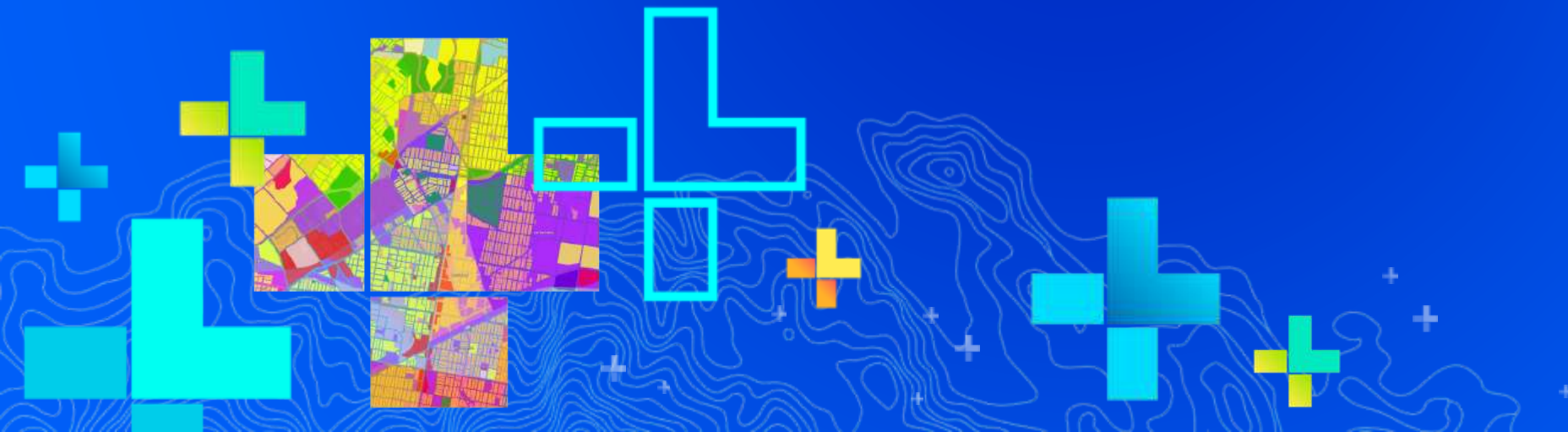


# Connecting Business with Technology

Sarah Scher

Solution Engineer



# Why Connect Business to Technology?

- GIS doesn't exist to make maps... it exists to support your business
- Communicate the value of GIS
- Justify budgets
- Identify valuable projects

**start with identifying challenges**



# Business Challenge

Vacant lots pose health and safety risks, and we don't fully understand the scope of the problem or how to manage it.

# 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



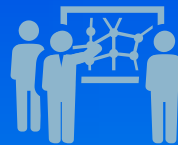
Discover, quantify, and predict trends and patterns to improve outcomes

