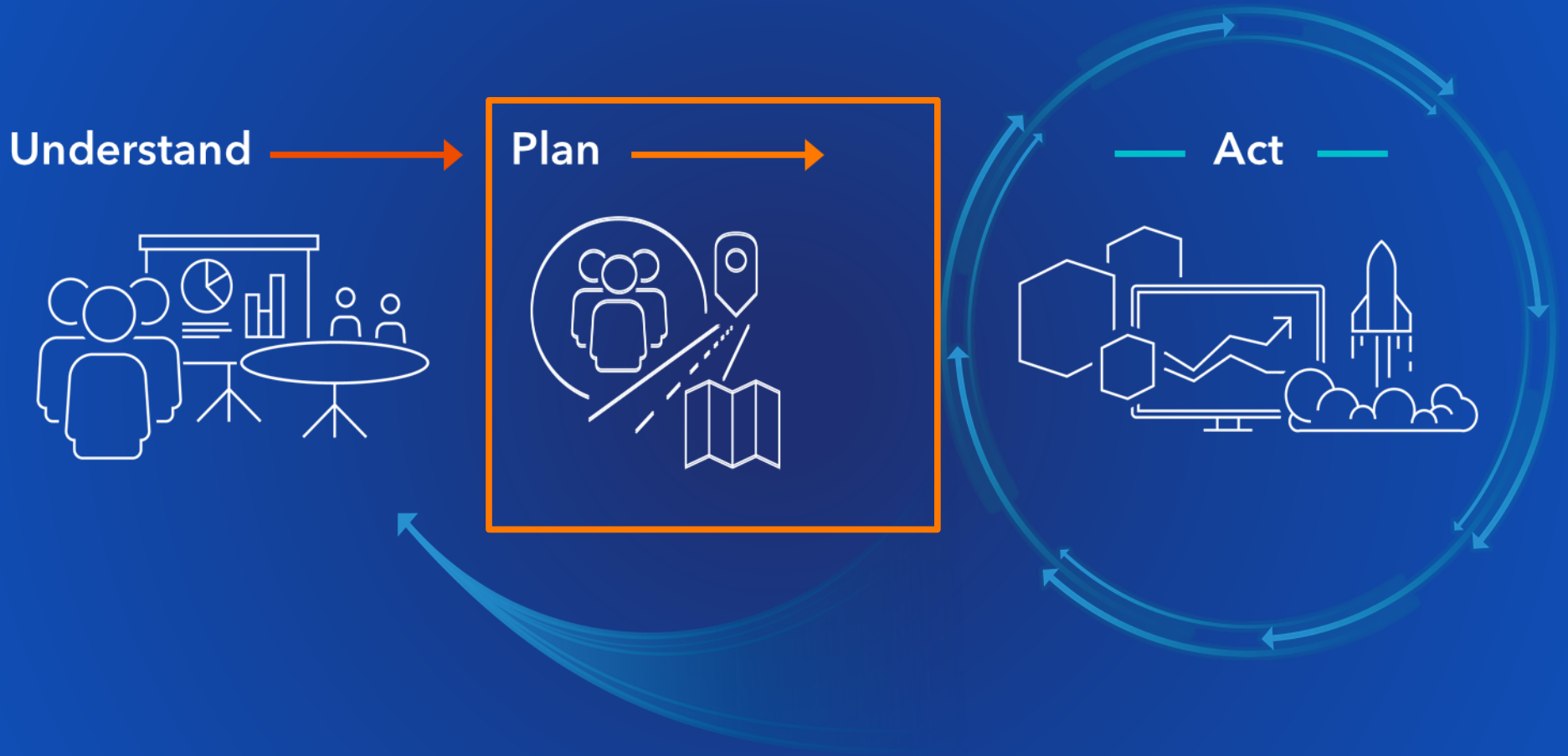
GIS Expansion Starter Kit

This Starter Kit is intended to help you create a repeatable process to identify new opportunities for incorporating spatial technology into more efficient business workflows and more informed decision making in your community.

GIS Expansion Starter Kit is available at no cost to all local governments.
https://www.oakgov.com/it/gis/Pages/Grow-Your-GIS.aspx


