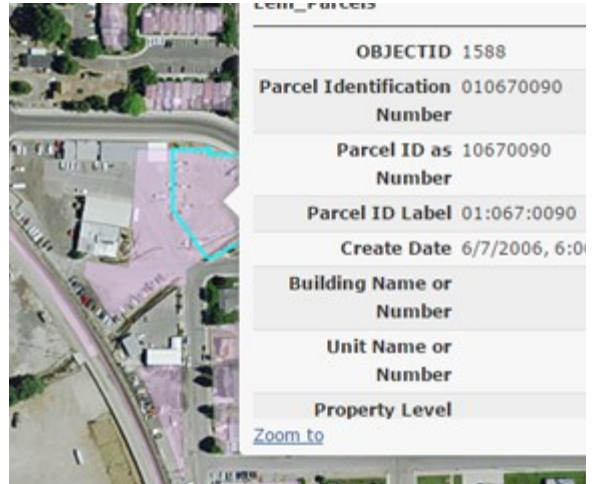


## Background

GSL are based in the South Eastern US. They provide land sales of rural, timberland, recreational, and transitional land. In 2015 GSL approached WebMapSolutions about deploying ArcGIS Online. Though new to ArcGIS, they realized the ability to collect property data, store, visualize and analyze that data would greatly help their business.



## Discovery Process

We start all our customer engagements in a preparation/understanding phase. We focus on 3 key questions:

1. Q. **Where are you today?** A. Pen/paper data collection used in spreadsheets
2. Q. **Where would you like to be tomorrow?** A. Use ArcGIS to automate data collection, view maps and use analytic's to find new opportunities.
3. Q. **What is the best path to get you from today to tomorrow?** A. Leverage ArcGIS Online and the many configurable (COTS) apps available.

## GIS Solutions Engine

Our second phase: GIS Solutions Engine, guides our implementation. This is made up of 4 key steps:

1. **Planning** - Taking the Discovery findings and building out a detailed development plan.
2. **GIS Data Preparation** – Data preparation was crucial. That included preparing and publishing editable and non-editable hosted Feature Layers.
3. **Implementation** – This was a complex implementation. The ArcGIS (COTS) apps made the path to a solution far easier: Collector, GeoForms and ArcGIS Pro in particular
4. **Review & Repeat** – Extensive testing and review produced the perfect solution.

## Results

The deployment and implementation were a big success. GSL were able to easily collect data, store it centrally, map and analyze the data. The client said: **“Finally our agents are sales people and not glorified secretaries.”**

## About WebMapSolutions

We provide new ways for commercial real estate companies to leverage GIS mapping technologies to improve how they collect data and find new opportunities. Contact us:

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