



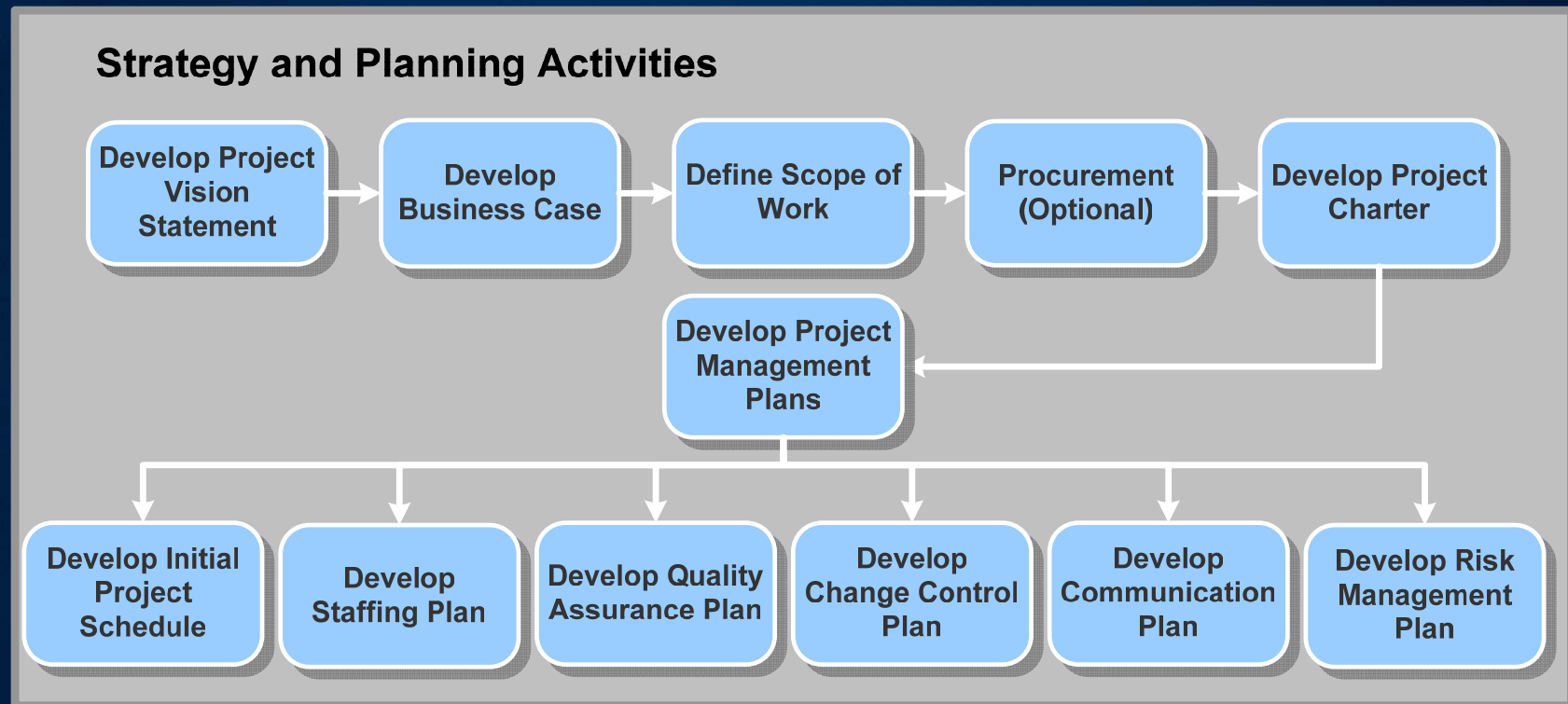
Strategy and Planning Activities Developing an Effective GIS Business Case