Business Goals
Business Challenges

Developing & Executing a Geospatial Strategy



...Maximize Impact

Business Driven Solutions

Targeted Training and Support

Access to targeted technical capabilities

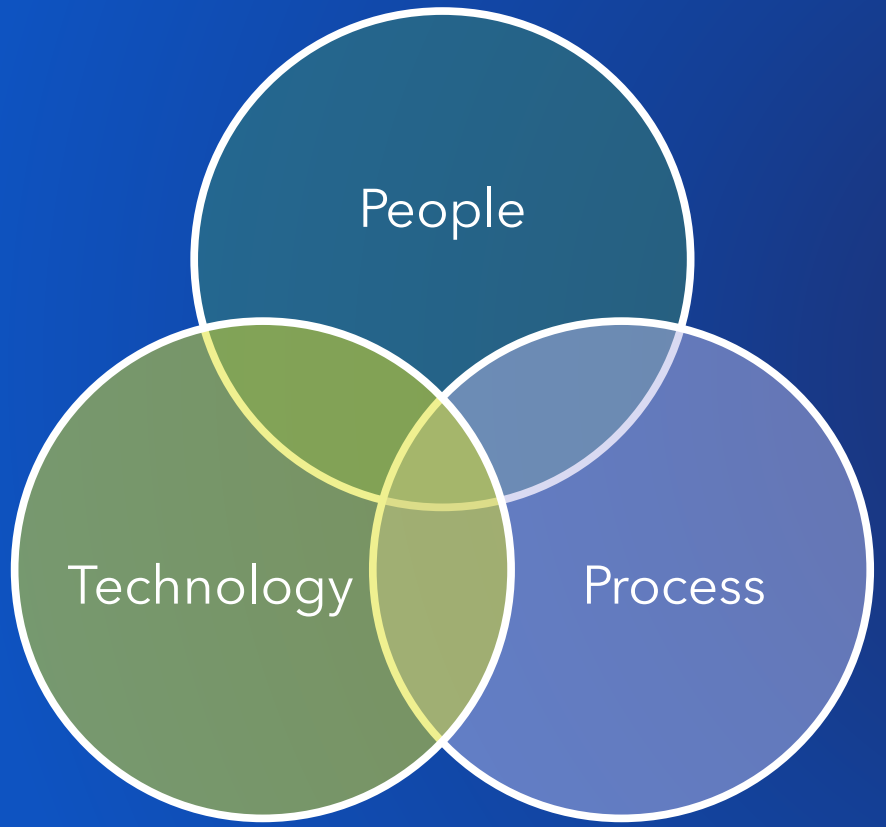
Improved workflows to support needs

Reliable data

Reliable environment

Point A:
Current State
Point B:
Future State
Business Driven
Solutions

Current State



People

- Current staff capabilities
- Resource management
- Culture

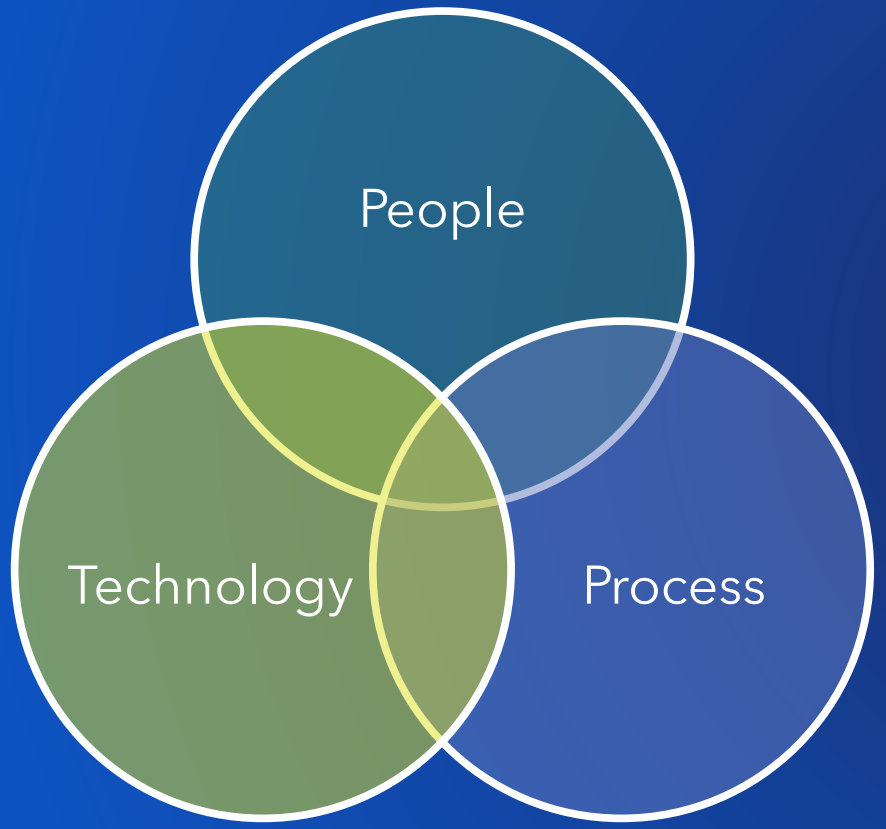
Process

- Existing workflows
- IT Governance
- Development approach

Technology

- Current infrastructure
- Access to technology and data
- Performance and availability

Future State



People

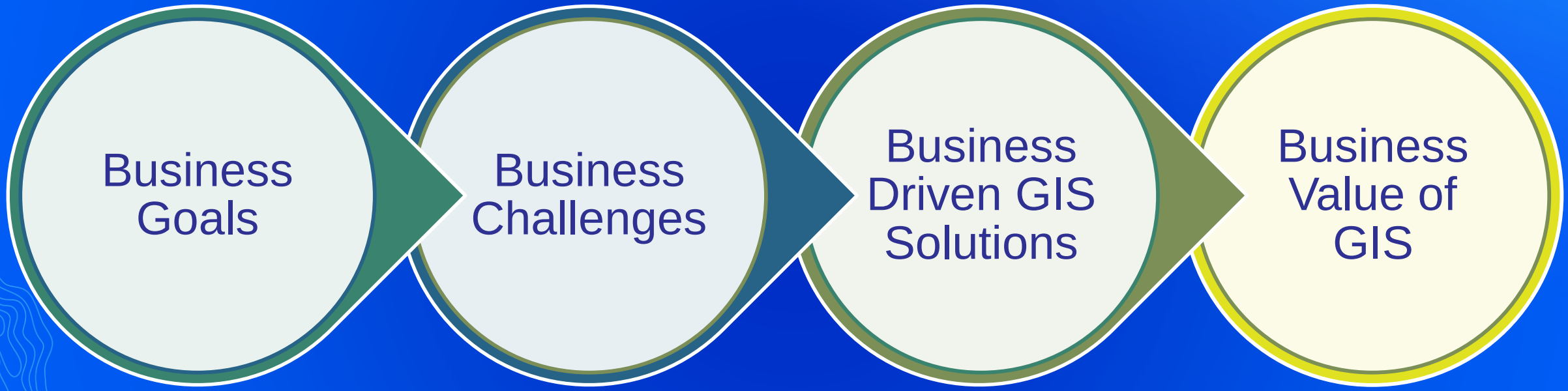
- Workforce needs
- Professional development
- Internal outreach and support

Process

- Future workflows
- IT Governance
- Custom vs. COTS approach

Technology

- Technical footprint
- Future technology and data needs
- Performance and availability


Business Goals
Business Challenges
Business Driven GIS Solutions
Business Value of GIS

Prioritized & Sequenced Activities

Potential “Activities”

- Integrate with third party Business System
- Replace a paper based workflow with a mobile COTS solution
- Create a GIS user group within your organization or community
- Replace a legacy application with a COTS solution
- Migrate to the Cloud
- Train key staff on ArcGIS Enterprise