## 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

# Patterns Help us Connect Technology with Business Needs



# The Patterns are Related

... and Build on one Another

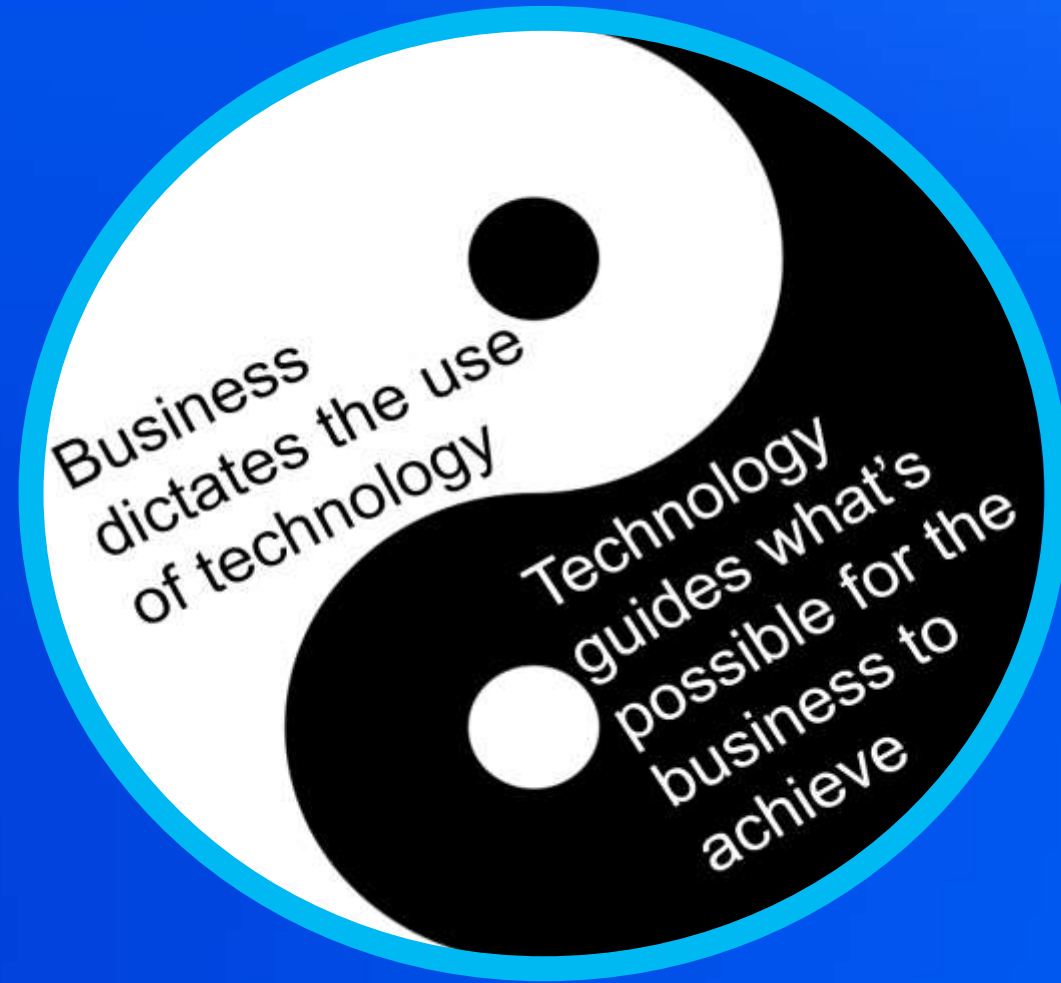


# The Big Picture....

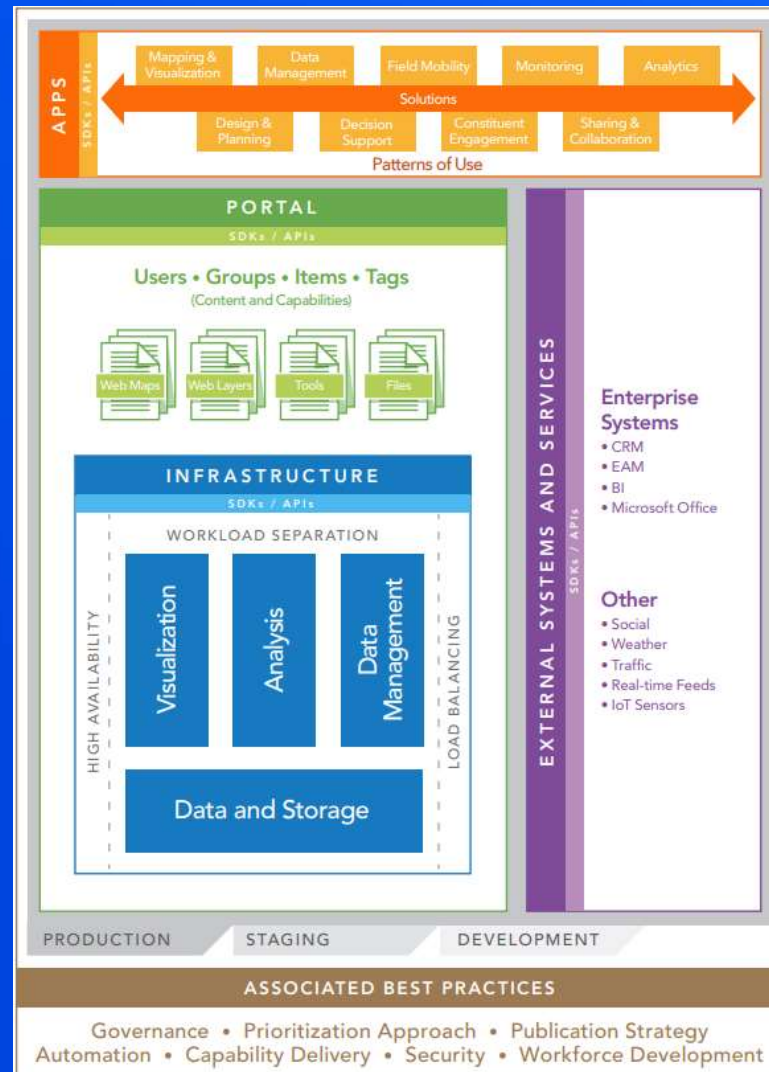




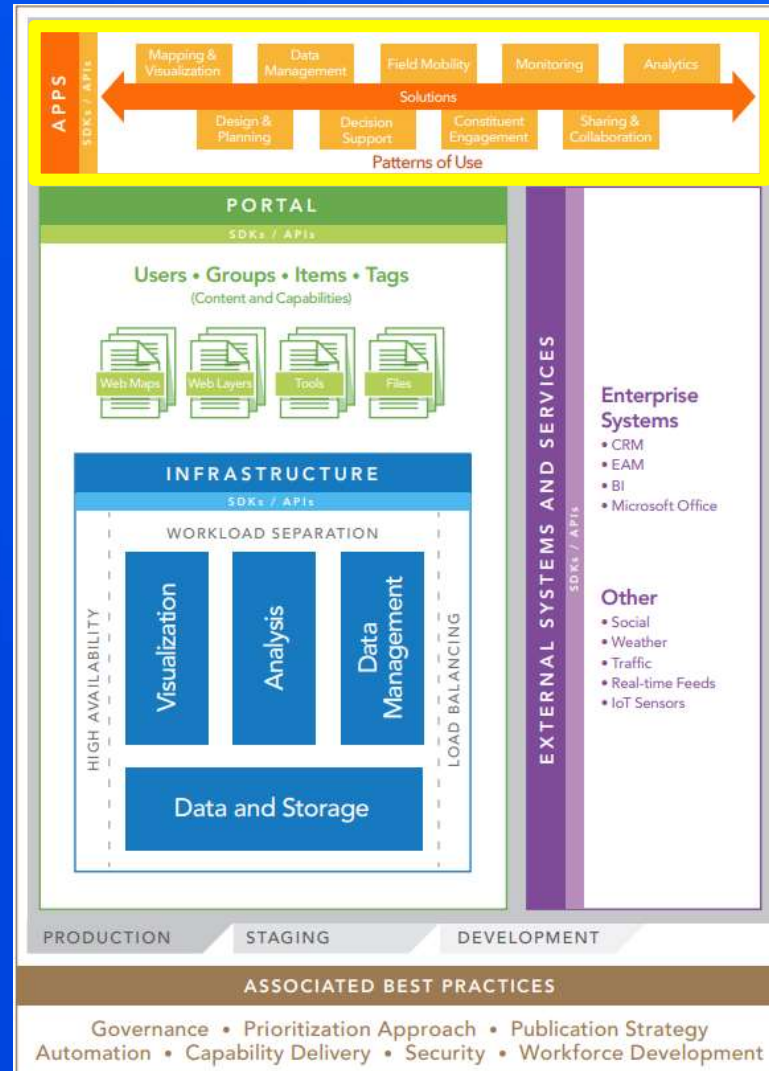
# The Big Picture....



# ArcGIS Conceptual Reference Architecture



# ArcGIS Conceptual Reference Architecture



**Patterns of Use**

The patterns of use describe common general functions that occur across organizational business models and environments. These patterns give you a framework for tracking current and future GIS utilization in a business context.

**Understanding and Planning Your Use of ArcGIS**

A common set of GIS usage patterns exists across industries, independent of business models or environments. Because these patterns describe both general capabilities and business capabilities, you can use them to understand how ArcGIS aligns with your needs. Organize your usage of the patterns in your ArcGIS strategy map for greatest business flexibility and return on your GIS investments.

