

THINK GIS

Investing for the future

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Next generation GIS takes off

A significant new release of ESRI's leading Geographic Information System (GIS) software is now available in the UK. Called ArcGIS 10, it is set to propel the benefits of GIS to new heights. Long-term customer Manchester Airports Group is expected to become one of the first UK organisations to deploy this next generation solution.

ESRI software users across the UK and Ireland have reacted with enthusiasm to the release of ArcGIS 10. Revealed at ESRI (UK)'s Annual Conference in May 2010, this substantially enhanced software release offers a host of advantages for organisations across the public and private sectors.

ArcGIS 10 provides desktop, server, web and mobile applications on a single integrated platform and allows for easy integration with other business-critical systems. It offers a range of new tools and workflows that both enhance user productivity and make it easier for developers to create innovative, bespoke applications.

Speaking at the Annual Conference, John Twigg, group planning director of Manchester Airports Group, explained how GIS has evolved from a back office technical tool into a core business system that now is used by managers right across the business. Manchester

Airport has been using ArcGIS software for many years and will be one of the first private sector users of ArcGIS 10.

Twigg says: "GIS gives us insight into really quite complex issues. One of our greatest challenges today is to find a way to grow our business in a sustainable way,

minimising the impact of our growth on local communities and the environment. ArcGIS enables us to bring together a whole range of complex economic, social and environmental factors to help us make intelligent decisions. ArcGIS 10 will help us to shape and deliver our long term business vision."

ArcGIS 10 A new perspective

What difference will ArcGIS 10 make for you?

For an overview of some of the new features and enhancements offered with ArcGIS 10, see pages 8-9 inside or visit www.esriuk.com/arcgis10



Welcome

The theme of this issue of ThinkGIS is 'investing for the future'. Even in the current, uncertain economic times, all organisations need to be thinking about, and building for, the future. But deciding where to invest is difficult in the best of times and is doubly difficult now. And how do we manage investments that are dispersed over large geographical regions or staged over a number of years?

At the ESRI (UK) Annual Conference earlier this year, I had the good fortune to meet people from a range of organisations that have been addressing these questions. Many of our customers are using GIS to help them make the tough decisions about where and when to invest their scarce resources. Other customers are using GIS to manage investment projects on a massive scale; one such example is Sellafield Ltd, a company that is using ArcGIS to plan a project that will take over

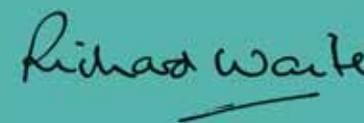
100 years to complete (page 3).

This issue of ThinkGIS includes a number of articles about customers who are investing in the future – from one council that is developing youth sports facilities (page 4) to an organisation that is coordinating investment projects across the whole of Northern Ireland (page 11). These are real examples of organisations that are using GIS to plan and manage their futures. I hope you will feel inspired by these and other articles in this edition of ThinkGIS.

ESRI has also been investing heavily in the future with the launch of ArcGIS 10, the most significant advancement in GIS technology for many years. This new software represents a step change in the way customers can access and use GIS technology and takes us closer to achieving our vision of making GIS an indispensable part of daily life. Find out more about ArcGIS 10 and discover how it can help

you plan for the future, by turning to the feature on pages 8-9.

Finally, I'd like to thank all of our customers who recently participated in our customer satisfaction survey. We will carefully consider your feedback and respond fully to the issues raised. ESRI (UK) has been investing heavily in training our staff and developing our customer service programmes, so that we can offer you the high levels of support and guidance that you expect. We believe that our investment in our people will help you get the most out of your investment in us, both now and in the future.



Richard Waite
Managing Director, ESRI (UK)
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Invest where it matters

When finances are tight, you have to think twice – more than twice – about every pound you spend. So where should you invest to reap the greatest returns in a global economic downturn? Newly appointed services director Peter Lyon has the answer.

Everyone accepts that the economy is not going to return to the way that it was – at least not for some considerable time. So businesses – both in the private and the public sectors – now face one incredible challenge: they have to do things differently.

And to do this, they need new skill sets.

The importance of employee training, coaching and development in today's business climate cannot be understated. Organisations need to take talent management far more seriously and recognise the vital role that well trained, motivated employees can play in regenerating and driving business success, no matter what the obstacles.

Unfortunately, in times of austerity, training and development is often the first thing to be cut from the budget. But this is short sighted. In my



own roles, as services director for ESRI (UK) and managing director of ESRI Ireland, I often have the opportunity to work with organisations that have benefited from the ongoing development of their employees. For example, our customers have made significant investment in GIS software. By continuing to invest in the skills of their GIS professionals, they are able to leverage that investment much more effectively.

GIS professionals who receive training and coaching in how to fully exploit all the capabilities of ArcGIS, usually return to their desks full of ideas about how to improve the productivity of their team. Often they are inspired to develop new applications that might reduce costs or improve customer service. On other occasions they might devise new ways to integrate and analyse data to deliver greater insight into complex business issues. Senior managers can then take advantage of this insight to make more informed business decisions and reduce business

risk. In these ways, and others like them, GIS professionals can deliver a tangible and positive return on the investment made in developing their skills.

ESRI (UK) is committed to communicating the value of investing in people – and we like to think that we lead by example. Over the last year, we have been evaluating how we too need to do business differently in this fragile and lean economy. We have redefined the core skills needed by our solutions architects, account managers and project managers in response to our customers' requirements, and we have introduced new training programmes to develop added skills and competencies among our staff. We hope you can see the difference.