Activity A

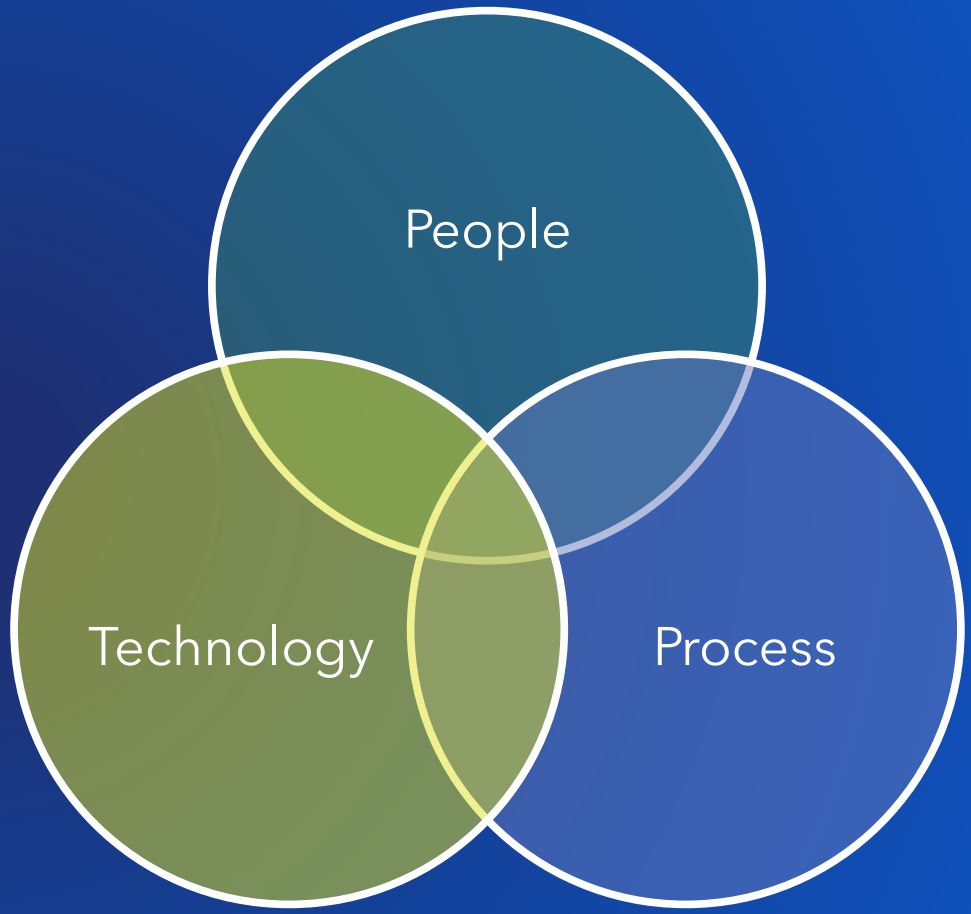
Activity B

Activity C

Activity D

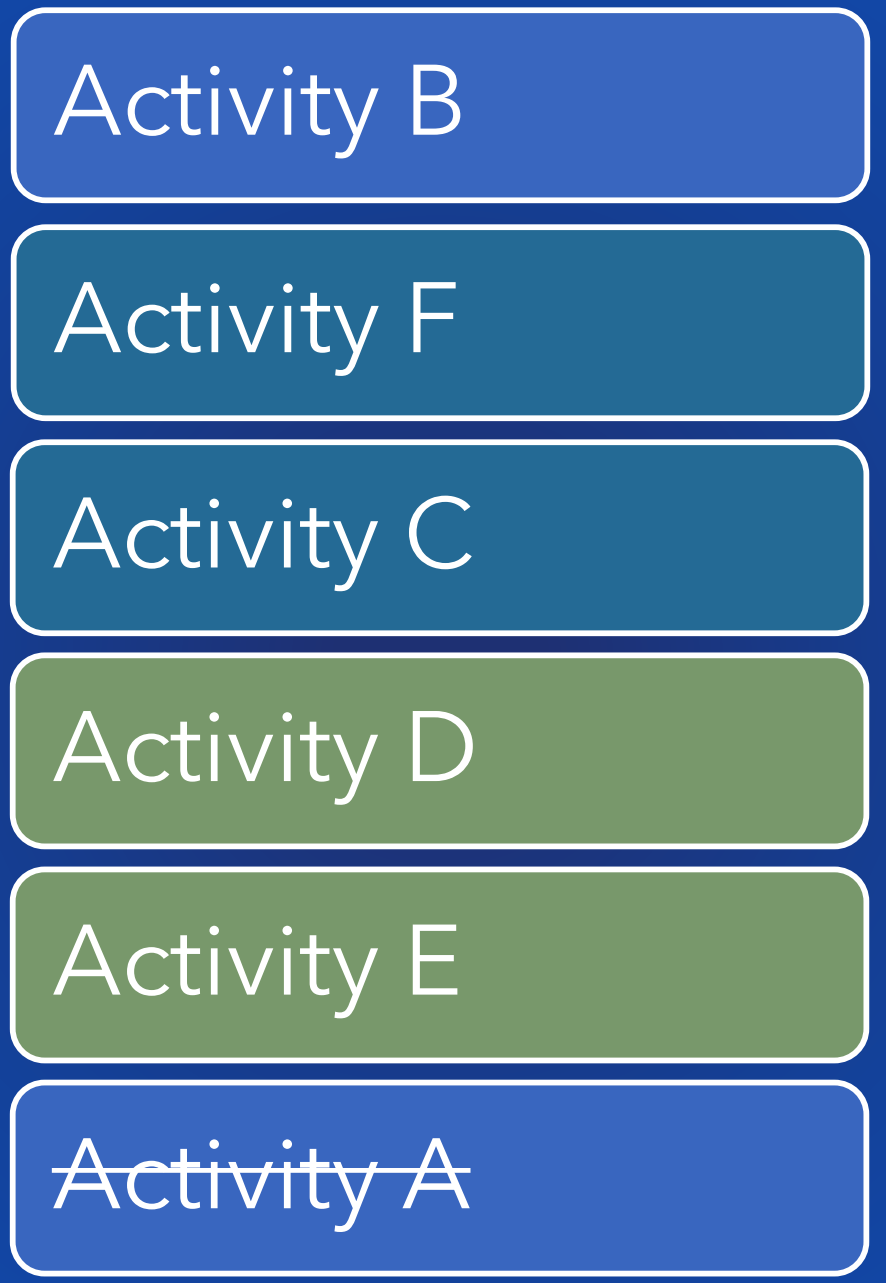
Activity E

Activity F



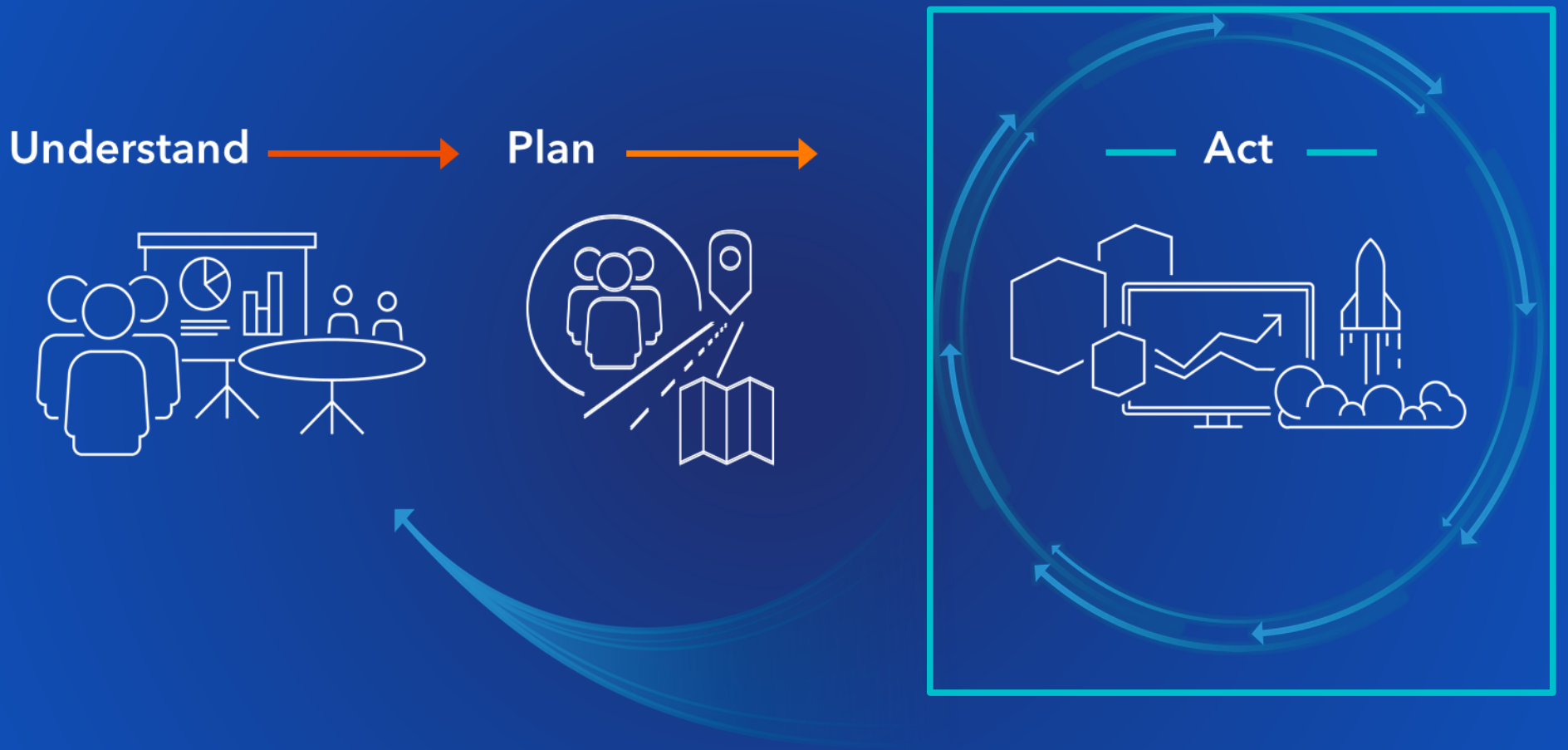
Prioritization