**Mapping & Visualization** is how people understand locations and relationships through visual representations. 2D and 3D maps and charts bring data to life and provide context, or people can create and consume information.

**Data Management** is how people collect, organize, and maintain spatial data and related data about data and resources. It is important to generate spatial data, set the storage needs optimized for its unique characteristics, manage metadata, create the geodatabase, update metadata, log data, share data, and the use for.

**Field Mobility** includes managing and collecting mobile resources to collect and analyze information in the field. This lets you improve visibility into the operational aspects of an organization, enhance workforce scheduling, reduce travel caused by field data, and empower government with information needed to perform tasks visible on the scene.

**Monitoring** allows people to track, measure, and visualize field and mobile assets and resources in real time. This lets you generate reports, analyze, and display monitoring data from many sensors, devices, and social media feeds.

**Analytics** involves applying analytical techniques to location data like statistical techniques. This can be applied to discover, quantify, and predict trends and patterns to empower decision-making and improve business outcomes.

**Design & Planning** enables people to evaluate alternative solutions and create optimal designs. This supports the design and flow by creating, using, and organizing data and resources to understand or improve decisions.

**Decision Support** involves combining data, metrics, and operational and analytical layers to help you to implement or better understand activities, projects, and operations. This provides valuable information for decision makers.

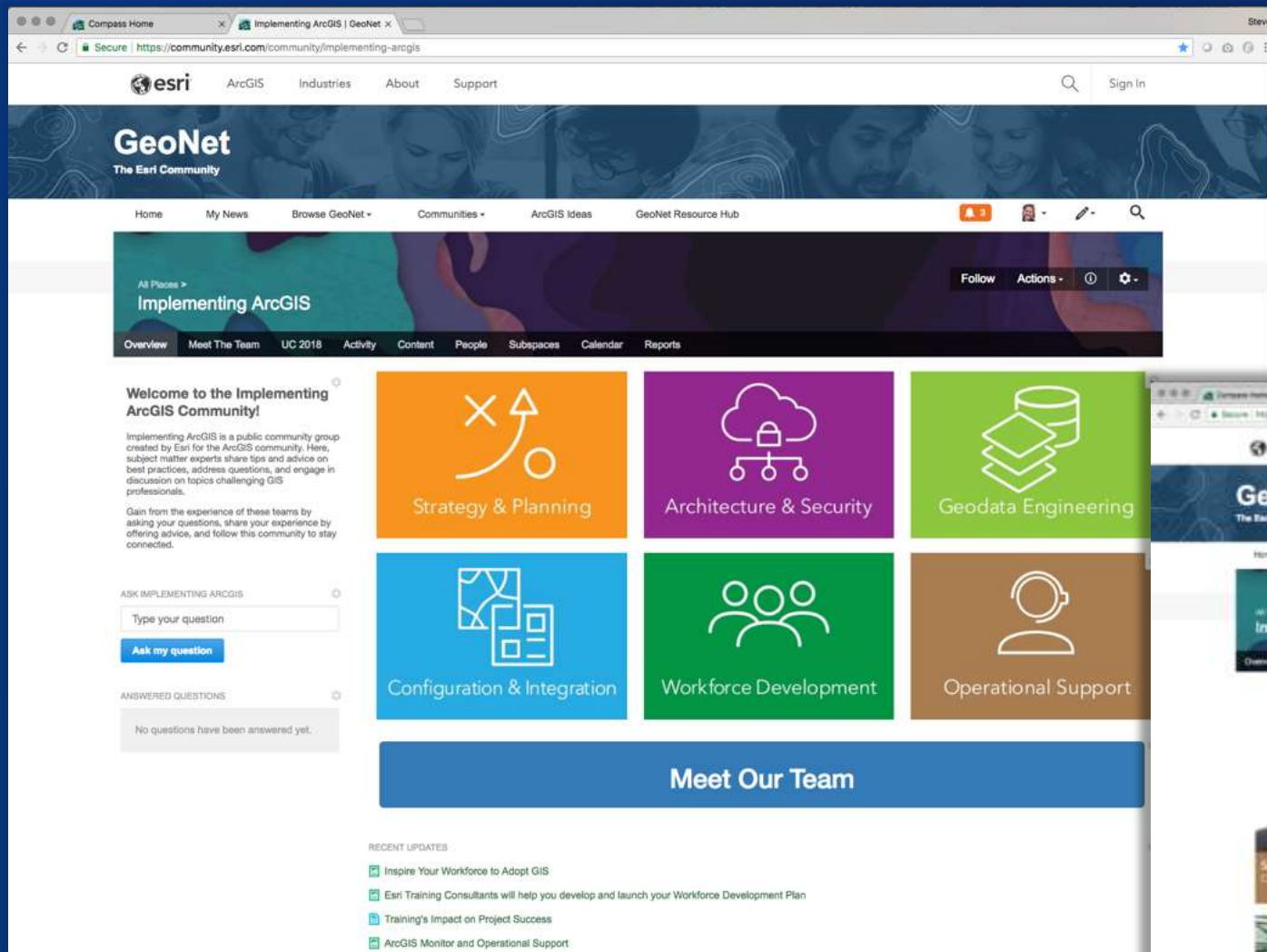
**Constituent Engagement** includes how you share information with the public, partner agencies, or other external stakeholders. By increasing engagement and collaboration with communities of interest, you can provide more informed decision-making.

