

The GISette

The latest in news, events, technology updates, services, solutions and training information for the ESRI Australia client community.

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From the MD's Desk

As some of you may have heard me discuss at last year's OZRI conference, I believe that the real impact and uniqueness of location intelligence is the power to understand not just the "where", but also the "how" and "why" – delivering a new level of geographic knowledge. In this issue of The GISette, we'll be delving a bit further into the value of this geographic knowledge, exploring the measurement of ROI, and finding out just how location intelligence is helping to achieve sustainable water management.

You'll also read about how two Australian organisations are using location intelligence to meet the demand for increased information access. South Australia's Land Services Group has achieved great success with its website, which provides easy access to authoritative and up to date property information. Queensland electricity provider Energex is also benefiting from the use of location intelligence, with all key stakeholders in the organisation now able to access outage information in near real time, helping to manage power outages and reduce restoration time.

We also want to know how your organisation is using GIS online. If your organisation has a publicly accessible website that incorporates location intelligence, then make sure you enter our third Web GIS Challenge. It's a great chance to show off your work, as well as have the chance to win some great prizes. I look forward to seeing some innovative work.

Brett Bundock
Managing Director, ESRI Australia

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Land Services Group Extends Access to Location Intelligent Information



Trying to meet an increasing customer service demand for information is a common issue for many government departments. With so much information available on the Internet, people's expectations of information access have changed greatly in recent years.

South Australia's Land Services Group, part of the Department for Transport, Energy and Infrastructure, faced an increasing demand for their services from a wide user base which was leading to strain on their internal resources. To meet this increased demand, the Land Services Group needed a new approach to deliver information to their customers.

In partnership with ESRI Australia, the Land Services Group implemented the Property Location Browser (PLB), providing free public access, for the first time, to the South Australian Digital Cadastral Database and associated land administration information.

Through a map interface, users can browse through towns, suburbs and streets to discover a range of useful information to help find out more information about property in South Australia.

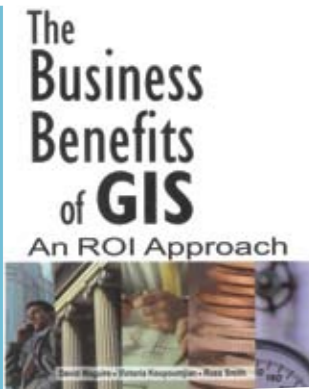
"A search can begin from an initial map of SA, from which a user can zoom into any location," said David Harvey, Manager of the Land Information Services Branch, Land Services Group.

"Alternatively, a user can select a postcode or suburb and then browse a map for a specific property."

"Feedback from this wide user base has been extremely positive, with all users benefiting from being able to access authoritative and up-to-date property information that is relevant to their needs," said Mr Harvey.

To find out how the Property Location Browser is attracting an increasing range of new users, month after month, visit www.esriaustralia.com.au/success_stories.

Promotions and Events



The Business Benefits of GIS: An ROI Approach

The recently released ESRI Press book *The Business Benefits of GIS: An ROI Approach* presents a fact-based, benefits-focused methodology aimed at ensuring the sustainability of GIS initiatives by effectively demonstrating the success of the investment. Find out more about the book and applying ROI to GIS initiatives from one of the book's authors, David Maguire.

Q. What's your background, and how did you use your expertise to write the book?

A. *I've been involved in GIS for 20 years, and I'm very interested in the science of GIS but also its application in different industries and different businesses, so this was a natural evolution of my curiosity in this general area.*

Q. Why did you write the book?

A. *I was looking to find out about the business benefits of GIS and the value that I could demonstrate that GIS had to offer organisations. As I looked around the web and in various books and white papers, it became apparent to me that there really wasn't a good source of information out there, and the further I looked, I also found that there wasn't even a clear definition of what people mean by the term "return on investment" or ROI.*

The motivation for the book was to move the agenda of GIS along from that which is focused on technology and how GIS can add value to organisations to a more firmer business footing focusing on the return that people will get from an investment in GIS, and to provide the tools and terminology that GIS professionals will find persuasive in the eyes of senior executives in their organisation.

Q. You mentioned there is a lack of information regarding ROI specifically related to GIS. Why is this an issue?

A. *There really is very little specific information, and that which is available tends to be more anecdotal and lacks hard facts, it lacks clear focus and frankly I don't think presents a very persuasive case about why senior executives should invest in GIS, and why that can become a solution to key business problems in organisations.*

To find out more about the book, visit www.esriaustralia.com.au/online_store, or visit the companion website to the book at www.esri.com/roi. The site includes 15 ROI templates available for download to help create ROI cases for use in your own organisation.



