Real Life Applications of GIS

Mark Corbin – ESRI (UK)
ESRI - Truly International

- Founded in 1969
- Operates in 220 countries
- More than 1,500,000 licences in use within 350,000+ client sites
- More than 3,000 staff
- Privately owned
- Profitable and sustainable
- $100 million annual R & D spend
- Headquartered in Redlands, California
ESRI Regional Offices and International Distributors

- 11 Domestic Regional Offices
- 77 International Distributors
- Users in more than 220 countries
Market Share by Revenue

Total Revenue $1092 Million
ESRI Inc. $382.2 Million

- ESRI 35%
- Intergraph 10%
- Autodesk 9%
- GE 8%
- Leica 6%
- IBM 6%
- SICAD 5%
- MapInfo 4%
- Tekla 3%
- Logica 2%
- Other 12%

GIS Worldwide Core Business
Software Only (2002 Figures)
© 2003 Baratech Inc
www.esriuk.com
ESRI (UK)

- **Mission**
  - To help our customers and partners to improve their businesses by implementing the world’s best GIS technology.

- **Size**
  - Group revenues > £50m
  - More than 450 staff
  - 8 offices
  - Largest pool of GIS skills in the UK

- **Sustainable growth**
  - ESRI Holdings Ltd has been ranked 37th in the Sunday Times PricewaterhouseCoopers Pro 100 league table of Britain’s private companies with the fastest growing profits

- **Credentials**
  - Supporting more than 3,000 customers
  - 14 years experience in delivering enterprise-wide GIS solutions
  - Developers of core technology for ESRI Inc
Industries using GIS today

- Electric/Gas Utilities
- Business/Marketing
- Telecommunications
- Transportation Logistics
- Petroleum & Mining
- Pipeline
- Water & Wastewater
- Health Care
- Government
- National Agencies
- Environmental Management
- Local Government

- Public Sector
- Retail
- Military/Intelligence
- Mapping/Cartography
- Land Use Planning
- Real Estate & Cadastral
- Site Location
- Agriculture
- Forestry
- Land Use Planning
- Insurance Risk Management
Private Sector Customers

Lend Lease
ARRIVA
jba
ATKINS
Mott MacDonald
VAUXHALL
RPS Group Plc
Risk Management Solutions
RMS
HTS
ERM
THALES
Jacobs
Schlumberger
MARS incorporated
Scott Wilson
Wood Mackenzie
MouchelParkman
Games Workshop
Fluor
Halliburton
Balfour Beatty
Homebase
Boots
Halcrow
Phillips 66
Bechtel
Dairy Crest
Aon
Sainsbury’s
Nationwide
Siemens
Swiss Re
Texaco
Guy Carpenter
Esso
Clear Channel
Benfield
Public Sector Customers

- Environment Agency
- Ordnance Survey
- Forestry Commission
- Defence Estates
- Crown Estates
- English Heritage
- Met Office
- Dept of Communities and Local Government
- Scottish Executive

- Kent County Council
- Glasgow City Council
- Bracknell Forest District
- Bristol City Council
- Norfolk County Council
- Cambridge City Council
- Newcastle City Council
- Aylesbury Vale District Council
- Wiltshire County Council
What is GIS?

- Abstracting and modelling our world
- Layers of data representing real world features
- Discrete features e.g. roads
- Surfaces e.g. elevation
The Combination of Maps and Databases
Demo 1: Displaying and Presenting GIS Data

- Add Layers
- Set Symbology
- Set Scales
- Finding Information
- Define Map for Printing
Examples of GIS Applications
Local Government

- Planning Applications
- Parking Suspension
- Highways Maintenance
- Street Furniture
- Emergency Planning
- Transport
- Environmental
Mobile Library Service

- Library Depots
- Stop Locations
- Hours on the road
- Route Optimisation
- How many vehicles?
Demo 2: Routing Functions
Knowing where to clean - quickly
Private Sector

- Transport
- Civil Engineering
- Environmental Management
- Petroleum
- Telecommunications
- Water
- Gas & Electric
- Insurance
Example: Insurance

- Importance of Postcodes & Addresses
- Accurate Risk Assessment
- GIS Underpinning Underwriting
- Fraud
- Customer Support
- 1000% ROI
- Example Customers: R&SA, Norwich Union
• Mapping Expertise in Disaster Situations
• Common Operational Picture
• Emergency Supply Access
• Latest news: Pakistan floods
Humanitarian Applications

Map of damaged bridges and impassable roads

Sri Lanka

MapAction

www.esriuk.com
Education

- ESRI software used in >65 Universities
- Schools: Digital Worlds
GIS for Temporal & Spatial Crime Analysis

A day of crime in Harrow.

24 hour animation of street crime patterns, created using one year of crime data.

Street crime in the London Borough of Harrow (2000)

- High crime density
- Low crime density

Time: 00:00
Consumer GIS
Advanced GIS

Video Clip
Web sites to look at...

www.gis.com
www.gisday.com
www.esriuk.com/schools
www.digitalworlds.co.uk
Questions?