More than anything, we have encouraged our people to be innovative and find new ways to support customers. This policy has led to the emergence of a number of new customer initiatives including a successful new "shared value" offering. Rather than build several bespoke systems for neighbouring local authorities, we built one system that was good for all to use. This unique approach to delivering projects resulted in substantially reduced development costs for two local authorities in Ireland.

This is just one example of how investment in our people has benefited not only ESRI (UK) and ESRI Ireland but, more importantly, our customers. There are other new initiatives and customer service programmes that we are developing too. Without doubt, our commitment to training is helping us to do business better. What could good training do for you?



Sellafield uses GIS to manage 110-year project

Decommissioning a nuclear chemical facility is a hazardous and highly complex job that takes time – 110 years to be precise. Sellafield Ltd is using ArcGIS technology to help it manage a project that will involve millions of assets and take more than a lifetime to complete.

When most organisations plan for the long term, they are looking three or maybe five years ahead. For Sellafield Ltd, however, it is necessary to plan much further into the future – not just for the next decade, but for the next generation.



The organisation is responsible for decommissioning Sellafield, the world's most complex nuclear facility, located in West Cumbria. It needs to clean up facilities covering an area of 262 hectares (one square mile) and build more than 300 new facilities, along with the infrastructure to support them. The Sellafield site currently contains over

1400 buildings, 200 nuclear facilities, a 55 km road and rail network, over 330 km of pipes and drains, as well as radioactive and contaminated substances. To help it manage assets on such a massive scale and plan ahead so far into the future, Sellafield Ltd has started to use ArcGIS Desktop, together with the Tracking Analyst extension. These tools provide the team with the ability to visualise different stages in the project, monitor the progress of each separate business unit and view timelines. As well as long term planning, Sellafield Ltd uses ArcGIS to manage

“ ArcGIS is enabling us to improve the efficiency of our planning and coordinate the activities of over seventy business units working on different aspects of the clean-up operation. We would find it difficult now to manage a project of this scale and duration without ArcGIS. ”

John Robison, delivery leader, Sellafield Ltd

its short term (five year) and mid term (seventeen year) plans.

Whereas the Tracking Analyst extension is typically used to monitor projects in hours and minutes, Sellafield uses it to manage key project milestones in years. The organisation anticipates that its use of ArcGIS will help it to keep the project on schedule, reduce risks and minimise costs by ensuring that decommissioning tasks take place in a logical and cost-effective sequence. ArcGIS will also help Sellafield Ltd to plan the locations of new facilities and infrastructure more strategically, so that they are fit for purpose in 110 years time.



Disadvantaged kids gain new youth cricket facilities

Hinckley and Bosworth Borough Council has used ArcGIS software and Mosaic data to help it secure £35,000 in National Lottery funding. The money is being used to develop more sporting opportunities for children in the region.

Young people in deprived regions of south west Leicestershire will soon have the opportunity to play cricket, thanks in part to ArcGIS. Hinckley and Bosworth Borough Council used ArcGIS in conjunction with Experian's Mosaic social classification data to gain a greater insight into its local communities and put together a bid for funding for new youth sections within existing cricket clubs.

Working with the England Cricket Board, the council's GIS team used the polygon analysis capabilities of ArcGIS to apply a catchment area around each of the cricket pitches in the area and identify all of the households within walking distance of the facilities. The team then used ArcGIS to analyse the community within these catchment areas and identify those pitches that were in close proximity to large numbers of young people.

“ We are delighted to have received this grant to develop youth cricket in our region. The weight of evidence that we were able to provide to the funding committee using ArcGIS and Mosaic made it a really persuasive bid. ”

Lee McMahon, land and property data manager, Hinckley and Bosworth Borough Council

By including data on deprivation in the analysis, the council was also able to identify those communities that might benefit most from the provision of new, local facilities. The maps and data generated by ArcGIS were included in the application for lottery funding and the bid resulted in a grant of £35,000.

New study measures erosion on the Jurassic Coast

GPS and GIS technology have been employed in an important study of erosion on England's World Heritage coastline. The project was carried out by a 17-year old student, who has since been named UK Young Scientist of the Year 2010 for his work.

The Jurassic Coast is England's only natural World Heritage Site and covers 95 miles of stunning coastline from Dorset to East Devon. The region is

internationally renowned for its rocks, fossils and landforms, which clearly depict 185 million years of geological history.

At Monmouth Bay, near Lyme Regis, a fossil rich Ammonite Pavement was suffering erosion on a particularly large scale. The Jurassic Coast World Heritage Site team therefore initiated a project to collect baseline data on the area and model the impact of continued erosion. ESRI's ArcGIS software was used to map the extent of the ammonite ledges and major cracks in the pavement. The technology was then used to produce various geomorphologic models to forecast which areas were under greatest threat.

“ ArcGIS is a fantastic tool that helps us to engage young people and communities with the stunning geology that is on their doorstep. ”

Dr Anjana Ford, Jurassic Coast education coordinator, Jurassic Coast World Heritage Site



One of the Jurassic Coast's main aims is to actively engage young people in the conservation of the World Heritage Site. To support this goal, the team recruited Thomas Hearing, a pupil from a Dorchester school on a Nuffield Foundation Scholarship, to study coastal erosion in Monmouth Bay. His work using GPS and ArcGIS earned him the accolade of UK Young Scientist of the Year 2010.