Technology Directions

Don't miss the first Technology Directions events of the year, taking place across the country throughout February and March.

- // 16 February – Brisbane
- // 17 February – Sydney
- // 18 February – Melbourne
- // 4 March – Perth
- // 5 March – Canberra
- // 6 March – Adelaide
- // 11 March – Hobart

// Upcoming Events

ESRI Australia will be exhibiting at a number of conferences in the first quarter of 2009. If you are attending any of these conferences, make sure you drop by our booth to find out more about our industry-specific location intelligence solutions.

// Evolve09 – TechnologyOne's User Conference

24-27 February
Brisbane Convention & Exhibition Centre, South Brisbane

// Ozwater 2009

16-18 March
Melbourne Convention & Exhibition Centre, Melbourne

// OZRI Wrap Up

More than 450 members of the ESRI Australia client community gathered in Canberra to attend our 22nd national client conference, OZRI 2008.

The theme of OZRI 2008, "Putting knowledge into place", saw over 50 presentations and demonstrations explore some of the drivers that are helping to broaden the environment that location intelligence is moving into, and the direction that GIS and location intelligence is beginning to take.

The real impact and importance of GIS was also explored – the power to understand not just the "where", but also the "how" and "why", particularly important as the expectations and requirements of GIS technology changes each year, and the use and application of location intelligence as a problem solving tool gains increasing momentum.

Success Story



Energex – Using Location Intelligence to Make Insightful Decisions



Queensland electricity provider Energex is one of the country's most innovative companies in the way that it uses location intelligence. With south east Queensland particularly susceptible to unpredictable weather activity, having access to outage information in near real time is essential in making the right decisions as quickly as possible.

"We need to be able to provide our workforce with a seamless view of the network. During times of high activity, we manage the restoration of power outages, and therefore needed the ability to be able to distribute outage information in near real time to all stakeholders," said Tom Williams, Network Strategic Data Manager, Energex.

Key stakeholders who rely on outage information include the incident response team, general managers and the corporate communications team. Each group has specific tasks during outages, such as responding to media enquiries or keeping track of the location and duration of outages.

Energex needed to be able to deliver this information as soon as it was aware of updates, without detracting from the focus of solving the immediate outage problem. By implementing ESRI Australia's GIS technology, Energex took the first step towards creating a near real-time dashboard view of the entire business. This would serve present needs for a consolidated view of issues and outages, as well as provide the customisable platform Energex needed to cope with future growth.

*Interested in finding out more?
Visit www.esriaustralia.com.au/success_stories.*

Q&A



With Craig Sandy
Manager, Business
Development, ACT

Using Location Intelligence for Sustainable Water Management

As demand for water increases and Australia's climate gets even harsher, water companies, regulatory bodies, regional water authorities and local government agencies are increasingly looking towards innovative solutions to help manage and conserve water. In this issue of The GISette, we talk to Craig Sandy from our Canberra Office, who has a great deal of experience in helping organisations to use location intelligence in managing their water responsibilities.

Q. How are Australian organisations using location intelligence to help with water management?

A. *Organisations across the country are using GIS to help manage water in a number of scenarios. Some of these include:*

- // *Management of catchments, including determining amounts of runoff, particle content in runoff, rainfall monitoring and net water captures*
- // *Management of river systems, water flows and irrigation distribution*
- // *Conservation of wetland areas, salinity management and vegetation management*
- // *Water infrastructure planning*
- // *City/town water distribution, network analysis and asset management*

Q. What difference does location intelligence make for these organisations?

A. *With so much of a water utility or water authority's business information containing a location reference, GIS is the perfect technology to create, analyse and manage data, as well as integrate data from modelling and other corporate systems. Using a location intelligence approach, both the water industry and regulatory organisations can gain a better understanding of the environment, where water assets are and how they interact to bring water into our homes, farms and industry.*

Q. How do you see location intelligence potentially helping organisations in the future to manage water issues?

A. *Location intelligence is critical to ensuring that Australia manages its water resources sustainably. Using GIS to analyse, manage, visualise and distribute data provides organisations with the key elements to support decision making processes, ensuring the right decisions can be made to improve efficiencies of existing resources, ensuring an effective supply of water now and into the future.*

Services Corner



Partnering for Success

Delivering a project on time and within budget is not the benchmark that should set your choice of professional services consulting firm apart – it should be a given. So how do you determine who is the best organisation to assist your business in delivering key solutions and critical capabilities?

