Maximize Business Impact
Where GIS is Headed
Southern Forestry and Natural Resource Management GIS Conference (SOFOR)
December 9, 2019
Peter Eredics

Today—Our Forests are Facing Serious Challenges
GIS is Now More Important Than Ever
Providing the Content and Context for Understanding Our World
GIS is Advancing Rapidly

Easier, Open, and Accessible

YOUR WORK

Addressing All Our Forestry Challenges

GIS Innovation

Expanding the Power of GIS

YOUR WORK

GIS is Advancing Rapidly

Data

Computing

GIS Innovation

YOUR WORK

GIS at Scale

Sharing and Collaboration

Engaging Everyone

Organizations

Departments

Teams

Communities

For Personal Use Only
Providing Many Capabilities for GIS Professionals

Delivering Powerful Capabilities Across Organizations

Geospatial Infrastructure Is Transforming Organizations

Next Generation GIS
Best Practices for Achieving Success
“Innovation is the top tool for meeting expectations. The winners in the innovation game will be those that harness technology and innovation to deliver products and services that are cost-effective, convenient, functional, and sustainable. CEOs are also looking to measure risk better and communicate more around their environmental impact and purpose.”

- PwC Forest, Paper & Packaging

Maximizing Business Value

The value, benefits, or outcomes of enhancing workflows with spatial analysis:

- Increase revenue
- Decrease costs
- Increase operational efficiency
- Increase production
- Improve customer experience
- Increase compliance
- Increase level of confidence
- Increase transparency
- More

Previous Management Team Needed for Success

GIS Manager
GIS Technicians
GIS Administrators
Programmers
Today's Management Team Needed for Success

New and Evolving Roles
Driven by an increase in reliance

Implementing an Enterprise GIS Platform
More than technology

New Technology Creates Challenges
Negative perspectives often creates barriers to success
The Challenge of Today's Rapid Technological Change
Different responsibilities, different perceptions

Decision Makers
• Expect higher return-on-investment
• Don’t understand why it takes so long to get their maps and reports
• Typically see GIS as an operational tool, not a business-critical system
• Often frustrated with their GIS teams
• Think GIS is only used for mapping
• Always looking to cut costs
• Know significant change is needed but don’t know how

Technical and Operations
• Often lack insight into what decision-makers want and need
• Unknowingly make strategic decisions
• Unable to promote their tradecraft
• Want to innovate, but lack the necessary mandate, tools, and training
• Support colleagues resistant to change and new ideas
• Know significant change is needed but don’t know how

How to Close the Gap Between Technology and Business?
Change is necessary, and inevitable

Past Success is No Guarantee for the Future
... overcome muscle memory, especially when the only constant is change
Closing the Gap Requires Change
A new mindset is emerging
- vision from executives
- leadership from IT
- focus on business outcomes
- configure first
- be flexible & adaptable
- share a common language

Closing the Gap Requires a Common Language
GIS professionals must find a way to communicate with business leadership

Why Do We Need a New Way to Communicate?
We often use incomprehensible technical GIS jargon

Why Do We Need a New Way to Communicate?
We tend to focus on applications instead of solving real business problems
Close the Gap
By identifying patterns that support business needs

Patterns Provide the Framework
Providing a common language to solve real business challenges

- Assess Business Challenges
- Rank Priorities
- Define Appropriate Solution(s)
- Establish Vision & Plan for Delivering Business Value

Close the Gap by Describing Patterns of GIS Use
Using language understandable by decision makers and GIS professionals

Close the Gap with a Proven Framework
Patterns of GIS can be used to assess business challenges and identify solutions
We are done, right??? Segway slide…

all done, right?

What Should We Do Next?

Share and Collaborate

Communicate Your Successes

Envision What’s Possible

Explore New Applications

Encourage New Users

Learn the New Technology

Adopt the New Patterns

Thank you.

Peter Erdics | Forestry Practice Lead, Director of Forestry

Esri | 380 New York Street | Redlands, California 92373
Phone: 909-733-2853