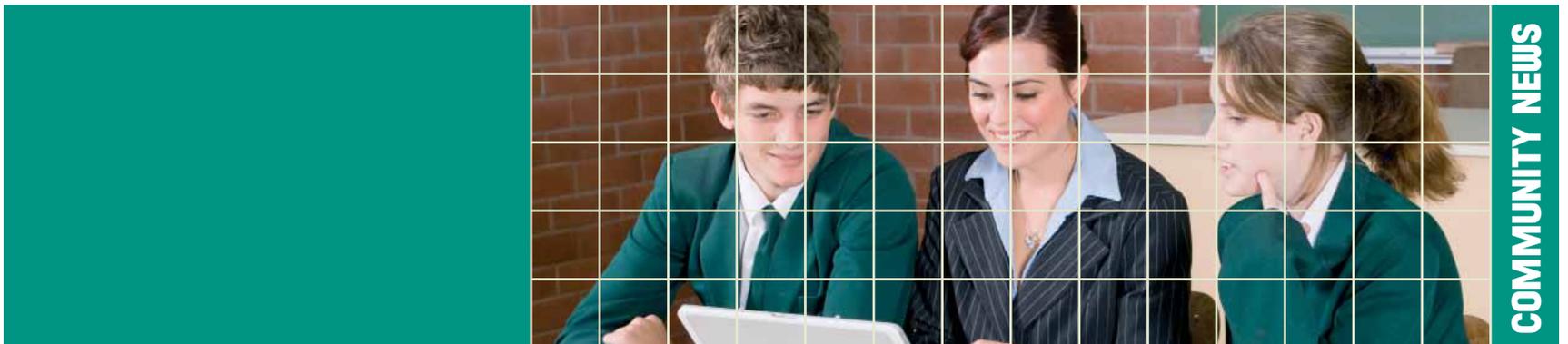
London's streets are among the busiest of any city in the world. Over 190,000 cars, delivery vans and other vehicles move into or within central London every day, and TfL is tasked with managing this traffic flow.

To help it monitor and analyse congestion more closely, TfL has worked with Deloitte to develop an innovative, web-based application. This solution leverages the ArcGIS Application Programming Interface (API) for Flex and depicts the impact of congestion. It provides information over the TfL intranet and processes over 12 million camera detections every day. TfL uses the solution to help it plot and analyse locations of congestion over time and assess how road works, accidents and other incidents impact the flow of traffic. Using this information, the organisation can calculate the true cost of congestion and take action to improve journey times and journey time reliability for all road users in London.

Transport for London monitors traffic congestion with award-winning GIS

Traffic congestion in central London is being closely monitored and managed by Transport for London (TfL) using an innovative, web-based GIS. Developed using ArcGIS technology, this advanced solution has already won two awards.

In September 2009, ESRI (UK) and Bing Maps named the project the winner in a competition to find the UK's best GIS mash-up. TfL and Deloitte received the award for successfully demonstrating how ArcGIS and Bing Maps can be used in combination to improve business processes, unlock information and connect people with geographic data. In April 2010, the achievements of TfL and Deloitte were further recognised when the Association promoting Intelligent Transport Systems (ITS) named the application 'Product of the Year'.



Partners in learning

In recognition of the growing importance of GIS teaching in schools, ESRI (UK) has become the first corporate member and strategic partner of the Geographical Association (GA). The two organisations will work together to support teachers, initially at secondary school level.

GIS is now part of the national curriculum, and ESRI (UK) already offers GIS software and learning resources specifically for teachers under its GIS for Schools Programme. The partnership with the GA, the UK's leading geography subject association, will enable ESRI (UK) to do even more to help schools introduce GIS into geography lessons and build a community of GIS teachers. As their first task, ESRI (UK) and the GA are working together to develop continuing professional development (CPD) training courses for teachers, which will begin in the autumn.

Professor David Lambert, chief executive of the GA, says: "We are passionate about the role of geography in schools and its engagement of young people to become informed and capable citizens. GIS can add enormous value to geography lessons and we are keen to encourage teachers to integrate it appropriately into their creative curriculum making."

To find out more, visit <http://schools.esriuk.com/>

Showcase your achievements!

ESRI (UK) is inviting all of its customers to support GIS Day 2010 by organising events to showcase their GIS achievements. Taking place on Wednesday, 17 November, GIS Day 2010 provides an ideal opportunity to promote the strategic benefits of GIS to senior executives and colleagues throughout your organisation.

A range of resources, including videos, presentations and posters, will be made available to help you with your event.

To find out more, visit www.esriuk.com/gisday



Modernising property taxation in Guernsey

Digimap

The States of Guernsey has introduced a new method of rating properties for taxation, to improve efficiency and provide more accurate and up-to-date records of properties in Guernsey and Alderney. Developed by GIS specialist Digimap, in partnership with the States of Guernsey, the thoroughly modern system uses ArcGIS technology to calculate the precise size of both domestic and commercial buildings.

The previous system of taxation used in the States of Guernsey (the States) had evolved over nearly sixty years. Called Tax on Rateable Values (TRV), it was based on a complex and subjective method of assessing properties that attempted to take into account a range of internal features. Every time that a property owner made internal or external renovations to their property, two assessors were required to visit that property to re-evaluate its taxation rating.

Assessors had to take internal room measurements, note the type and number of bathroom fittings and evaluate heating systems. Factors such as the number of radiators and bathroom fittings in a property had to be considered under this system, and assessors were required to make subjective judgements and comments. Tax bills were then calculated based on the inspection reports, and it took a considerable time to complete the whole process and apply the appropriate tax liability of the property.

This system was not only complex and costly to administer for the Government, but also invasive and confusing for property owners. Taxation rating decisions were frequently challenged, and there was a perception that the system wasn't always equitable. In 2006, the States of Guernsey therefore invited key stakeholders to propose a new approach and, using a selection process, chose Digimap's solution to utilise aerial photography to assess properties for taxation purposes.