The key should be sustainability and longevity; not only of the recommended technical solution, but the workflows and information your organisation takes away as a result of a partnership. An integral part of this partnership is the learning process that ensures your organisation has the knowledge to fully utilise their investment in the technology and capability, delivering a positive user experience and driving uptake. The result? A successful partnership.

ESRI Australia understands that a successful partnership is about more than delivering a solution. It also represents a transfer of knowledge between two organisations. As location intelligence specialists, our professional services consultants have years of industry experience delivering outcomes to organisations just like yours. Our knowledge and collaboration is our differentiator, sharing knowledge and information that will help you plan ahead with confidence.

For more information on how ESRI Australia works with your employees to build knowledge and expertise, download our services White Paper, available at www.esriaustralia.com.au/services_wp.

Training Corner



Katherine can see how planning her training schedule keeps knowledge and technology relevant

Featured Training Course

Introduction to the Multiuser Geodatabase

When considering data storage options, the multiuser geodatabase is at the forefront of GIS technology and data standards. The multiuser geodatabase provides flexible management of your spatial database, including functionality to distribute your data more efficiently and the ability to control data access.

In addition to geodatabase support for rich data types, such as annotation, topology, networks, terrains, and address locators, all of which work on extremely large, high-performance databases, the geodatabase also supports a strong transaction framework for managing many data management workflows and operations.

The Introduction to the Multiuser Geodatabase training course is the important first step to understanding the requirements of migrating to a multiuser environment, whether you're considering a small project or a large enterprise deployment.

The course introduces key tasks and fundamental concepts involved in the delivery of a multiuser geodatabase solution, with topics covered including:

- // Connecting and working with the multiuser geodatabase
- // Editing options
- // Data distribution through replication
- // Optimising performance to improve the client experience

You can leverage off the Introduction to the Multiuser Geodatabase to our specialist training courses, Managing Editing Workflows in the Multiuser Geodatabase and Data Management in the Multiuser Geodatabase.

Introduction to the Multiuser Geodatabase training courses are being held in:

- // Adelaide 10–11 February
- // Melbourne 24–25 February
- // Sydney 17–18 March

Visit our website at www.esriaustralia.com.au/training to register for this course online, or to browse through the other training courses available. You can contact ESRI Australia at connect@esriaustralia.com.au to talk about your training needs.

The Training Bulletin

Ensure you have access to the latest information about ESRI Australia training courses by signing up for our monthly Training Bulletin e-newsletter. Providing insight into issues affecting the location intelligence industry, information on new courses,

technical tips and helpful literature, the Training Bulletin will keep you up to date with all the latest in training news and much more!

To subscribe to the Training Bulletin, visit www.esriaustralia.com.au/subscribe.

	// February	// March	// April	// May
Advanced Analysis with ArcGIS	MEL		SYD	ADL
ArcGIS Server Enterprise Configurations & Tuning for SQL Server				SYD
Building Geodatabases	MEL, TSV	SYD		ADL
Cartography with ArcGIS		MEL	MEL	
Data Management in the Multi-user Geodatabase			MEL	
Desktop I: Getting Started with GIS		ADL, SYD		MEL
Desktop II: Tools & Functionality	ADL, BNE, CAN, MEL, SYD, TSV	BNE, CAN, MEL, PER	ADL, BNE, CAN, PER, SYD	BNE, CAN, MEL
Desktop III: Workflows & Analysis		ADL, CAN, MEL, PER	BNE, SYD	PER
Geoprocessing using ModelBuilder				SYD
Introduction to ArcGIS Image Server			SYD	
Introduction to ArcGIS Server	ADL, BNE	SYD		
Introduction to Geoprocessing Scripts using Python	MEL, PER	SYD		
Introduction to the Multiuser Geodatabase	ADL, MEL	SYD		
Introduction to Programming ArcObjects with VBA				BNE, SYD
Introduction to Programming ArcObjects using .NET				MEL
Managing Editing Workflows in the Multiuser Geodatabase				CAN
Working with ArcGIS Spatial Analyst		CAN	MEL	
Working with Cartographic Representations				MEL

All training course dates are subject to change. Please visit www.esriaustralia.com.au/training for the latest training course details and terms and conditions.

