

An aerial photograph of a large, green-painted steel arch bridge spanning a deep, forested valley. The bridge has a complex truss structure and carries a multi-lane road. The surrounding forest is dense and green, with a small stream visible in the valley below the bridge.

# Introducing **Spatial IQ**™

A Managed Services Approach to Enterprise GIS

Your bridge to better government.





# The Magic of Location

A night sky with a starry background. In the lower center, a bright light source, possibly the sun or moon, is partially obscured by a dark, jagged mountain peak. The sky is filled with numerous stars and some faint nebulae.

AppGeo believes that information plus geography changes how we work together.

# It All Starts With The Magic Of Location

AppGeo was founded 25 years ago on the belief that information combined with geography empowers government, citizens and businesses to operate with **greater efficiency**, deliver **improved services**, and make **better decisions**.

We are all about helping you **do more** with your data.

Based on our experiences, we've given a lot of thought lately to how to work effectively with our customers. We've concluded that a **managed services program** will deliver significant value in light of the pace of change in our industry.



We know that the rewards to geospatial investment are significant and growing.

# Rewards

We believe the key to success in any organization is an **enterprise GIS approach** that builds **geospatial IT organizational capacity**, capabilities, tools, and resources.

It's the **foundation** that delivers benefits no matter which department or use case: reduced counter time, data driven decisions, happy decision makers, faster response time, insightful ways of visualizing mundane business data, and more...



Staff, businesses, and citizens expect anywhere, anytime access to your data.

# Rising Expectations

Accessible, digital spatial data is a key component of the **digital transformation** that is changing the way government staff do their jobs and government serves its constituents.

Many trends are accelerating the digital transformation. We live in the era of **open data** and the **cloud, device mobility**, and high expectations about **ease of use** of applications.

Staff, citizens, businesses and others expect **ready access** to the information they need.





And the pace of geospatial technology change is accelerating.



