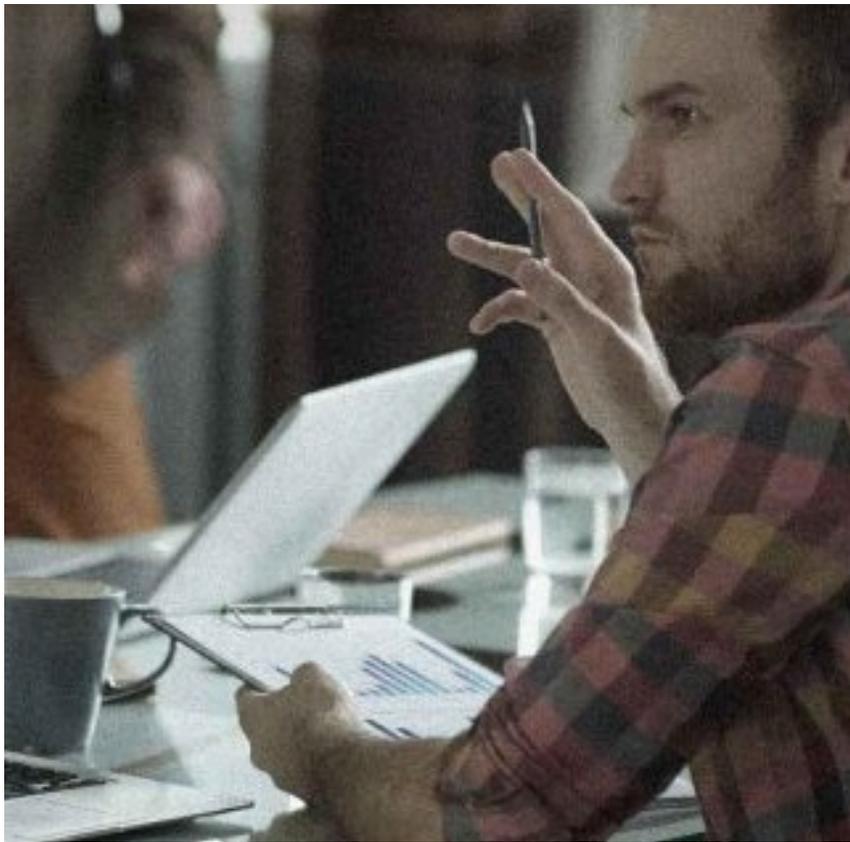


Getting Maximum ROI from ArcGIS

A Step-by-Step Guide





1. Introduction

ArcGIS is amazing. It not only provides you the ability to visualize your business data on a map, but comes with a plethora of tools to help answer your business questions. Your 'where' questions. But:

ArcGIS is easy to use right?

Not so fast. With the release of ArcGIS Online certain tasks have definitely become easier. Simple data publishing, like mapping the contents of a spreadsheet, has never been easier. But as a technology GIS is, by its very nature, complex.

We've found those new to ArcGIS and those unfamiliar with Web GIS can often struggle getting started and move forward with ArcGIS. This eBook is designed to help smooth your path. Our ultimate goal is to:

Help you get maximum ROI from your ArcGIS investment

We'll walk through key elements which you need to have in place to succeed with ArcGIS, to maximize your ROI.

Lets get started with the destination and story



1. Destination & Story

“I don’t want a holiday in the sun” as the song goes. That’s why in 2017 my family are vacationing in England! My kids have never visited my homeland. Its about time we had a little adventure across the pond. Our destination then is England.

So what has any of this to do with ArcGIS? Have you defined clearly your **ArcGIS destination**. What is your first target or question you want to answer? In Real estate maybe you want to combine your comps on a map with parcel data. As a utility maybe you wish to provide your field staff an easy way to collect data.

Step 1 – Define clearly your ArcGIS destination

Next, as we start to think about our vacation, we need to think through what the trip might look like.

- Should we fly, or take a boat? Definitely fly.
- Where should we land? Gatwick or Heathrow?
- Should we rent a car or take the train to get around?

Thinking through the answers to these questions is the **story**. You'll need to do the equivalent within your business. Chart your path forward as you think about your destination. What are you looking to solve and what might a final solution look like?

Step 2 – Think through your ArcGIS solution story

Next building the runway.



2. Building a Runway

So we now have a destination and story. Next its time to get serious and pull all the pieces together. To put in place a plan and take action using this plan as a guide.

Let's stay with our vacation analogy. How are we going to get to England? Our intention is to fly. In simplistic, practical terms, there are 3 key elements which we will need to be able to fly to England:

- Mechanism (airplane)
- Runway
- Pilot

We will discuss the pilot in the next chapter. Like an airplane, ArcGIS is our **mechanism**. And just like an airplane ArcGIS needs a **runway**.

Step 3 – Build an ArcGIS runway

From our experience not building your ArcGIS runway is the biggest source of frustration for those new to ArcGIS. What do we mean by a runway? Data.

Comprehensive, accurate and complete data

Too often data is overlooked. But data is the lifeblood or foundation of your GIS. Without the right data to get you to your destination and solve your problem, you may question your investment in ArcGIS. Next piloting ArcGIS.



3. Piloting ArcGIS

Let's summarize where we are. We now have:

- Destination
- Story
- Plan
- Mechanism (ArcGIS)
- Runway (Data)

What do we need next? An ArcGIS pilot that's what. When I look into the cockpit of an airplane, all those dials, levers and flashing lights scare me. I have no idea how to fly a plane. Could I be taught the basics? Absolutely. But could I get us to our destination? No.

So let me ask, how comfortable are you as an ArcGIS pilot? ArcGIS has its own dials, levers and flashing lights. Could you step in and solve the business problems thrust your way with ArcGIS? Simple questions maybe, but complex questions .. ?

Step 4 – Find somebody who has the experience to pilot ArcGIS

Knowing how to operate the ArcGIS 'dials and levers' is one thing. Thinking spatially is quite another. Just like a business analysts, being able to think through a 'where' problem and arrive at an answer requires training. And that's far more than just taking an online course. Next, let's pull everything together.



4. ArcGIS ROI

All our key elements are now in place:

- Destination
- Story
- Plan
- Mechanism (ArcGIS)
- Runway (Data)
- ArcGIS Pilot

You may be scratching your head and thinking, why no 'How to's', no 'Secret ArcGIS sauce' in this eBook. We have that a plenty inside our organization. What you have in this guide are the commonly missed steps in starting work with ArcGIS. Bankers, real estate brokers, insurance agents, business analysts, on and on we have worked with. Their frustration and questions around ArcGIS ROI are because the elements we describe here are not in place.

Success with ArcGIS to help solve your business questions requires careful thought and planning. Learn more about our client experiences by reading our blog post:

4 ArcGIS Hits and Misses (and what we learned)

So what should you do next?



5. Next Steps

Join us for a FREE Discovery Workshop

Led by one of our solutions experts. The workshop is conducted remotely, and takes an hour to complete. The goal is to explore your challenges and start you on the road to success with ArcGIS.

SIGN UP TODAY