**Sharing & Collaboration** provides self-service capabilities, so people can discover, use, create, and share maps. This lets you extend the value of location information to the entire organization or community.

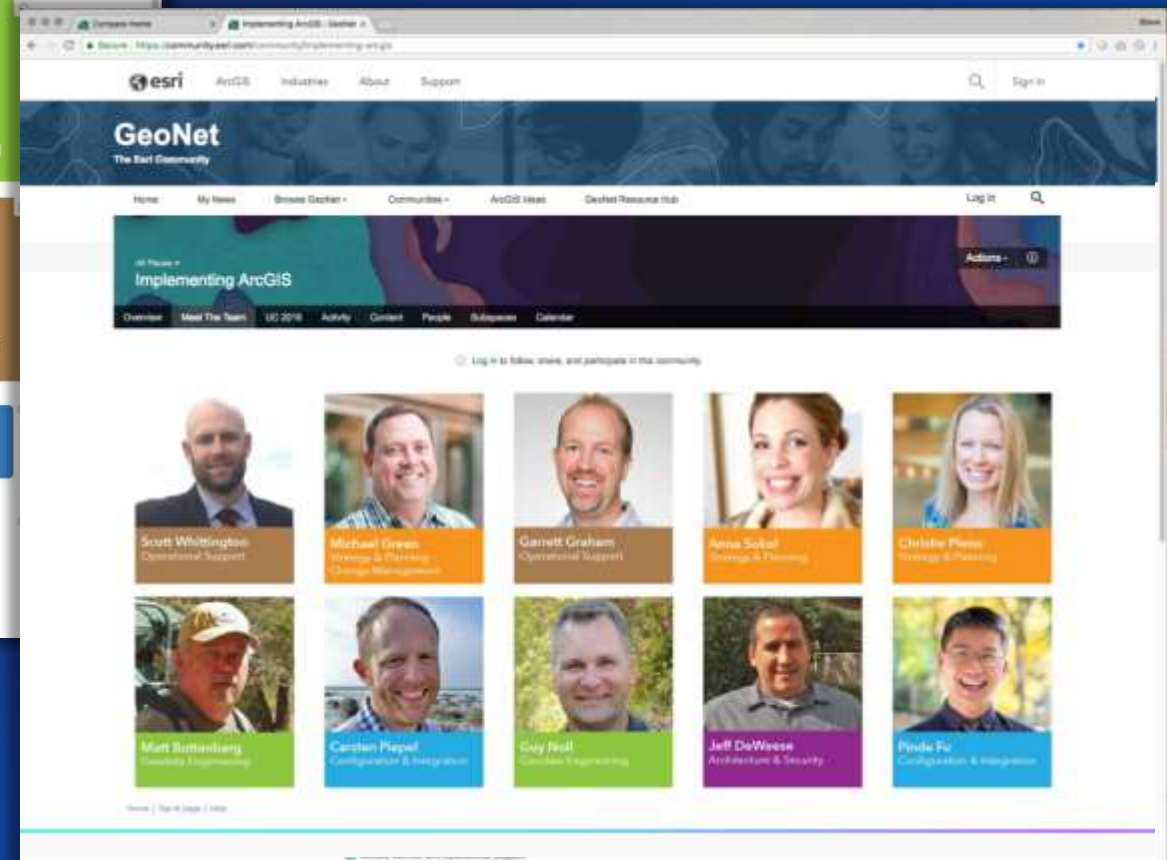
**Requirements**

To better understand how GIS capabilities can meet your current and future business needs:

1. Apply the patterns of use as a framework for tracking your use of GIS in a business context.
2. If you identify gaps in pattern utilization, consider leveraging ArcGIS capabilities to fill those gaps and maximize the value of your GIS investments.



Thought leaders sharing best practices on Implementing ArcGIS throughout the year



go.esri.com/ImplementingArcGIS

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- Thought leaders and much more...



# See Us Here

Spotlight Session	Time Frame	Location
<ul style="list-style-type: none"><li>• Focus on Training to Go the Distance</li><li>• Content Publication Strategy</li><li>• Enterprise Business System Integration Patterns</li><li>• Maximize Value using ArcGIS Web App Templates</li><li>• Reduce Risk with IT Governance</li></ul>	<ul style="list-style-type: none"><li>• Wednesday 4:00-4:20</li><li>• Wednesday 5:15- 5:35</li><li>• Thursday 10:00-10:20</li><li>• Thursday 11:15- 11:35</li><li>• Thurs 12:15 – 12:35pm</li></ul>	

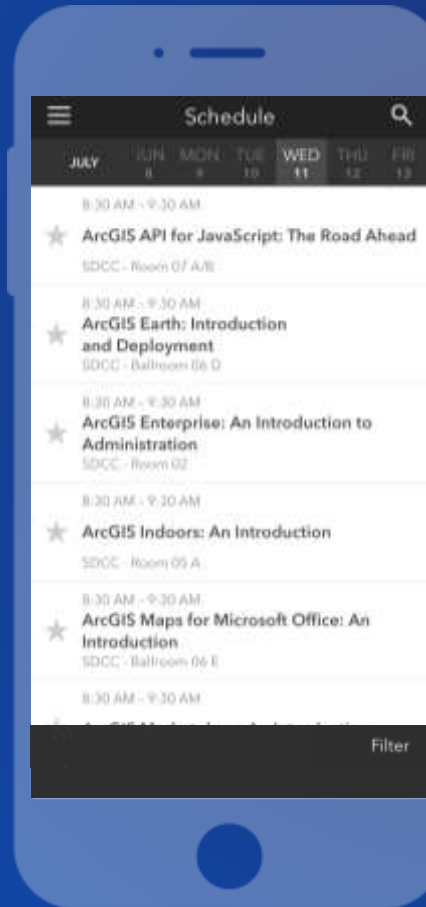


# Please Take Our Survey on the App

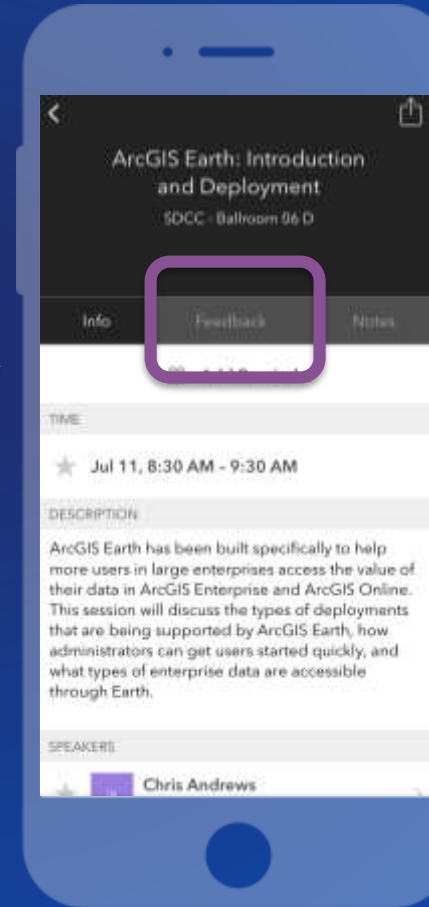
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