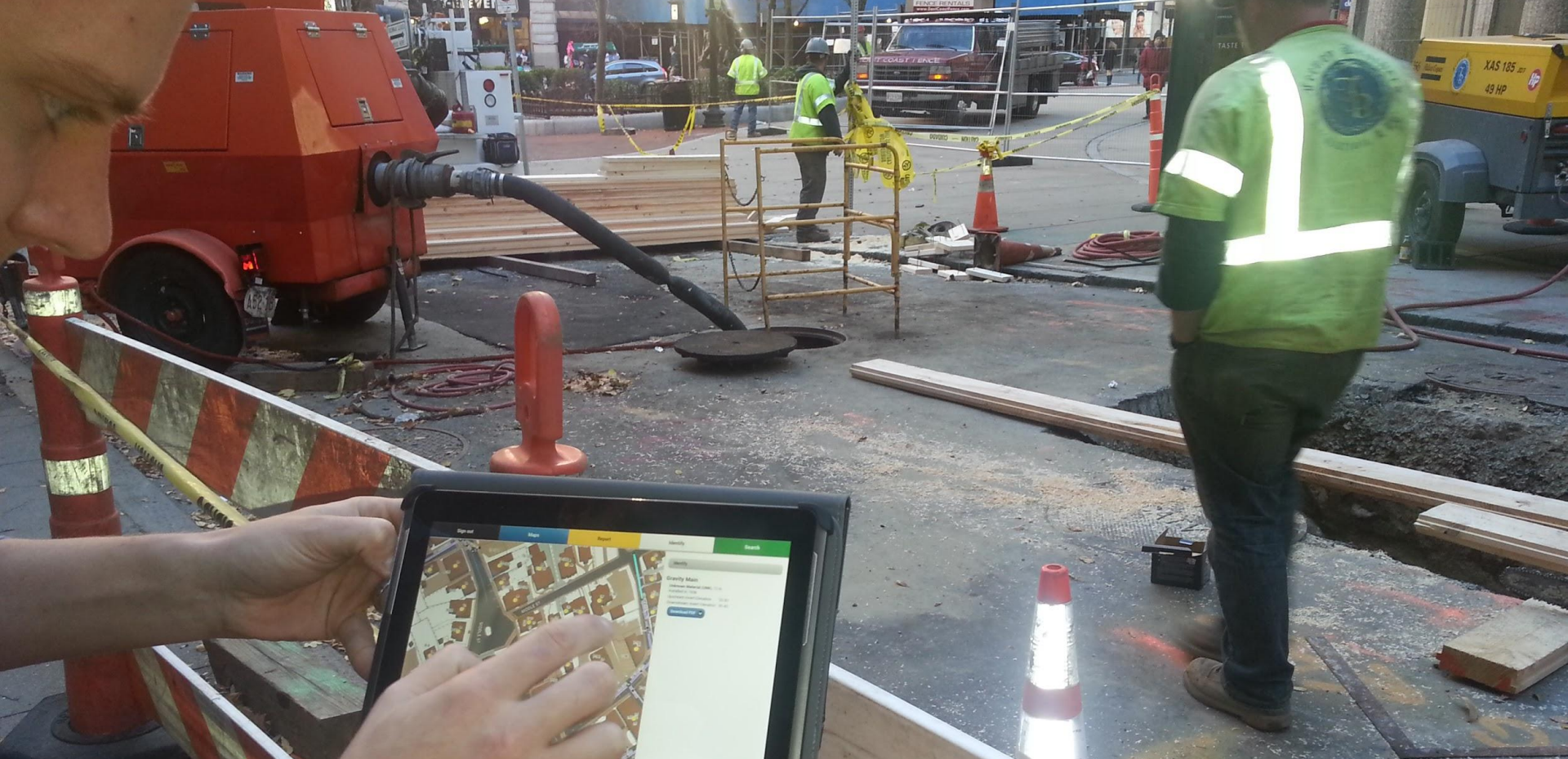
# Technology

Your **technology roadmap** may need an update.

There are a variety of **alternative technologies** for managing, serving and analyzing your data.

We constantly **evaluate and test** new platforms, software, and technology and best practices to help you keep pace, save money, and improve performance.

Because we work with a large and varied set of customers, we are constantly exposed to new requirements and in response we develop **innovative solutions** that can apply to your situation.



Organizational capacity for geospatial IT, aka **Spatial IQ™**, magnifies the benefits.

# Organizational Capacity defines Spatial IQ

We don't define a successful GIS program by the number of data sets, applications, staff or software license agreements. And neither should you.

We think in terms of **Spatial IQ, or the organizational capacity to use geospatial data to create insights and benefits.**

Higher Spatial IQ is measured by the extent to which your digital (spatial) data is **“useful, usable and used”** across the enterprise.



Spatial IQ™ fosters openness, efficient access, widespread use, and more insight.



# Spatial IQ is the goal

Proactively **building, improving and advancing** your organization's enterprise geospatial capacity and knowledge, will help keep your geospatial program growing with the times and delivering expanded benefits.

A **managed services program** creates a **virtuous cycle** of strategy, investment, expanded use, and more benefits.

Good bye status-quo.