Digimap has been an ESRI (UK) partner for 12 years and is a specialist provider of GIS services.

Working in conjunction with the States' mapping services, Digimap approached this challenge using ArcGIS technology to accurately measure and categorise all properties in Guernsey and Alderney. It used ArcGIS to draw properties on a map, measure them to an accuracy of 10cm, and then automatically calculate the precise area of each building, at the touch of a button.

Fugro BKS was appointed to incorporate and analyse aerial photography using stereoscopic systems to measure the height of a property, work out the number of floors and add this as an attribute to ArcGIS. For loft conversions and chalet bungalows, a fixed multiplier of the lower floor space is used. Leica Geosystems Differential GPS systems are used to maintain the buildings' data on a daily basis.

The new taxation system is now live, and 80,000 buildings in Guernsey and Alderney have been rated using it. Complex buildings, such as houses where there are multiple, overlapping flats and commercial properties that have been split into separate units, often require an onsite assessment in support of the mapping assessment. However, over 80% of the properties on the islands were accurately assessed and rated using ArcGIS.

The States is delighted with the project, which was delivered on time and under budget. Since the new system came into operation, the Government has been able to reduce its ongoing site visits by 60% and make time savings of 50%. The system is considered to be transparent and equitable, and very few appeals have been lodged against assessments to date.

“ GIS is being used throughout the public and private sectors in Guernsey, which is a testament to the enormous value of accurate and up-to-date digital mapping. ”

Deputy Shane Langlois, chairman of the States of Guernsey Mapping Management Board





“ Using ArcGIS provided the level of accuracy required and allowed the States to adopt a standard measurement methodology for all properties. ”

Reg Avery, project director,
the States of Guernsey

A new perspective

ArcGIS 10

Fast, easy, powerful... and everywhere

With the launch of ArcGIS 10, ESRI has delivered a massive advancement in GIS technology. Available now, the solution offers significant new features that will enable customers to work even more quickly, develop innovative applications easily and derive even greater value from their spatial data.

ArcGIS 10 is:

Fast – Cache generation, raster analysis and optimised web graphics are just some of the new and improved features that speed up common GIS tasks

Easy to use – New and more intuitive tools help to improve user productivity

Powerful – ESRI ArcGIS software continues to offer the industry's most advanced spatial analysis, data management, mapping and visualisation capabilities

Everywhere – ArcGIS now extends fully to mobile devices, desktops, the web and the cloud beyond.

This open, interoperable system will enable our customers to transform and extend their use of GIS throughout their business. No longer just an operational application, ArcGIS has reached maturity as a critical enterprise-wide system.



Increased productivity

ArcGIS 10 offers a range of enhancements that allow users to perform desktop work more efficiently. These include more responsive drawing performance, automated workflows, background processing and easier access to the most commonly used geo-processing tools.

Users can:

- Search by keywords to find data, symbols and tools more easily
- Browse and add data directly from a new catalogue window in ArcMap
- Simplify map creation with streamlined 2D and 3D editing
- Automate workflow with enhanced Python scripting
- Save time through faster display and an enhanced user interface

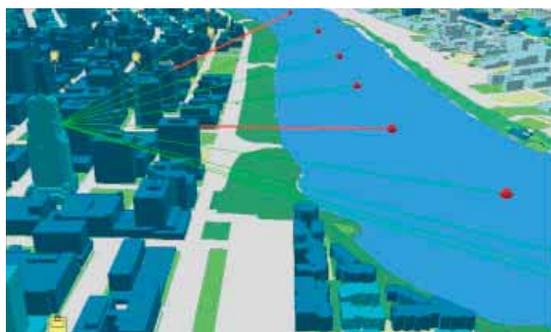


Expanded GIS in the field

The new release of ArcGIS software has been updated to integrate effectively with the very latest in field and mobile technology – including tablet PCs and smart phones. There is a new iPhone GIS app and an Application Programming Interface (API) to help developers build bespoke iPhone applications.

Customers can:

- Simplify mobile deployments using a new Mobile Project Centre
- Extend mobile projects to tablet-based PCs
- Leverage GPS, photo attachments and location tracking
- Access a new iPhone mapping application direct from the Apple iTunes App Store
- Build iPhone applications using the ArcGIS API for iPhone

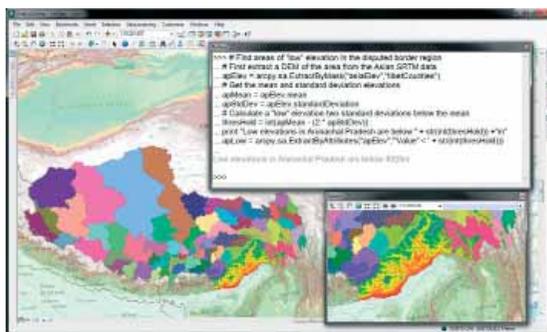


GIS in the cloud

By extending the capabilities of ArcGIS 10 into the cloud, ESRI is making it easier for organisations to find the tools and data that they need and share them with colleagues and partners. Whether users are working with ArcGIS Desktop, a mobile GIS solution or a browser-based application, they can access online maps and tools that are a built-in part of ArcGIS 10.

Organisations can:

- Find, share, organise and use maps, applications and other resources via ArcGIS.com
- Discover, share and present geographic information using ArcGIS Explorer Online, a browser-based version of ArcGIS Explorer
- Use ArcGIS Server on the Amazon cloud



Better for developers

Developers will be pleased to see that ArcGIS 10 includes a variety of enhancements aimed at making it even easier to develop GIS-based applications. The solution offers additional web APIs and streamlined software developer kits (SDKs), which encourage and support greater innovation. For example, there is a single ArcObjects.NET SDK as well as a single ArcObjects Java SDK for ArcGIS Desktop, ArcGIS Engine and ArcGIS Server.