Sequencing


Activity B
Activity F
Activity C
Activity D
Activity E
~~Activity A~~

How do I execute a Geospatial Strategy?

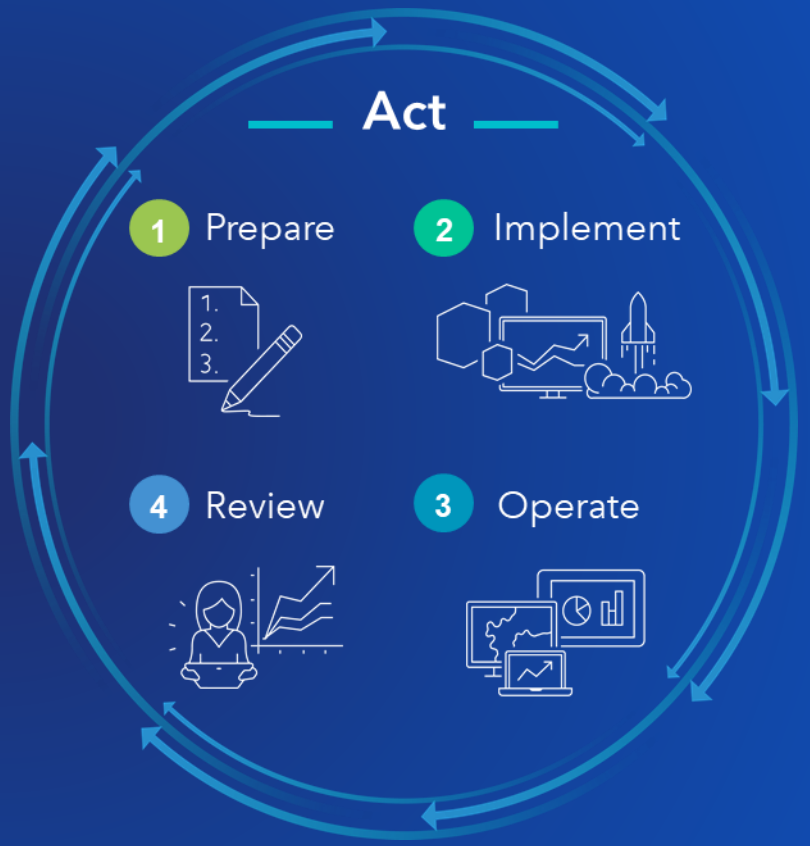
Developing & Executing a Geospatial Strategy