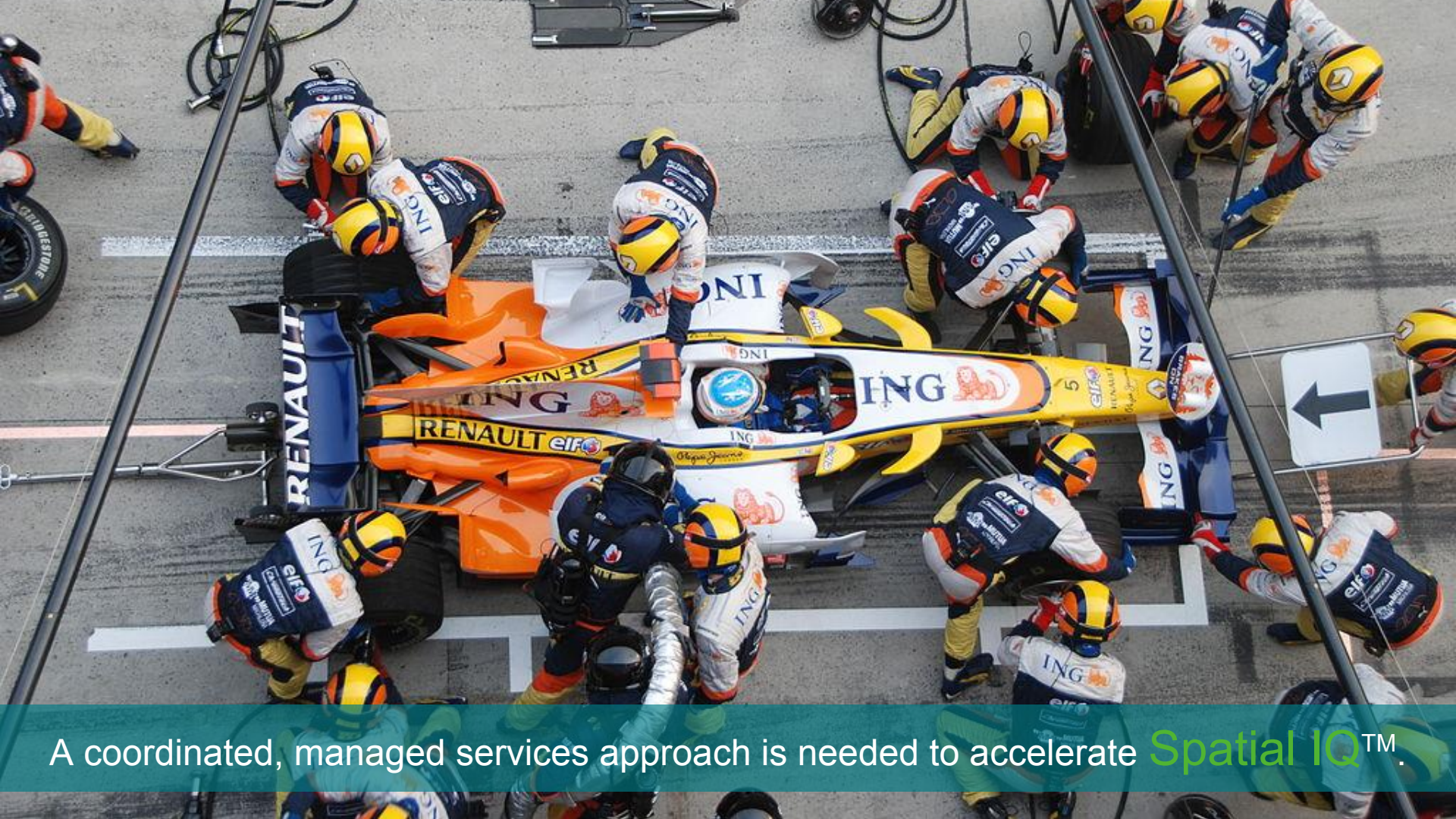
Current models for delivering **Spatial IQ™** are not adequate for new realities.

# Current Models need an Update

A **managed services program** overcomes the challenges to GIS programs, such as:

- (1) Getting buy-in, budget resources, and **demonstrating ROI**
- (2) Keeping up with technology change, and being able to do the necessary research to **choose confidently** among the various options
- (3) Discovering suitable **best practices** and adopting them across the organization
- (4) Maintaining creativity and **expansion of usage**, including integration with legacy systems
- (5) **Finding the time** for analysis, research, and training





A coordinated, managed services approach is needed to accelerate **Spatial IQ™**.



# Managed Services are an Accelerant

It takes a **team effort** and a **managed services program** to stay on top of new technologies and best practices.

Meeting the needs of different departments, use cases, and business processes requires some **specialization**.

It's challenging to keep track of all the program parts.

Annual maintenance has to be **more** than data maintenance and software upgrades.

We believe it is time to **move beyond “maintenance”** to a **managed services program** that has an enterprise perspective and builds organizational capacity in an accelerated manner.



**Strategy**



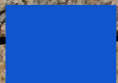
**Staff Expertise**



**Best Practices & Business Processes**



**Geospatial Software & Platform Technology**



**Foundational Spatial Data**

We've identified five essential building blocks of **Spatial IQ™**.



# Building Blocks

Based on our experience, we've developed a model for a managed services program with these **five building blocks**.

The Spatial IQ Managed Services Program pays attention (**review, strategize, invest**) to each of these building blocks on a regular basis to create a high performance, forward moving enterprise GIS.

**Added benefit:** Adding a managed services approach to project-based GIS also makes those projects more successful.

Using this model, we have defined **8 specific managed service activities**. The following slides introduce each of these program activities, and show how they contribute to Spatial IQ building blocks.

An aerial photograph of a suspension bridge spanning a deep, forested valley. The bridge has a wooden deck and a complex steel truss structure. The surrounding area is densely covered with evergreen trees, and a river is visible in the valley below the bridge.

