

Simple and Accessible Geospatial Programmes

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Director



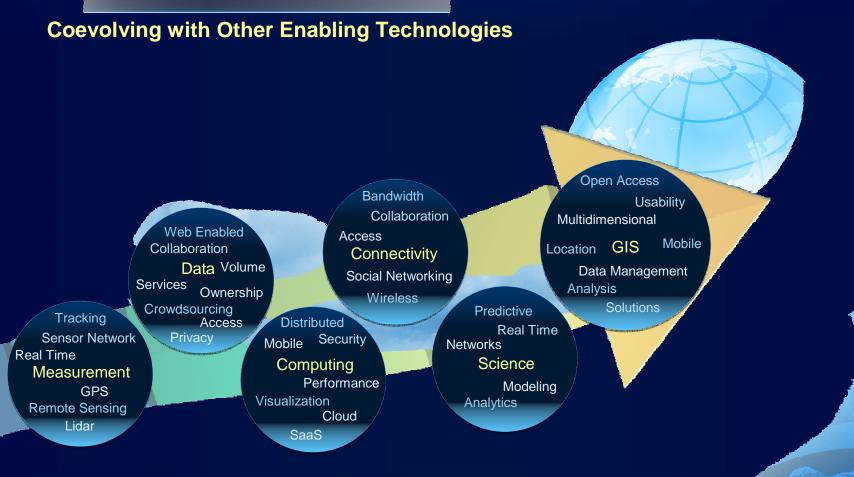
Disclaimer: Esri does not make geospatial policy...