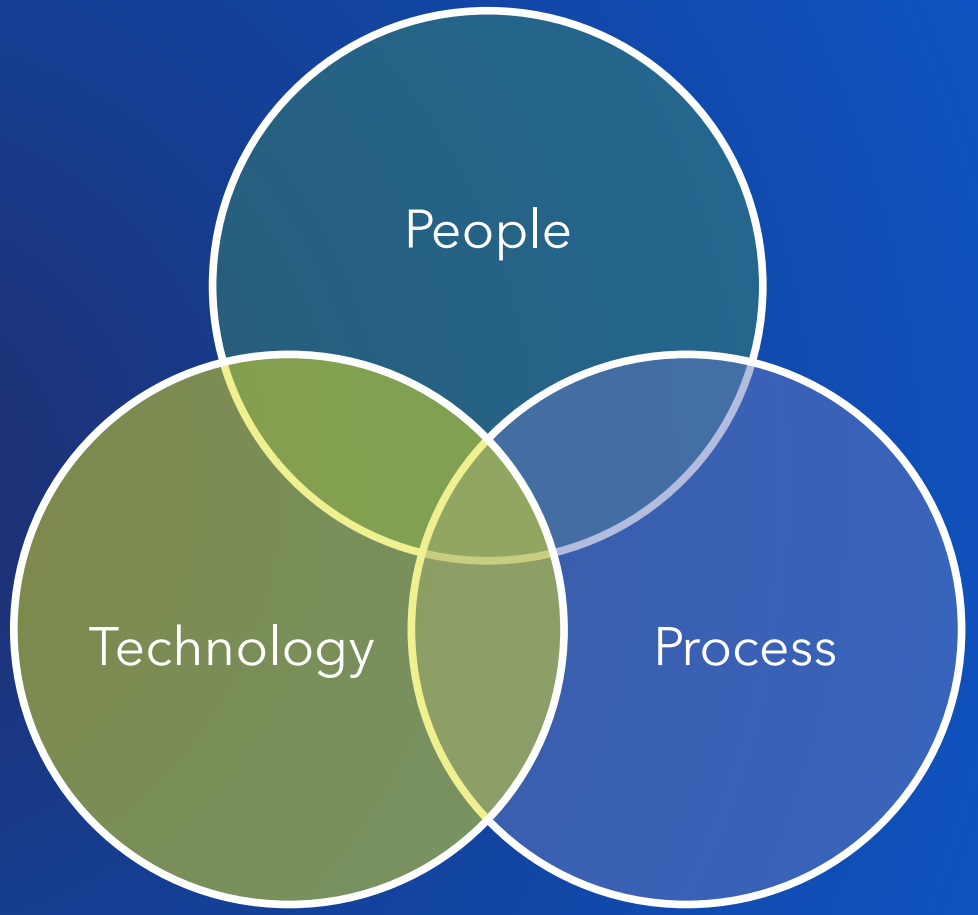
...Maximize Impact

Begin to Execute

- Activity B
- Activity F
- Activity C
- Activity D
- Activity E



Execute Incrementally



Execute Incrementally

Prepare

- Define the solution in detail
- Move from conceptual design to functional
- Prepare end users for upcoming changes

Implement

- Build and configure your solution
- Test and deploy your solution
- Train your users