Technology Update



The Latest ArcGIS 9.3 News

// ArcGIS 9.3 Service Pack 1

In December last year, ArcGIS 9.3 Service Pack 1 was released. The main feature of this release was the addition of the ability to export to Adobe Acrobat 9 PDF from ArcGIS Desktop, Engine and Server. This format also enables the encoding of map coordinate information and georeference information inside the PDF file. It also allows for the export of georeferenced PDF files that enable the end user to access geospatial functions such as coordinate readout and find XY.

The Export to CAD functionality, previously only available with an ArcInfo licence, is now also available at the ArcView licence level. New for the ArcGIS Server Manager for the Microsoft .NET Framework is the ability to enable seamless panning for layers in web mapping applications, allowing you to see the map image as you are panning.

// ArcGIS for AutoCAD

ESRI has also announced a new version of ArcGIS for AutoCAD (Build 110) that offers support for AutoCAD 2009. ArcGIS for AutoCAD is a simple and easy-to-use tool that gives AutoCAD users access to GIS information and the results of GIS analysis. This free, downloadable application provides access to ArcGIS Server map services and allows you to view and query GIS data from within the AutoCAD environment without transforming your CAD drawings or converting GIS data.

ArcGIS for AutoCAD leverages the ESRI toolset and geodatabase. The cartographic and computing power of ArcGIS is provided to you without the overhead of data management or the need for special data connections, symbology mapping, conversion, or translation when utilising the ArcGIS for AutoCAD application. All vector, raster, and imagery formats that ArcGIS Server supports can be viewed in the AutoCAD environment.

To download ArcGIS 9.3 Service Pack 1 or ArcGIS for AutoCAD, visit our Software Support section on our website at www.esriaustralia.com.au/downloads.

// ArcGIS 9.3.1

OZRI 2008 brought with it some exciting announcements from ESRI Inc., including news that the next ArcGIS software release will be 9.3.1. This release will be made available to all users who are under current maintenance. The key features for this release include fast dynamic mapping services, improved sharing of geographic information via ArcGIS Online and improved system stability.

ArcGIS 9.3.1 will focus on providing ArcGIS Server users with fast and dynamic web mapping capabilities. This will benefit those who use dynamic web mapping or who combine dynamic and cached maps on the web. The goal of this work is to match or exceed current ArcIMS based display performance to provide real technical performance for migration to ArcGIS Server. In order to accomplish this, ArcGIS Desktop will be updated to provide tools that will analyse, optimise and publish maps to this new, fast and dynamic web map service.

ArcGIS Desktop will also deliver an improved publishing experience allowing users to utilise ArcGIS Publisher to publish and package data for ArcGIS Desktop, ArcReader, or ArcGIS Explorer. ArcGIS Online will provide the ability for search and discovery of content available online, with content contributed by ESRI Inc. as well as by users from around the world.

ArcGIS 9.3.1 is anticipated for release in Australia in mid 2009, with the release to be via media kit delivery. However, there will be no new serial numbers or the requirement to uninstall previous versions of ArcGIS.

For all the latest news on ArcGIS 9.3.1, keep an eye on our website, or in upcoming issues of our monthly newsletter. To sign up for enews, visit www.esriaustralia.com.au/subscriptions.

ESRI Australia News



ESRI Australia Web GIS Challenge

Put your website up for the vote! Time is running out to enter your organisation's web mapping site into the third ESRI Australia Web GIS Challenge, with entries closing 1 March 2009.

Don't miss out on the chance to win some great prizes, and the opportunity to have bragging rights to the best web mapping site of the year. Even if you don't have an eligible website, you'll get your chance to be involved in the Challenge by helping judge the entries during April and May, and also be in the running for some prizes.

Visit www.esriaustralia.com.au/challenge for all the information about the Challenge, including the entry form and the full terms and conditions.

Westralia Airports Corporation to Implement GIS to Support Critical Business Needs

With passenger growth in the double figures, the Westralia Airports Corporation (WAC) has turned to location intelligence to help implement better methods of managing the increasingly busy Perth Airport.