- 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



Helping Us Understand Our World

The Envelope of Simplicity

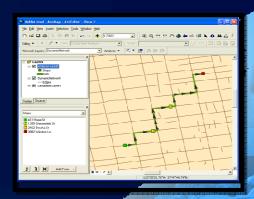




31 GPS satellites



Detailed Street Data

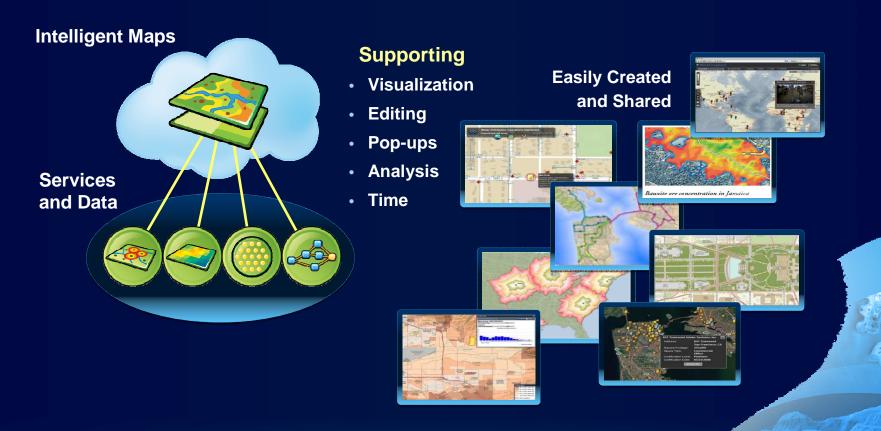


Routing Algorithms

...Accessible Geospatial Technology and Information

Intelligent Web Maps are the New Medium

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



Simplifying GIS ... Connecting and Providing Open Access

Good design = effective geospatial information use

Share Knowledge





Increase Efficiency



Solve Problems



Organize Information



Make Informed Decisions



Accessible Geospatial Programmes

Support for the needs of Citizens, Groups, and Organizations







Many People want Access to Geospatial Information



Cloud GIS Provides a Promising Platform



ArcGIS Online

An Open, Customizable Platform for Maps and Geographic Information





. . . Easy and Accessible by Everyone

ArcGIS Online lets you easily share your data

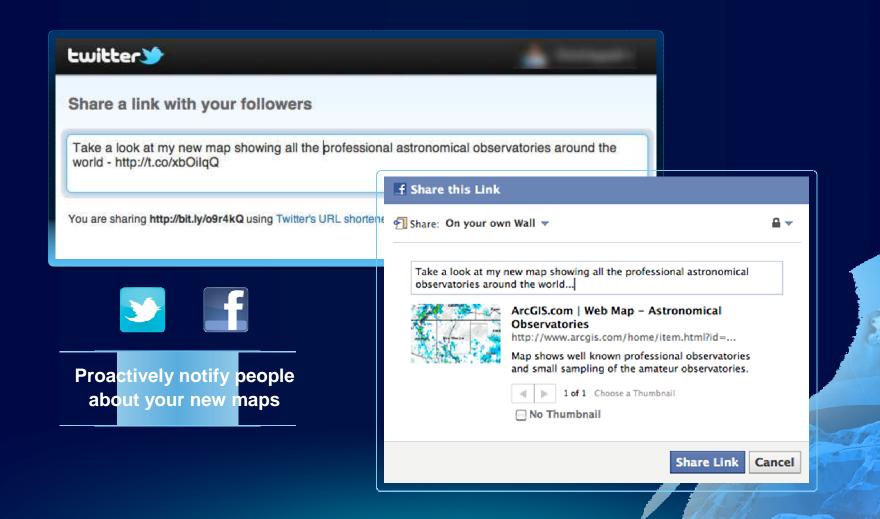


Combine your data with Base Maps

Ready to use, authoritative, and beautiful



Publicize your maps using Social Media



This Pattern Will Open and Extend GIS

Providing Access to the Vast Network of Geographic Knowledge



Capture and Share Data with Mobile Devices

- Collect information from citizens
- Share geospatial data with field staff



GIS Supports All Popular Mobile Devices



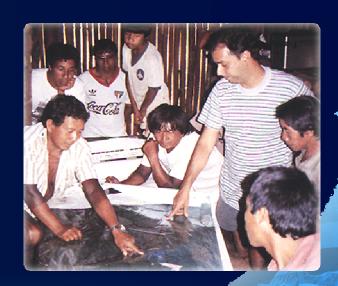
Connecting with Field-Workers and Citizens Supporting You Anytime You Are Not at Your Desk

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

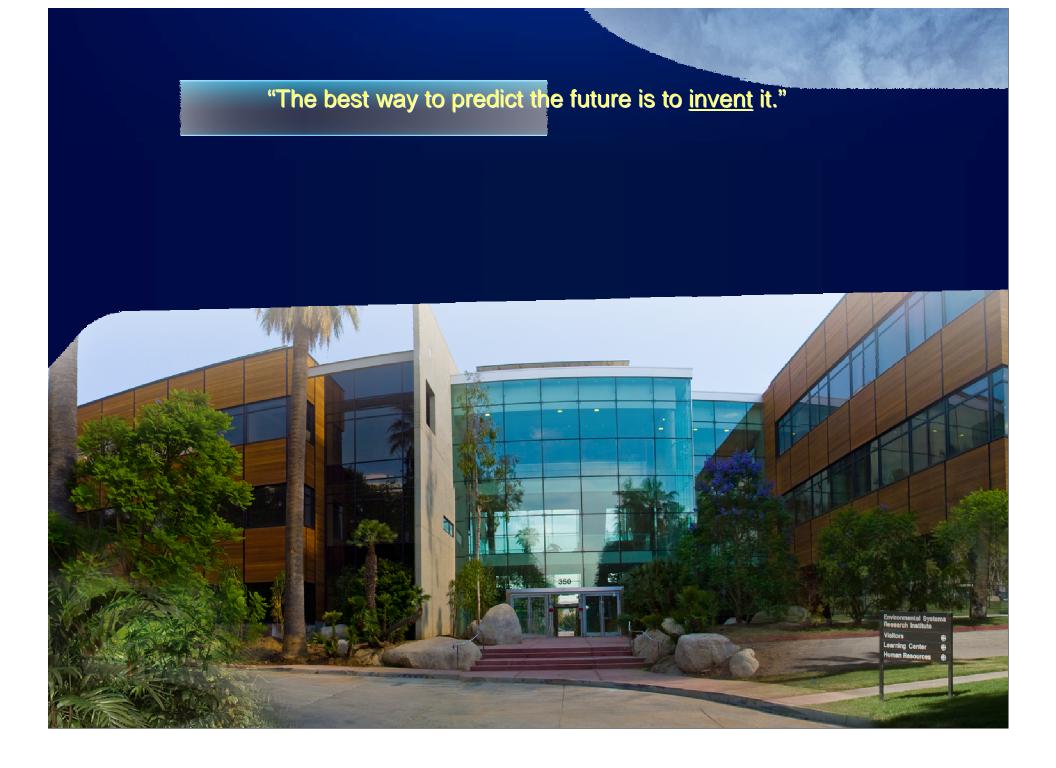
Showcase your organization's services



Reflect current events

Apply local knowledge

Refresh content frequently





Thank You