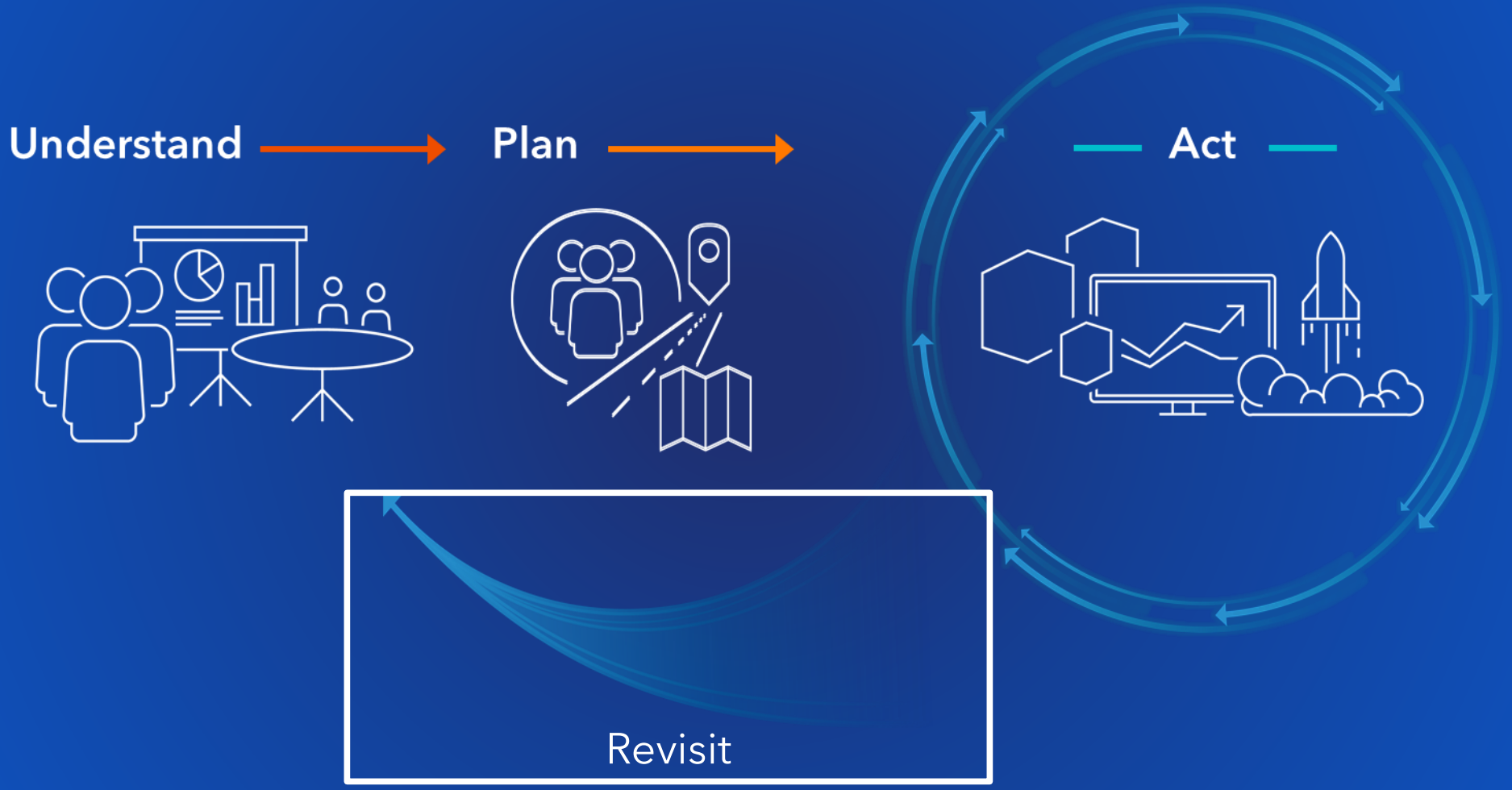
Operate

- Execute your new solution in a production environment
- Monitor performance and use of the solution
- Provide ongoing support to your users

Review

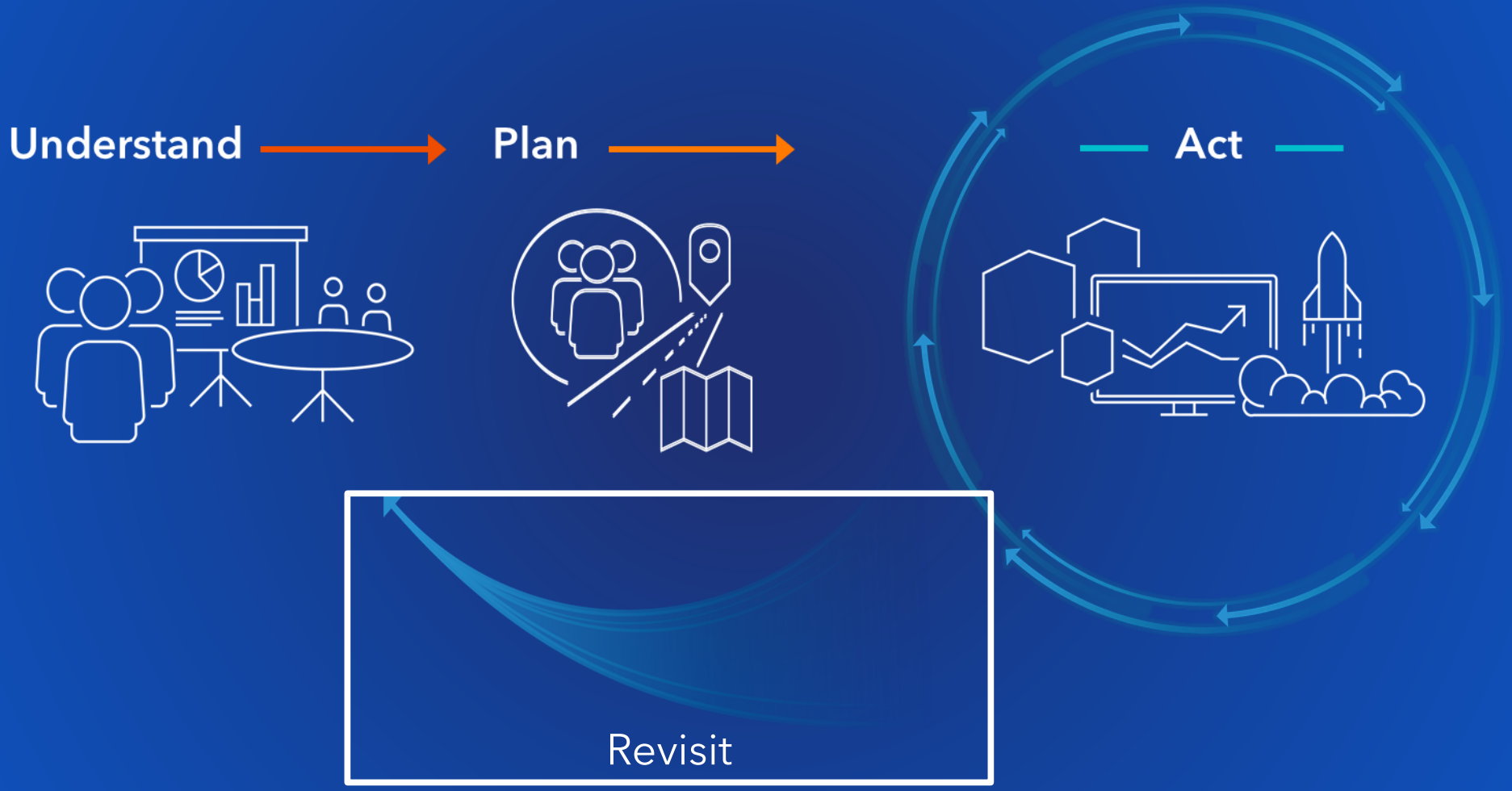
- Share the success of your activity
- Ensure the solution is being utilized
- Consider ongoing workforce development needs