Developers can:

- Simplify the way that they share and deploy desktop extensions
- Take advantage of enhanced web APIs
- Automate the desktop using the Python scripting environment
- Have a unified experience across mobile, web and desktop for both .Net and Java projects
- Access up-to-date resources and support for ArcGIS 10 via ESRI (UK)'s DeveloperHub - www.esriuk.com/developerhub

And more...

ArcGIS 10 offers other benefits for customers too, including:

- New ways to share data and applications
- Improved access to imagery
- More powerful spatial analysis

For full details of all enhancements and new features included in ArcGIS 10, please visit www.esriuk.com/arcgis10/

Or to register to attend one of the free ArcGIS 10 Roadshow events that will be held in UK locations during October and November 2010 visit www.esriuk.com/arcgis10roadshows

Industry solutions and UK products

All products developed by ESRI (UK) based on ArcGIS technology are being made available in versions compatible with ArcGIS 10. They include:

ProductivitySuite
LocalView Fusion
CrimeAnalyst 2
LocatorHub

For information on how to upgrade, visit www.esriuk.com/arcgis10 or speak with your account manager.



Get up to speed

ESRI (UK) is running a series of ArcGIS 10 training courses to help users get up to speed on the latest ESRI software. Taking place at locations across the country, the courses will help customers derive the maximum value from their investment in new technology.

For hard working GIS professionals, it can be difficult to find the time – in an already busy schedule – to get to grips with new technology. That's why ESRI (UK) has announced two new training courses to introduce customers to the many new features of this significant new software release and bring them up-to-date as quickly as possible. Like all ESRI (UK) courses, the training includes hands-on exercises to help attendees put their new skills into practice.

The first course, 'What's New in ArcGIS Desktop 10', takes place over two days and provides

instruction on the many innovative features included. The course places particular emphasis on the enhancements to ArcMap, which will enable users to reduce the time spent on common mapping tasks and allow them to produce higher quality 2D and 3D map products. The second course 'What's New in ArcGIS Server 10', also takes place over two days. It is designed to help users build on their existing ArcGIS Server skills and discover enhancements in areas such as cached services and data editing.

Upcoming courses

What's New in ArcGIS Desktop 10

22-23 September, London

20-21 October, Aylesbury

2-3 November, Edinburgh

13-14 December, Aylesbury

What's New in ArcGIS Server 10

18-19 October, Aylesbury

1-2 December, Aylesbury

More dates at more locations are planned. Please visit www.esriuk.com/training to obtain further information and to book your place on an upcoming course.

Make the most of what you've got

At a time of huge cuts in public sector spending, local authorities need to be able to use the technology that is already at their disposal to improve service efficiency. ESRI (UK) offers packages that help councils to maximise the value that they can deliver from their existing investment in ArcGIS solutions.

There may be less money in the budget, but most councils already have the technology necessary to achieve their goals. Often all they really need is a little help along the way. For a fixed fee, ESRI (UK) can make its experts available to work on site with a council's development team, to troubleshoot any GIS issues, support the development of a new application or help devise a long-term GIS strategy.

With ESRI (UK)'s support, councils can

learn how to use ArcGIS effectively to make operational efficiencies, while still improving services for citizens. The ESRI (UK) Professional Services team can also help local authorities to achieve 'more for less', by passing on best practices learned from leading public sector and commercial organisations.

Many councils across the UK have already benefited from these services. They include Telford and Wrekin Council and the London

“ By taking advantage of ESRI (UK)'s Managed Services, we felt that we could build on the investment that Telford and Wrekin Council had already made in ESRI technology and increase the return from that investment. ”

Stuart McKay, application specialist,
Telford and Wrekin Council

Borough of Tower Hamlets. For a description of how ESRI (UK) has helped each of these customers, plus more details on the three managed service packages, visit www.esriuk.com/industries/public_sector/lg_ms_overview.asp or request copies of new brochures from your ESRI (UK) account manager.



New mobile GIS bundle reduces deployment risk

General Dynamics Itronix is now offering its Duo-Touch® II tablet PC together with ESRI's ArcPad mobile GIS software. This cost effective bundle of hardware and software will make it quicker and easier for organisations to roll out GIS to users in the field.

More and more organisations – across industries such as utilities, local government, engineering and distribution – are discovering the benefits of using GIS applications on the move. ESRI's ArcPad mobile GIS software can be used to give workers the precise coordinates of projects and assets and provide them with all the information they need to complete tasks. Workers can then update central records, attach notes to plans and create new work orders – and do

all this while on the job. The use of mobile GIS can reduce journeys to the office, improve productivity, cut costs and significantly improve the accuracy of information within a business.

To help organisations roll out GIS capabilities to mobile workers, General Dynamics Itronix is now offering its Duo-Touch® II product with ArcPad software. This tablet PC is small, robust and lightweight, making it ideal for many mobile environments. It includes wireless connectivity,

fast processing and integrated security features. Because the Duo-Touch® II and ArcPad are proven to work well together, this bundle will enable organisations to deploy mobile GIS solutions more quickly and with confidence.

General Dynamics Itronix will be exhibiting the Duo-Touch® II and ArcPad bundle at the Service Management Expo at Birmingham NEC, 21-22 September 2010. To book a demonstration at this event or to find out more information, visit www.gd-itronix.com.

Specialist training for the oil and gas industry

Exprodat Consulting and ESRI (UK) have joined forces to deliver training courses specifically tailored to the needs of oil and gas companies.