1

## **Annual Foundational Data Maintenance**

Yearly updates of your core spatial data by GIS professionals, using best practices and improving quality

2

## **Hosted Downloadable Data**

Ensures your data is accessible by hosting your most requested data online for your staff, citizens, and businesses

3

## **Budget Advocacy and Strategic Planning Meetings**

We meet with you and your decision makers to highlight ROI, identify and prioritize goals, and set a clear path for maximizing your GIS program

Our **Spatial IQ™** Managed Services Program Delivers Value, here's how.



An aerial photograph of a suspension bridge spanning a deep, forested valley. The bridge has a wooden deck and yellow-painted steel truss supports. A river flows through the valley below. The surrounding forest is dense and green.

4

## Quarterly Educational and Information Sessions

We share our knowledge of how to make the most of your GIS investment with topical, technical training webinars and demonstrations

5

## Geoanalytics

Look at available data in different ways, see patterns in your data, and take advantage of the huge amount of federal, state, and local GIS data that is available by adding them to your MapGeo site

6

## Special Services and Support

Set a budget for reaching your goals and accomplishing tasks throughout the year- we are here to support you with professional application development, spatial analysis, data development and cartography

Our **Spatial IQ™** Managed Services Program Delivers Value, here's how.





7

## GIS Help Desk Support

Contact us when you need us- we are here by phone, email, and remotely, to answer questions and provide guidance for all of your GIS questions.

8

## Additional GIS Support

Dedicated hours of professional GIS support for assisting staff, integrating GIS and business systems, and accomplishing data tasks to make your ideas reality and to move toward reaching your GIS goals.

Our **Spatial IQ™** Managed Services Program Delivers Value, here's how.

# How We Build Spatial IQ

Strategy
Expertise
Best Practices
Software
Data

Annual Data Maintenance		●	●		●
Hosted Downloadable Data			●	●	●
Budget Advocacy & Strategic Planning	●		●		
Quarterly Educational & Information Sessions	●	●	●	●	●
Geoanalytics		●		●	●
Special Services & Support		●	●	●	●
GIS Help Desk		●	●		
Additional GIS Support	●	●	●	●	●



*"I hear that AppGeo's Spatial IQ program makes MapGeo even better!"*



*"More data, more insights, more users, more possibilities...works for me!"*

And **Spatial IQ™** complements your MapGeo subscription



# Spatial IQ + MapGeo

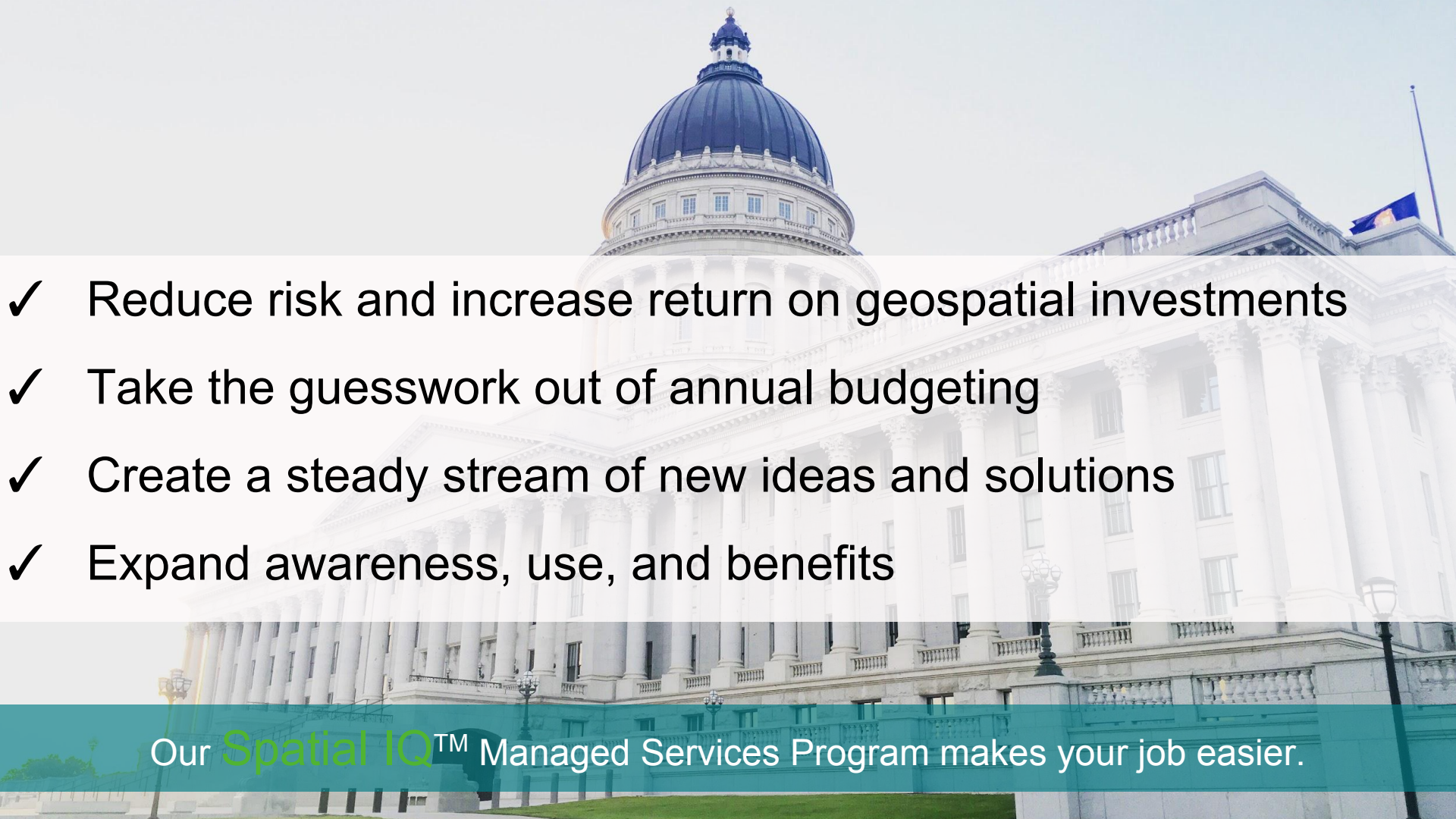
The Spatial IQ Managed Services Program **builds on** and **complements** your MapGeo online mapping subscription by helping to increase the user base, add data, and explore new ways to use MapGeo for your staff.

