

# The Business Capital Nature of GIS Data Assets

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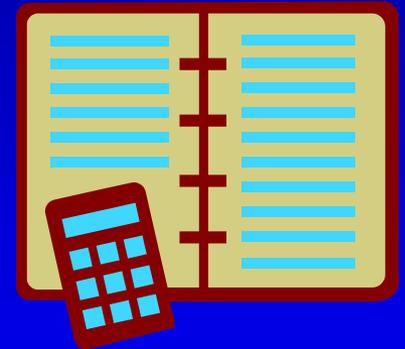
# Presentation Outline

- GIS in Context of Business Principles
- Focus on Recognizing GIS Data as a Business Asset / Business Capital
- Questions / Discussion

# The Accounting Equation

$$\text{Assets} = \text{Liabilities} + \text{Equity}$$

- Long-Term Assets – Capital
  - Infrastructure for Production
    - GIS:
      - Hardware
      - Software
      - Data
      - Metadata
      - Documentation / Procedures



# The Output Equation

$$\text{Output} = f(\text{capital, labor})$$

- Depict locations with recurring vehicular accidents (heat map).
- Show locations of fire hydrants with Last Flush Date of before 01/01/2016.
- Map locations of customers to help identify store service area.

- Accident Database
- Fire Hydrants GIS Data Layer
- Roads GIS Data Layer
- Customer Database
- Address Points GIS Data Layer
- GIS software, hardware, and procedures

- GIS knowledge, skills, and abilities.
- Subject matter knowledge / expertise.

# Net Income / ROI

Net Income = Revenue - Expenses

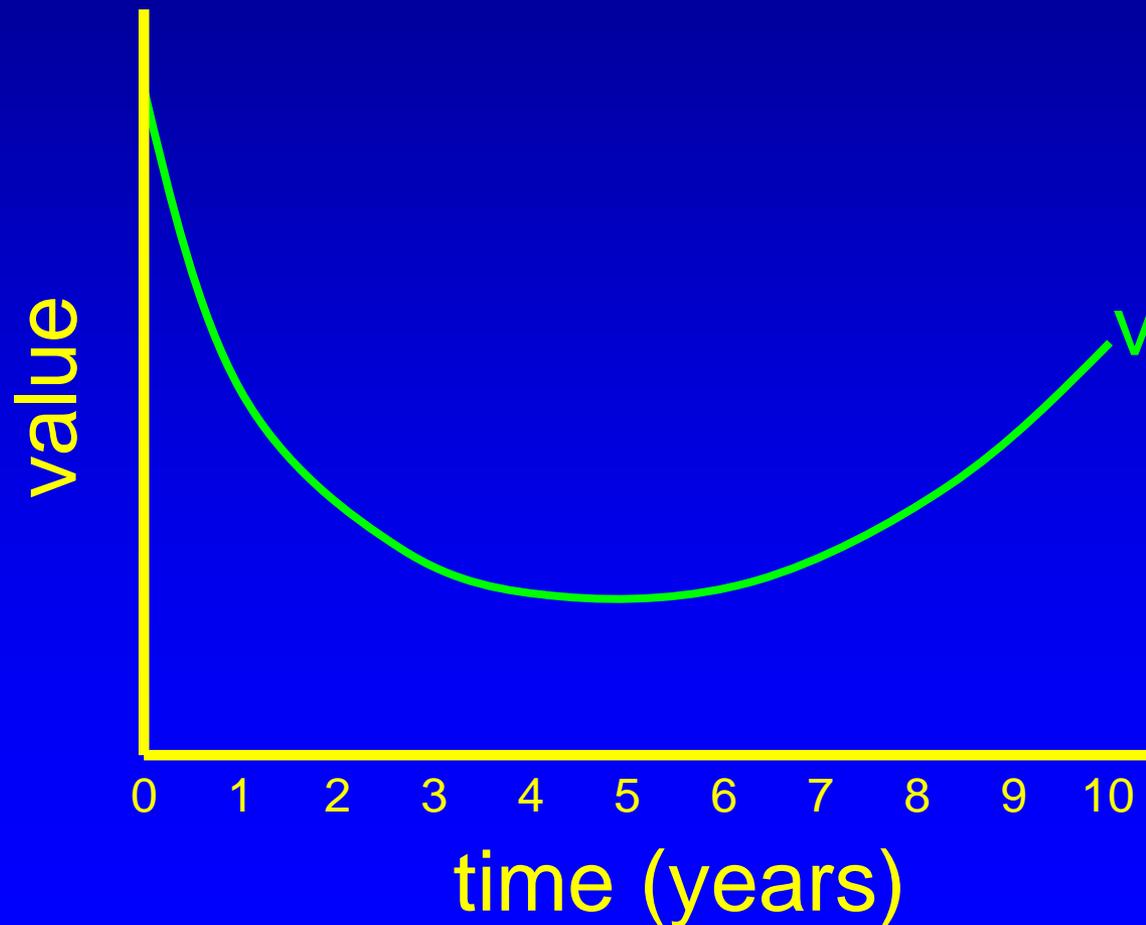
$$\text{ROI} = \frac{\text{Net Income}}{\text{Capital}}$$