GIS plays a key role in supporting many different aspects of the oil and gas industry, including exploration and production. In these highly specialised fields, GIS users need to receive training that is precisely tailored to their job roles and focused on helping them address the complex challenges that they encounter daily.

In recognition of the importance of expert training in this industry sector, ESRI (UK) has formed a new partnership with Exprodat Consulting, a specialist provider of GIS solutions for upstream oil and gas companies. The two organisations are collaborating to offer GIS training courses specifically for ArcGIS users in exploration and

production departments. ESRI (UK) is hosting the courses, which commenced in June 2010.

For more information and upcoming course dates, visit www.esriuk.com/trainingevents/training/trainingpetroleum.asp

“ Here in Northern Ireland, industry and the general public have the greatest degree of foresight into public sector investment of any country – and they have this information available to them in a format that is very easy to access and understand. ”

Martin Spollen, strategic adviser on infrastructure investment, Strategic Investment Board



Leading the world

A unique public information system for Northern Ireland

Across Northern Ireland, millions of pounds of public money are being spent on new and improved civil assets. Schools and colleges are being modernised, a new water and waste infrastructure is being delivered, roads are being upgraded – and much more besides.

But where exactly are these projects taking place?

Which communities will benefit?

And what is planned for the future?

Contractors and members of the public can now easily find the answers to these questions – and others like them – thanks to a new online portal (www.isni.gov.uk) developed by the Strategic Investment Board (SIB). Incorporating ArcGIS technology, this unique interactive solution points the way ahead for governments around the world.

SIB supports the Northern Ireland Executive and government departments in delivering the investment strategy for Northern Ireland. Owned by the Office of the First Minister and deputy First Minister (OFMDFM), the organisation provides strategic advice on the co-ordination, financing and procurement of major capital projects across the region.

One of SIB's key roles is to communicate government plans to a wide variety of stakeholders, contractors and the general public. To help it achieve this, it has developed an online portal that provides free access to information about all current and planned capital investment in Northern Ireland. At its front end, the solution incorporates ArcGIS technology and presents users with an interactive map of the entire region. Users can focus in on any part of Northern Ireland, see planned levels of investment and drill down to find out about specific projects in their communities.

At the back end of this solution lies a sophisticated delivery tracking system, developed by Cora Systems. Civil servants from across Northern Ireland log into the delivery tracking system and update details relating to their projects. This information then feeds directly into the ArcGIS front end. As a result, when contractors and members of the public use the portal, they are viewing the very latest information, as informed by the people who are actually responsible for the projects.

The deployment of the Strategic Investment Portal has led to far better communications between the government and contractors and has come at a critical time for industry. In Northern Ireland – as in Great Britain and Ireland – the construction industry is struggling due to the global economic downturn. It is hoped that if contractors can

use this portal to gain more information about upcoming projects, they will be able to hold onto staff and plan for the future with more confidence.

The most advanced solution of its type in the world

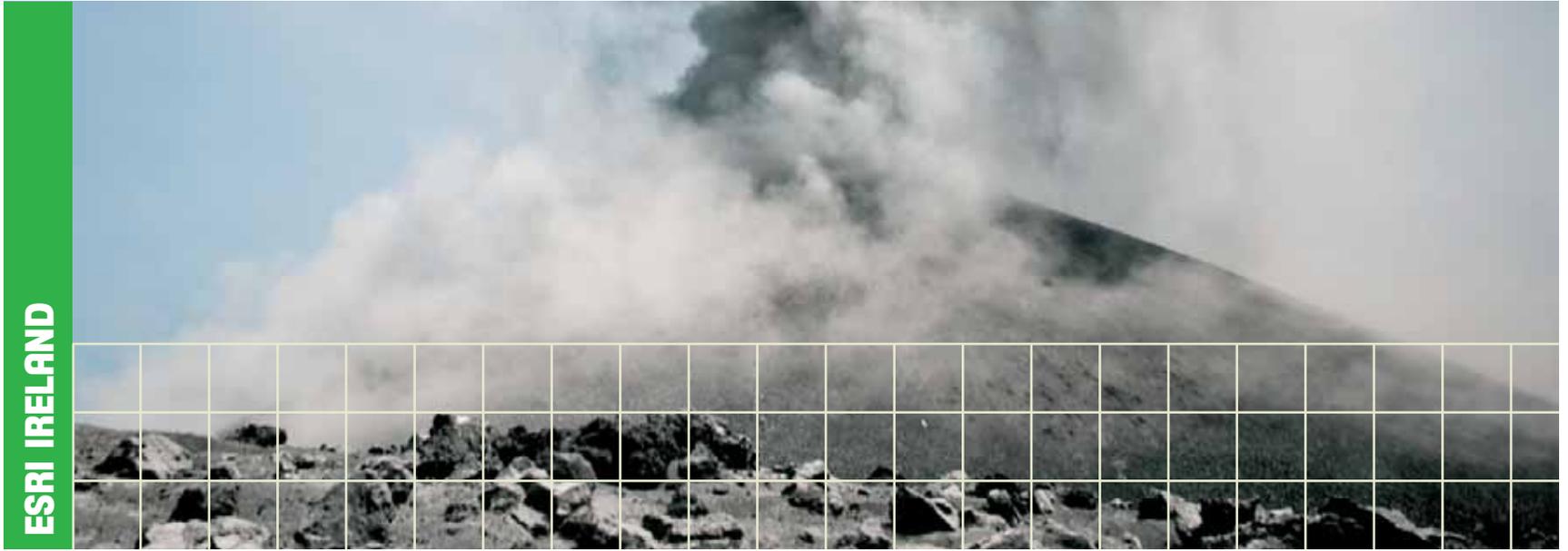
ESRI's ArcGIS technology has previously been used in a similar project in the USA, to provide a map-based overview of President Obama's Stimulus Plan. Called the Stimulus Viewer (www.recovery.gov), this online GIS application provides a clear visualisation of the amount of investment allocated to each state, the amount that has been drawn down and the amount remaining. In developing its own portal for Northern Ireland, SIB took advantage of some of the GIS functionality developed by ESRI Inc for the Obama administration – but then it took the use of GIS much further.