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If you are not a MapGeo subscriber, Spatial IQ is still for you. We tailor it to add value to your current spatial platform(s). Learn more about MapGeo:

[www.appgeo.com/mapgeo](http://www.appgeo.com/mapgeo).

AppGeo's experience extends to all of today's leading technologies: Esri, Google, Carto, MapBox, MapLarge, a variety of Open Source software and platforms, CADD and RDBMS, and Web technologies.

- 
- ✓ Reduce risk and increase return on geospatial investments
  - ✓ Take the guesswork out of annual budgeting
  - ✓ Create a steady stream of new ideas and solutions
  - ✓ Expand awareness, use, and benefits

Our **Spatial IQ™** Managed Services Program makes your job easier.

# Empowering Your GIS Team

Our managed services program is designed to make your job **easier** and your team **more effective** - from planning to execution.

With the Spatial IQ Managed Services Program your GIS Team is empowered. They can focus on core responsibilities, while benefitting from planning, training, and other forms of help from our team.

We also help you **advocate** at the highest levels of the organization to expand understanding and funding.

The Spatial IQ Managed Services Program is designed to make the entire annual process of budgeting and planning **more predictable** and **tied to ROI**.





1

Select a Tier.

2

Obtain a Quote.

3

Sign up.

Getting started with AppGeo's **Spatial IQ**™ Managed Services Program is easy.



# Three Steps

Spatial IQ package cost is scaled to your organization.

The first step is to choose a **tier** or **level of acceleration** that you seek:

**Building, Improving, or Advancing.**

Each tier directs investment into each of the building blocks of Spatial IQ but at different rates.

Once you choose the tier, we prepare a final quote.

Spatial IQ pricing does not include the MapGeo subscription and the cost of additional special projects or software licenses.



We invite you to join the community of **Spatial IQ™** subscribers.

# Jump in!

We invite you to join the Spatial IQ Managed Services Program and be one of the early adopters and beneficiaries.

Contact us at: [SpatialIQ@AppGeo.com](mailto:SpatialIQ@AppGeo.com) to get started.

See your GIS improve on all fronts. Accelerate GIS program benefits by building organizational capacity. Take advantage of new ideas and technologies. Exceed rising expectations.

**AppGeo's Spatial IQ Managed Services Program** is the new model for how enterprise GIS grows and improves.





# Applied Geographics, Inc.

[www.AppGeo.com/services/#managed-services](http://www.AppGeo.com/services/#managed-services)

Contact the AppGeo Spatial IQ Team at: [SpatialIQ@AppGeo.com](mailto:SpatialIQ@AppGeo.com)

