Simple and Accessible Geospatial Programmes

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Disclaimer: Esri does not make geospatial policy...

- Esri **enables** policies through our GIS technology

- **Policy implemented in every day geospatial workflows via**
  - Good geospatial **Information management**
    - versioning, security, QA/QC, etc.
  - Effective geospatial information **dissemination**
    - Web 2.0, open APIs, transparency, open data
  - Implementation of **best practices**
    - templates, data models, etc.
  - Simplified adoption of IT and **geospatial standards**
    - ISO, OGC, W3C, etc.
Challenges in Geospatial Programme Management

- Multiple stakeholder needs
  - citizens, private sector, NGO, academia
- Rate of technological innovation
- Accountability
- Transparency

- ...Complexity
- ...Lack of Accessibility
Geospatial Technology is Changing Rapidly
Coevolving with Other Enabling Technologies

Helping Us Understand Our World
The *Envelope* of Simplicity

is actually

31 GPS satellites  Detailed Street Data  Routing Algorithms

...Accessible Geospatial Technology and Information
Intelligent Web Maps are the New Medium

Integrating Services (Data, Maps, Models . . . )

Supporting
- Visualization
- Editing
- Pop-ups
- Analysis
- Time

Easily Created and Shared

Simplifying GIS . . .
. . . Connecting and Providing Open Access
Good design = effective geospatial information use

Share Knowledge

Increase Efficiency

Solve Problems

Organize Information

Make Informed Decisions

Improve Communication
Accessible Geospatial Programmes

Support for the needs of Citizens, Groups, and Organizations

- Integrating and Synthesizing Information from Many Sources
- Facilitating Communication and Collaboration
- Breaking Down Barriers Between Institutions, Disciplines and Cultures
Many People want Access to Geospatial Information

- Partners
- Private Sector
- Academia
- NGOs
- International Organizations

Policy makers

Citizens

Government Agencies
Cloud GIS Provides a Promising Platform

Policy makers

Partners
Private Sector
Academia
NGOs
International Organizations

Government Agencies

Citizens
ArcGIS Online
An Open, Customizable Platform for Maps and Geographic Information

Cloud / Web
Intelligent Web Maps

Desktop
Server

... Easy and Accessible by Everyone
ArcGIS Online lets you easily share your data
Combine your data with Base Maps

Ready to use, authoritative, and beautiful

- Landsat Services
- World Street Map
- National Geographic World Map
- Imagery
- Census
- World Ocean Map
- World Topographic Map
Publicize your maps using Social Media

Proactively notify people about your new maps.
This Pattern Will Open and Extend GIS

Providing Access to the Vast Network of Geographic Knowledge

Extending the Reach of Your Work ...
Empowering Others to Participate ...
... Providing Shared Understanding
Capture and Share Data with Mobile Devices

- Collect information from citizens
- Share geospatial data with field staff
GIS Supports All Popular Mobile Devices

Ruggedized Devices, Smart Phones, Tablets

Connecting with Field-Workers and Citizens . . . .
. . . Supporting You Anytime You Are Not at Your Desk
Successful Geospatial Programmes

Require More Than Technology

- Vision and Leadership
- Understanding of How Geospatial Information Contributes
- Management Support
- Planning
  - Technical Architecture
  - Data Models
- Governance
- Implementation Work
- Good People

... and a Spirit of Collaboration
Keep Geospatial Programmes Interesting & Relevant

Showcase your organization’s services

- Reflect current events
- Apply local knowledge
- Refresh content frequently
“The best way to predict the future is to invent it.”
Thank You