- Net Income & ROI from GIS Not Easily Quantified
  - Start with Quantifiable
  - Expand to Quality of Life and Customer Service



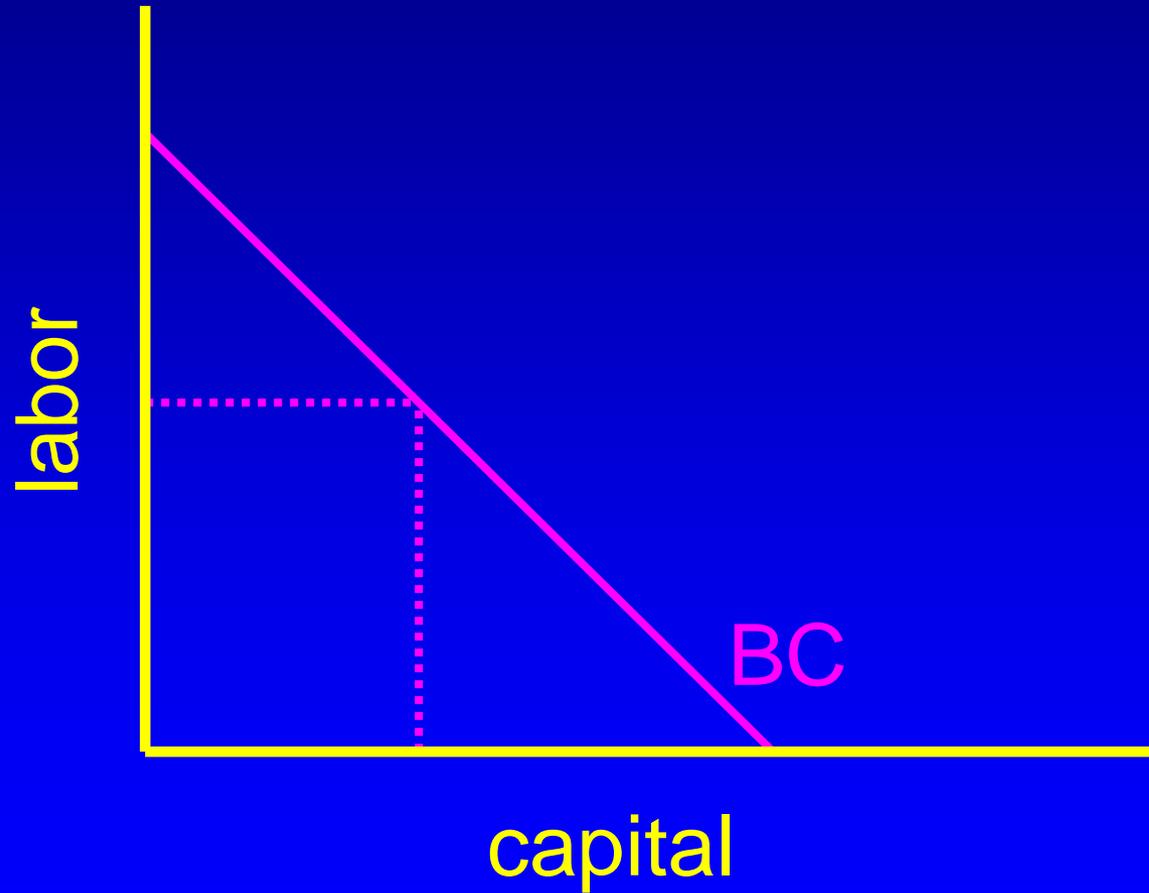
# Value of Capital Can Fluctuate

## Value of Digital Orthos\*



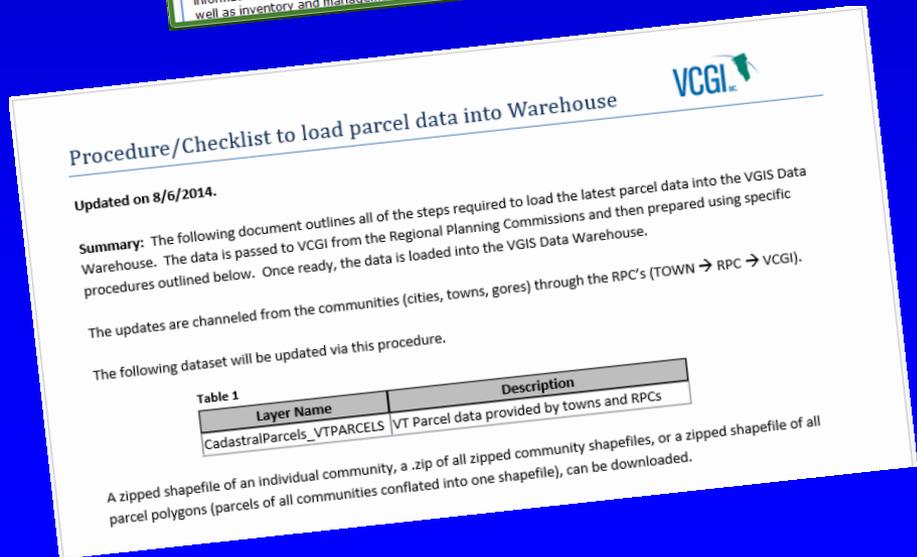
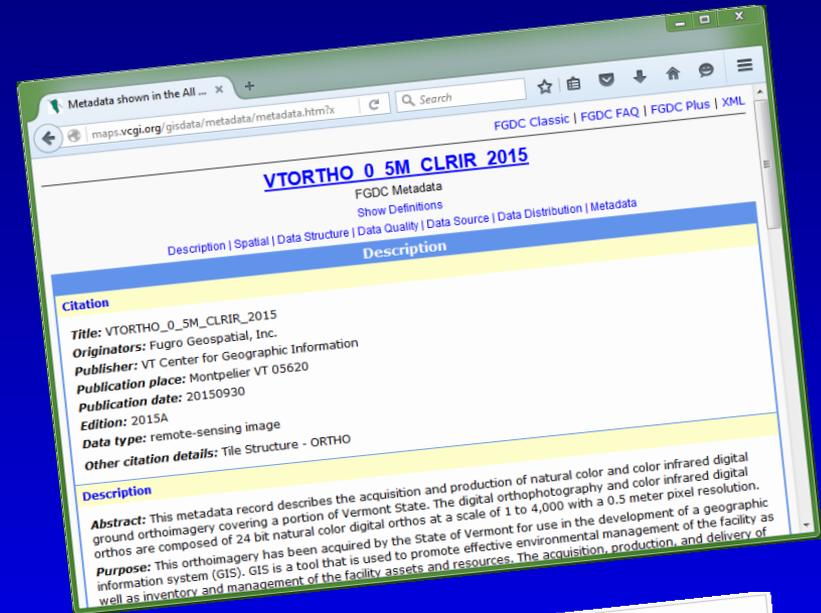
\*source of concept: ESRI presentation on Image Server, ESRI International Users Conference, 2007

# Budget Constraint



# Capital Deserves Documentation

- Metadata
- Documentation / Procedures
- Disaster Recovery / Business Continuity



# High-Quality Data and Documentation

- Infrastructure / Platform
  - Efficiencies
  - Decision Support
  - Quality of Life / Public Safety
  - Economic Development

# Assets Modeling Assets



- Street Centerline Data
  - Is Asset as Much as Pavement it Models

# Govt. GIS Assets Extend to Businesses

- Site Selection
- Routing Resources
- Marketing
- Business Strategy & Policy
  
- GIS Data – Infrastructure for Economy

# Spatial Data Infrastructure

# Questions / Discussion

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