Rather than just displaying investment sums by region (as in the US system), SIB's Investment Strategy Portal allows people to use the online GIS capabilities to drill down to street level and see individual projects (and project related information) on a map. Users can click on the map and access procurement and milestone information, plus photographs of the project sites via Flickr. In addition, the solution combines data on projects that have been delivered with information on projects that are in progress and even projects that are still in the early stages of planning. These features make the Strategic Investment Portal unique in the public sector worldwide.

To visit the SIB portal go to www.isni.gov.uk



Location of the Peace Bridge project in Derry, showing forecasted investment



Volcano focuses minds on the value of GIS for emergency planning

Who could have anticipated the chaos that resulted from the eruption of an Icelandic volcano? And how well did your organisation cope? At the recent Association of Geographic Information (AGI) Northern Ireland conference in Belfast, attendees gathered to discuss the role that GIS can play in responding to emergency situations just like this.

As business leaders and GI experts from across Ireland and around the world prepared to get together to discuss “preparing for the unexpected”, the unexpected actually happened. A volcano erupted in Iceland, unleashing a cloud of potentially dangerous ash and countless issues for businesses across Europe and beyond.

The eruption served to demonstrate the real importance of contingency planning and the value that GIS can add in a wide variety of crises.

Russ Johnson, director of emergency planning at ESRI Inc., gave a keynote presentation at the conference. The ash disrupted his travel plans, but he was still able to deliver his presentation

via a live web cast. He explained how GIS enables comprehensive situational awareness and supports all elements of emergency management. Anyone who is interested in hearing this presentation can access it online at <http://esri.acrobat.com/p64201302>.

Other speakers at the event included Vicky White from MapAction, who described the challenges involved in responding to humanitarian catastrophes and Ray Hooper, who talked about the work of the London Fire Service. Anne Donaghy, chief executive of Ballymena Borough Council, commented on the importance of civil contingency planning, and Malcolm Calvert from the Department of Agriculture described new approaches to managing floods. These spokespeople – and others – all demonstrated the important role that GIS can play in helping organisations to respond quickly and effectively to emergency situations. For more information about the event, visit www.agi.org.uk.

MapGenie could grant your wishes



If you have been wishing for an online source of up-to-date mapping data, the new MapGenie from Ordnance Survey Ireland (OSi) may be exactly what you need. ESRI Ireland is backing this new service, which is ideal for public sector and utility customers in Ireland, as well as small and medium-sized businesses.

MapGenie makes OSi's high resolution maps and aerial photography data available to users by streaming it over the Internet. Delivered by OSi using ArcGIS Server, the service will look familiar to those who use Google or Bing Maps, but the data is of superior quality and covers all areas of Ireland, including remote and less populated regions.

Through an on-going strategic partnership with ESRI Ireland, OSi is also helping to demonstrate how organisations can use ESRI's

application programming interfaces (APIs) to easily consume MapGenie data in their own web-based, intranet, mobile and desktop applications. By integrating MapGenie directly into public and corporate systems, organisations can ensure that their employees, partners, customers and citizens have access to the highest quality maps available, at all times.

To find out more, visit www.osi.ie/en/news/mapgenie.aspx



The Road Safety Authority is one of the first organisations to take advantage of MapGenie. It uses OSi's new online mapping service to help it present clear, accurate information about the frequency, severity and locations of traffic accidents in Ireland.

One of Ireland's first ever GIS users retires

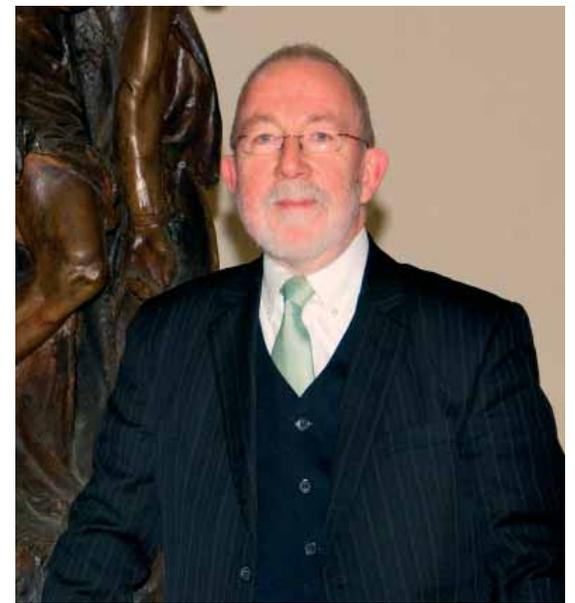
ESRI Ireland and ESRI Inc have paid tribute to Muiris de Buitleur, who recently retired from his role of GIS manager at the Department of Environment, Heritage and Local Government (DEHLG). De Buitleur pioneered the use of GIS in Ireland's public sector and leaves behind a remarkable GIS legacy.