Westralia Airports Corporation's General Manager of Assets Brett Jackson said "the decision to invest in GIS was made after a robust investigation into the efficiency gains that could be achieved by delivering corporate information and data in a very user friendly graphical form. GIS is seen as a strategic technology that will dramatically open up timely access to corporate data of various forms where it was previously found difficult or time inefficient to do so."

The enterprise GIS solution currently being implemented by ESRI Australia will support a number of critical business needs, enabling improved asset management, lease and property management and planning, while also extending the location intelligence capabilities for WAC staff. The GIS will include internal self-service functionality, and integrate with the organisation's corporate systems.

For all the latest ESRI Australia news, visit www.esriaustralia.com.au/news.

Ensuring Your Career Gives You the ROI You Want

With Damien Colbert, Executive Manager Human Resources, ESRI Australia

It is important we all consider how our work delivers value to ourselves and to the people we work with.

Your career can only be managed by you, so it is essential you are conscious of opportunities that exist within or outside your company. It is also important that you focus on development that helps you either increase your depth of knowledge and expertise in a specialist area, or allows you to move into new areas.

As a member of the ESRI Australia client community, you have the opportunity to work with some of the best GIS technology available in the location intelligence sector. This provides you with a fantastic opportunity to grow your personal capability, and position yourself as a leader in the Industry. It is also a great way of keeping your career moving forward; there is real comfort knowing all you have to do is update and broaden the use of location intelligence software in your company to grow your own career.

At ESRI Australia, we take the view that we should take knowledge from within our workforce and use that to progress our teams and company as a whole. We have a desire to create environments where our people are able to use their knowledge to position themselves as industry leaders in Australia.

As you progress your career, where you find that your return on investment in your own career is underperforming, it is important that you take steps to improve this. You're then in the prime position to make business decisions that both support the performance of your employer, enabling you to develop yourself, and ensure you are making the most of your career.

To find out more about careers at ESRI Australia, visit www.esriaustralia.com.au/careers.



FAQs

Introductory Training FAQs

With the release of ArcGIS 9.3, the Introduction to ArcGIS I and II courses have been replaced by three new courses. Find out below all you need to know about this latest range of introductory desktop courses.

Q. Where do I start?

A. *If you're brand new to GIS, the best place to start is with ArcGIS Desktop I: Getting Started with GIS. If you've been using another GIS vendor's software for a while, and you're new to ArcGIS, start with ArcGIS Desktop II: Tools and Functionality.*

Q. I have completed Introduction to ArcGIS I – which course should I do next?

A. *Go straight to ArcGIS Desktop III: GIS Analysis and Workflows. There is no need to complete ArcGIS Desktop II: Tools and Functionality.*

Q. I have completed Introduction to ArcGIS II (equivalent to Desktop III) – where do I go from here?

A. *Visit our website and discover all the options at www.esriaustralia.com.au/training_paths, where you'll find recommended training paths for all ESRI Australia courses available. These are listed in a specific order to help you follow the correct order in which to attend training courses, to help build and expand your GIS skills and knowledge.*

Q. Are these introductory courses available using ArcGIS 9.2?

A. *The new desktop range of training courses are only available in the latest version of ArcGIS, ArcGIS 9.3.*

To find out more about the training courses scheduled this year, read the course descriptions or download the training paths, visit www.esriaustralia.com.au/training.



Technology Tip

Inside Technical Support

Our support team is dedicated to providing timely and expert assistance, and follow strict quality standards in delivery of its services. The team work to a four hour service level agreement (SLA), which means that after submitting a support request, you will be contacted by an analyst within four business hours (AEDST) of receiving your initial question. Each question is placed in a queue in the order they are received and our analysts will investigate the next unanswered question in turn.

When your request has been resolved, a random selection of users receive a questionnaire which is used to gauge how well you believe the support team have responded to your question. We're happy to report that survey responses in the past year indicate that our team is achieving a highly satisfied rating in 95% of all support requests.

There are a number of ways you can contact the support team and one of our most popular options is via the ESRI Australia website's support page found at www.esriaustralia.com.au/support_request.



Hot Support Topic

Top 2 Support Questions

Q. Can 9.2 and 9.3 software run together?

A. *No. This is due to the libraries used being different in both versions and only one version of these can exist on your computer at a time. One workaround is to use a virtual machine to access 9.2 after you load 9.3 if you require access to both versions.*

Q. Is Dekho compliant with ArcGIS 9.3?

A. *Yes, Dekho is now 9.3 compliant.*



Subscriptions

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