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Strategy & Planning Activities

| Strategy & Planning | Analysis & Design | Development | Deployment | Operations & Maintenance |
|--|--|--|---|---|
| <ul style="list-style-type: none"> • Visioning & Strategic Planning • Business Case Development • Implementation Planning • Organizational Planning • Risk Management | <ul style="list-style-type: none"> • Business Process Analysis • Requirements Analysis • Use Case Analysis • Database Design • System Architecture Design • Application Design | <ul style="list-style-type: none"> • Database Development • Application Development • Systems / Enterprise Integration • Quality Assurance Testing • Configuration Management | <ul style="list-style-type: none"> • Deployment Planning • System Installation • Acceptance Testing • Performance Validation, Testing & Tuning • User Training | <ul style="list-style-type: none"> • User Support • Performance Monitoring • Systems Maintenance • Software Maintenance |

Strategy and Planning Activities: Process Overview



Strategy and Planning Activities: Developing the Business Case

- What Are the **Benefits** of the Project? How Does It Support the Mission of the Organization?
- What Are the Estimated **Costs**?
- What Is the Expected Return On Investment (**ROI**) ?
- How Does the Project Relate to Other Efforts Within the Enterprise?
- ESRI Press:
 - *Measuring Up* - Outlines a Number of Case Studies and General Methodology for Doing Cost Benefit Analysis
 - *Thinking About GIS* – Roger Tomlinson

Strategy and Planning Activities: Developing the Business Case

- Business Perspective
 - Describe the business need and impetus for the proposed solution
 - Describe how the solution supports your organization's strategic objectives
 - If this is a multi-departmental initiative, identify the departments and organizations affected by this initiative.
 - How will this investment reduce costs or improve efficiencies?
- User Perspective
 - Who are the users?
 - Who are the stakeholders?
- Technical Perspective
 - Describe the proposed solution and alternatives
 - Describe the required data and acquisition strategy for new data
 - Identify all other systems that will interface with this system
 - Will these systems be reengineered (changed) as part of this investment?

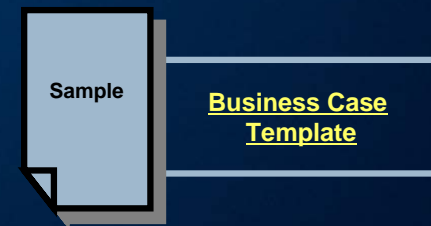
Developing the proposed technical solution requires a sort of mini-spiral of the project lifecycle. The conceptual architecture needs to be envisioned and described, including data, applications, and hardware.

Strategy and Planning Activities: Developing the Business Case

- Schedule Perspective
 - Will the project be implemented incrementally?
 - What will be included in each of the planned phases?
 - What is the proposed schedule for all phases?
- Organizational/Resource Perspective
 - What internal resources will be required?
 - Will contract support be required?
 - What new hardware & software may be required?
- Budget Perspective
 - What are the estimated HW, SW, data and services costs?
 - What are the estimated internal costs?



[Business Case Examples on www.esri.com](http://www.esri.com)



The planning phase is the time to start thinking about costs. Since there are always cost constraints it is a good idea to identify the highest priority capabilities and plan for an iterative release.

Business Case Resources:

http://www.esri.com/getting_started/executives/success.html

Business Case Template:

<http://www.dir.state.tx.us/pubs/pfr/05-107/buscase.doc>

Strategy and Planning Activities: Key Outputs/Products

- Business Case

Strategy and Planning Activities: Summary of Best Practices

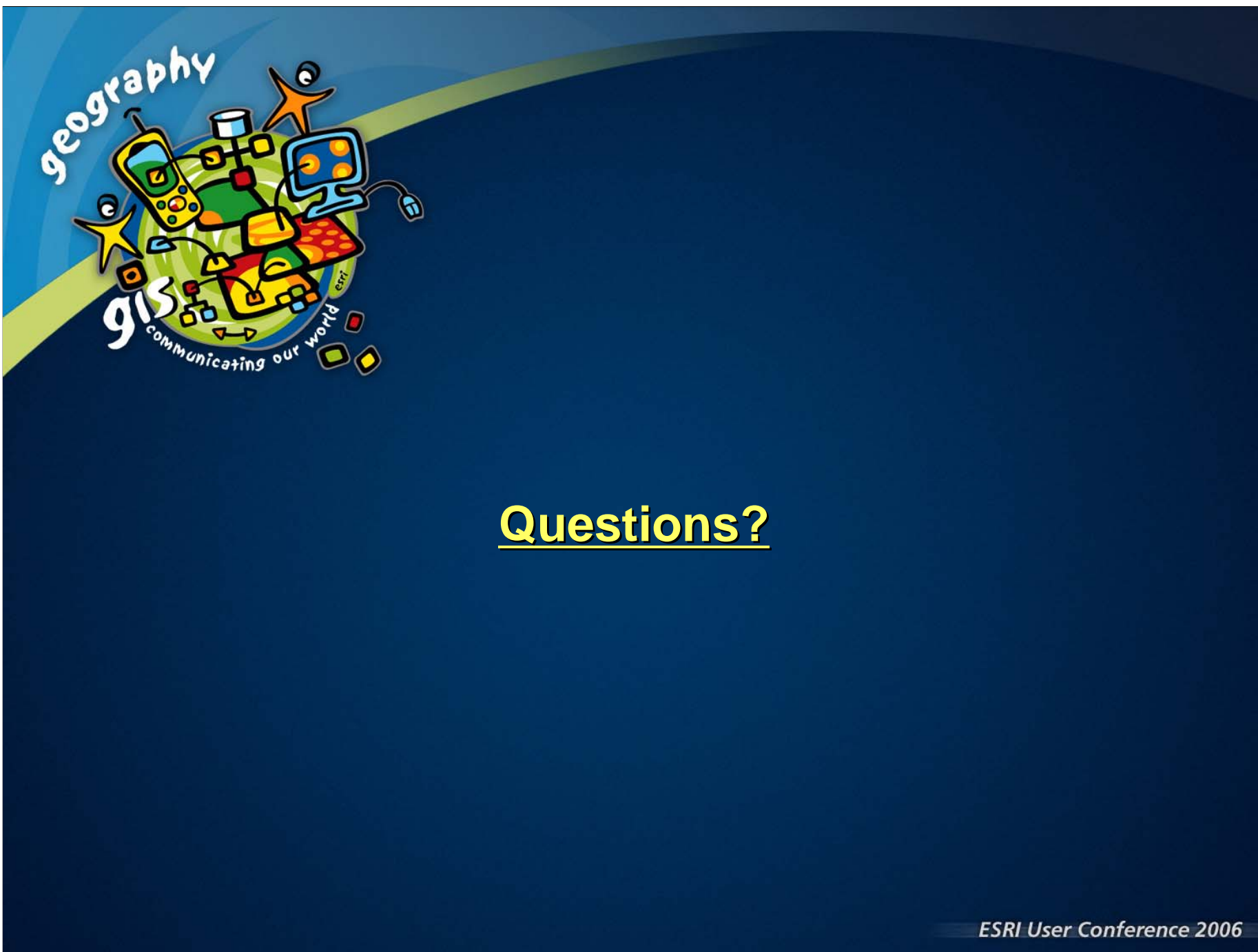
- Identify Project Stakeholders and Understand their **Criteria for Success**
- A Well Defined **Vision** Will Help Avoid Scope Creep at All Stages of the Implementation



Best Practices

Strategy and Planning: Additional Resources

- ESRI Project Center Resources
 - <http://support.esri.com/projectcenter>
- Project Vision Statement Template
 - <http://downloads.esri.com/support/ProjectCenter/Project%20Vision%20Overview.pdf>
- Business Case Resources
 - *Measuring Up* - outlines a number of case studies and general methodology for doing cost benefit analysis
 - *Thinking About GIS* – Roger Tomlinson
 - http://www.esri.com/getting_started/executives/success.html
- Business Case Template
 - <http://www.dir.state.tx.us/pubs/pfr/05-107/buscase.doc>
- Sample GIS RFP
 - <http://www.webgis.net/db/downloads/downloads.php?op=details&DownloadID=3>
- Project Management Body of Knowledge (PMBOK)
 - www.pmi.org



Questions?