Developing & Executing a Geospatial Strategy

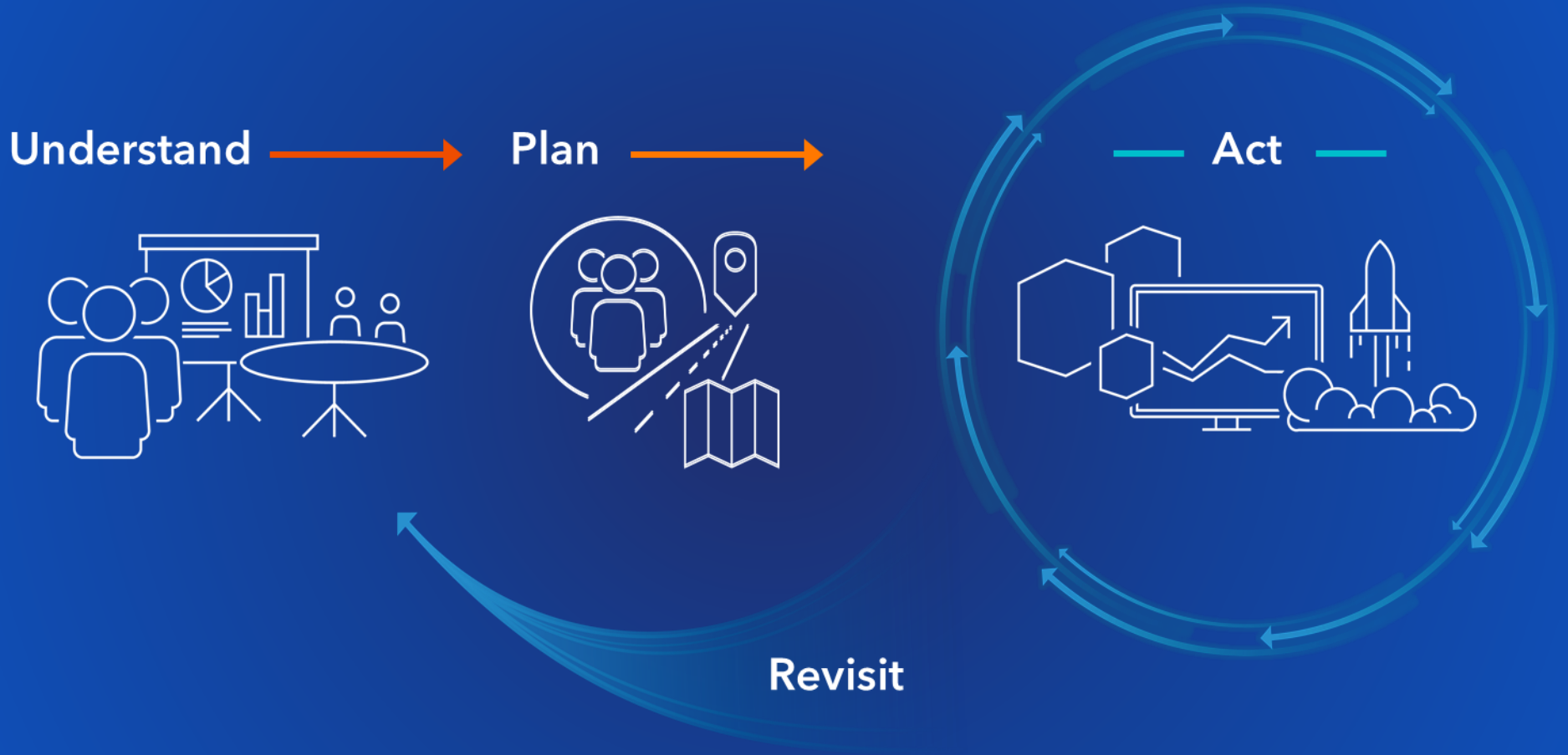


…Maximize Impact

Revisit Example



Developing & Executing a Geospatial Strategy



...Maximize Impact

What can you do?

Understand

- Assemble your team
- Engage across your organization
- Articulate your organizations' goals and challenges

Plan

- Identify ways GIS can bring business value
- Create a plan that takes into account people, process, and technology
- Prioritize and sequence your work