“ At a time when GIS was still in its infancy, Muiris had the vision to recognise the value that GIS could add for Heritage Services. He was instrumental in introducing GIS to Ireland's public sector. ”

Jack Dangermond, ESRI president

When Muiris de Buitleur retired in July 2010 from his position of GIS manager at the DEHLG, colleagues and associates from across Ireland were united in praise and gratitude. De Buitleur is attributed with pioneering the use of GIS within the public sector of Ireland and developing a remarkable GIS-based archive of Ireland's archaeology, natural heritage and architecture.

He first purchased ESRI GIS software in 1988 and has played a key role in promoting the use and benefits of GIS throughout Ireland's public sector. Through his work with Ireland's Organisation of Geographic Information (IRLOGI) and the Dublin Institute of Technology (DIT), he has also been instrumental in supporting



Muiris de Buitleur, former GIS manager at the DEHLG, who retired in July 2010

organisations across the country in their use of GIS and inspiring the next generation of GIS users. ESRI Ireland paid tribute to de Buitleur on the occasion of his retirement and presented him with a personal record of his many years as an ambassador for GIS in Ireland.

Department of Education and Science receives prestigious award

The Department of Education and Skills (DES) has been presented with an award in recognition of its achievements with GIS. The Department was selected from over 300,000 organisations worldwide to receive this honour at the ESRI International User Conference in San Diego.

Every year, ESRI Inc presents Special Achievement in GIS (SAG) awards to those customers that have demonstrated particular vision, leadership and innovation in their use of ArcGIS technology. At the annual conference in July 2010, ESRI president Jack Dangermond named Ireland's DES as one of just 22 other winners from Europe.

DES has used GIS to help it address the pressing issue of population growth in Ireland. Figures from the Central Statistics Office indicate that the country's population of children between the ages of five and twelve may increase by at least ten percent in the next decade and this has serious implications for the provision of education services. The Department uses ArcGIS to help it

identify precisely where in the country over 86,300 new school places have to be created over the next eight years. The use of GIS has enabled the DES to make more informed decisions about when and where to build new schools to meet the needs of families across the country.

To find out more, visit <http://events.esri.com/uc/2010/sag/list>

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Thank you everyone who contributed material for this publication.

For more information on any article please email newsletter@esriuk.com

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very worthwhile

I must say that ESRI (UK) put on a very professional show

The conference exceeded all our expectations and was a highly valuable use of time

There were so many useful sessions

We've learnt so much in such a short space of time

I'm feeling revitalised

EVENTS

fantastic



Delegates applaud ESRI (UK)'s Annual Conference

In the weeks and months following ESRI (UK)'s Annual Conference in May 2010, the company was proud to receive many emails and calls from customers who felt they had benefited greatly from their attendance of the event. Delegates not only praised the quality of the speakers and the relevance of the presentations, but also the overall professionalism of the conference.

More than 500 delegates attended the event, which took place in London on the 10th and 11th May 2010. They had the opportunity to hear powerful keynote presentations, find out more about the capabilities of ArcGIS 10, join with peers in industry-specific sessions and meet with over 30 partner organisations in a lively exhibition of GIS solutions. A massive

85% of the attendees stated that the event had been a valuable use of their time, whilst 95% intend to recommend the conference to a colleague.

Digby Lord Jones, former director general of the CBI, (pictured above) gave a keynote presentation, speaking passionately about

the importance of investing in our future through people and technology. Carol Tullo, director of information policy and services at the National Archives, followed, urging organisations to explore how GIS could help them deliver more for less by making information more accessible and enabling others to use it.

Group planning director of Manchester Airports Group John Twigg spoke about the value that GIS brings to his organisation's strategic planning activities and its ambitious plans for the future. Other presenters included polar explorer and director of the Catlin Arctic Survey Pen Hadow and Dr Anjana Ford from the Jurassic Coast World Heritage Site team. These inspiring speakers shared their experiences and talked about the value that GIS adds in helping organisations make better informed decisions, whilst helping to sustain our world.

Calendar of events

26-28 October 2010
ESRI Middle East and Africa User Conference 2010
Rome, Italy

20 October 2010
NLPG - Everything Happens Somewhere 2010
Cutlers Hall, Sheffield

November 2010
ArcGIS 10 Roadshow
Various locations

23-24 November 2010
IT in Housing
Olympia, London

23-25 November 2010
PETEX
Earls Court, London

9 December 2010
AGI Wales

Congratulations

ESRI (UK) has recognised the achievements of its customers by presenting GIS Innovation Awards. The winners were announced during the ESRI (UK) Annual Conference.

Innovation in Central Government
Winner: The Forestry Commission
Highly commended: The British Geological Survey

Innovation in Local Government
Winner: Digimap Ltd (see page 6)
Highly commended: Bristol City Council

Innovation in Defence, National Security and Public Safety
Winner: South Yorkshire Police



Peter Lawrence from The Crown Estate, (right) pictured here collecting the award for successful ROI from ESRI (UK) MD Richard Waite

Innovation in the Private Sector
Winner: Sellafeld Ltd (see page 3)
Highly commended: Infield Systems

Innovation in Utilities Sector
Winner: Wales and West Utilities
Highly commended: Welsh Water

Innovation and Best Practice – Communities
Winner: Jurassic Coast World Heritage Site (see page 4)
Highly commended: Kingston University

Successful return on investment from a GIS implementation
Winner: The Crown Estate
Highly commended: Strategic Health Asset Planning and Evaluation (SHAPE)

Visionary Thinking Award
Winner: Digimap Ltd (see page 6)
Highly commended: Forestry Commission

ESRI (UK) would also like to congratulate The Crown Estate and Welsh Water for winning Special Achievement in GIS awards at the ESRI User Conference in July 2010.