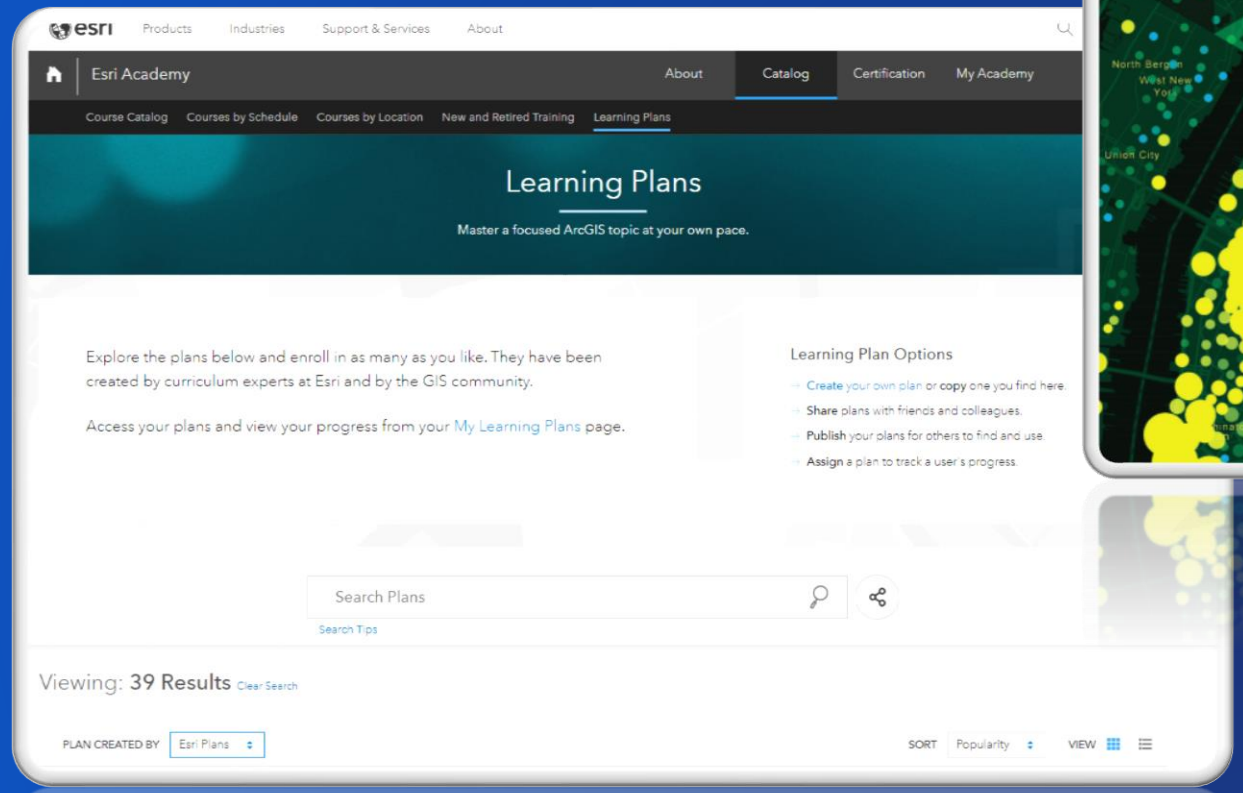
Act

- Bring your solutions to life: prepare, implement, operate, and review each one
- Share your strategy and successes
- Revisit your strategy

UC Resources

- Introduction to Geospatial Strategy Technical Workshop
  - Tuesday, July 9: 1p-2p, SDCC – Room 17 B
  - Wednesday, July 10: 10a-11a, SDCC – Room 31 A
- Sign up Expo Activity: https://www.esri.com/en-us/about/events/uc/experience/arcgis-appointments
- Geospatial Strategy Panel
  - Thursday, July 11: 1p-2p, SDCC – Room 16 B

Other Resources



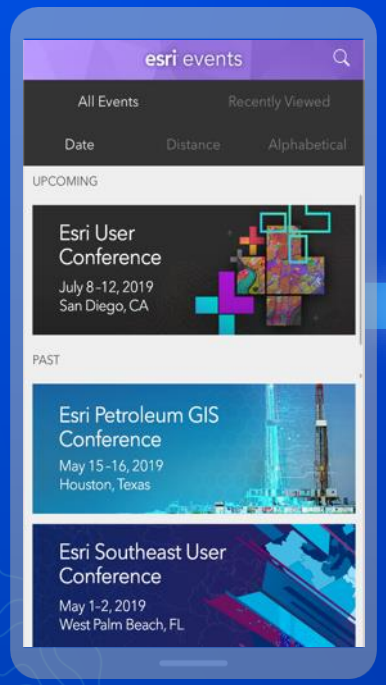
https://www.esri.com/training/learning-plans/

http://go.esri.com/bp

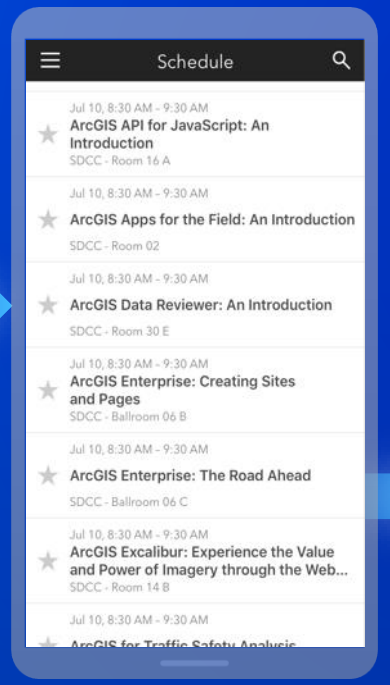
Questions?

Please Share Your Feedback in the App

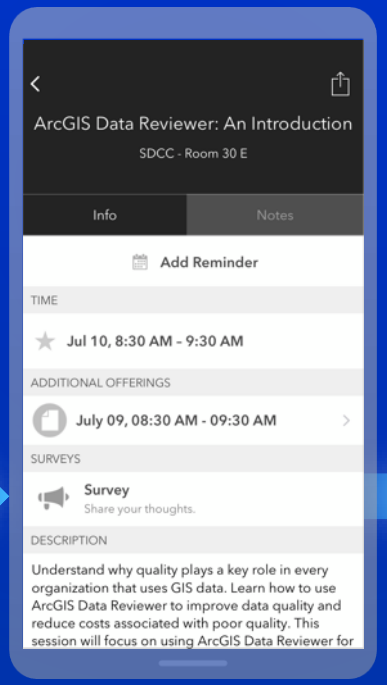
Download the Esri Events app and find your event



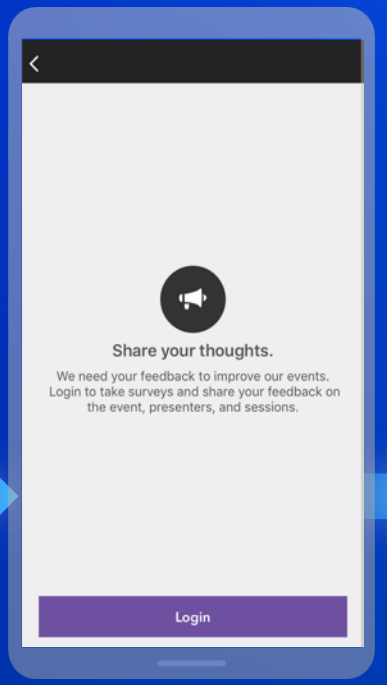
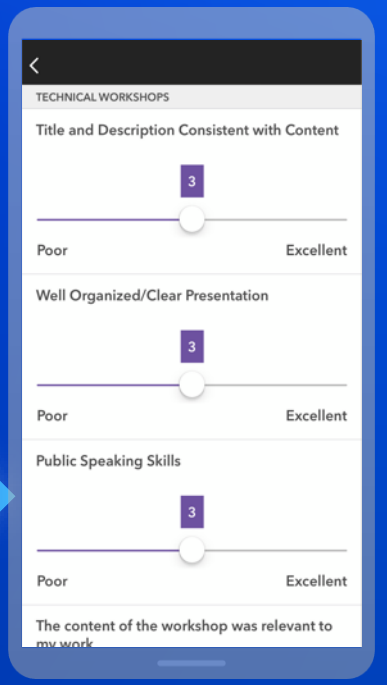
Select the session you attended



Scroll down to "Survey"



Log in to access the survey



Complete the survey and select "Submit"