



**LAKE
COUNTY**
FLORIDA

Leveraging Cloud Technology to Enhance Collaboration and ROI

A Case Study

Highlights

- Flexible deployment of GIS technologies
- Quick and easy dissemination of public information
- Virtually little end user training needed to create and share maps, data, and tools over the internet (cloud)

Return on Investment (ROI)

- Extend your enterprise GIS platform at no additional cost
- Robust access to Imagery which saves on storage space and hardware costs
- Collaboration contributes to better decision making, transparency, and timely data dissemination
- Data sharing of this magnitude can exponentially add value with higher return on investment (ROI) and lower total cost of ownership (TCO)

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Private and public sectors are scrambling to create efficiencies, find cost savings/avoidance and visualize choice through detailed spatial analysis. It has been the recent economic crunch that has brought unprecedented exposure and dependence on GIS technologies to deliver such benefits.

GIS technology is now becoming easily accessible to a much broad user community through cloud computing (using the internet to host computer data and software). ESRI has scaled out GIS resources and data to leverage this platform for wide scaled collaboration. It is this collaboration, that will further add exponential value to many facets of public and private industry, government, and end users alike.

Background:

Traditionally, Lake County only began within the last 10 years to really take advantage of applying technology driven solutions to outdated methods of record keeping, document storage, paper mapping, and asset tracking. Since then, Lake County GIS has been implementing new and innovative solutions using GIS technologies. One of the GIS Division's goals is to best leverage and expand the use of GIS technologies to the greatest number of end users at little or no additional cost.

The Issue:

While Lake County GIS has been successful with embedding GIS technologies within its organization, there have been some considerations to work through such as basic GIS software training for the new end users, associated software and licensing costs and several others. The recent release of the new ArcGIS Online platform through arcgis.com may be the needed solution to most of these past considerations. Lake County needs an inexpensive way to identify and create efficiencies across and within functional departments, and GIS technology is the tool to deliver many of these efficiencies.

The Solution:

Now, with the advent of the ESRI ArcGIS Online and ArcGIS Explorer Online cloud solutions we can more efficiently and effectively leverage this technology to a much broader audience. Using a web based browser that can be accessed by anyone with a computer and internet connection, GIS technologies are being leveraged to provide a much more efficient enterprise solution which contributes to enhanced customer service and better decision

making. It is now possible to put simple map creation into the hands of staff who are not necessarily trained in GIS, and reserve the highly-skilled GIS staff for more intense and pro-active activities, saving time and resources throughout the county.

Financial Return on Investment:

The return on investment is anticipated to be tremendous from several perspectives for Lake County. Cost savings/avoidance, enterprise optimization, process improvement, communications and integration, seamless collaboration, and visibility to priority projects that add value to provided services are just a few on the major benefits.

In addition, this platform has the potential to transform how GIS technologies are used by transforming how governments do business in a more proactive and transparent manner.

Such websites as [Recovery.Gov](#) and [GIS for Stimulus Reporting](#) are leveraging GIS technologies to drive decision making and enhance reporting capabilities to an unprecedented level. The strategic deployment of this technology is something Lake County is looking to do, but on a much smaller scale using ArcGIS Online.

While the traditional internal GIS infrastructure is necessary and critical to any successful enterprise initiative, we can now extend the GIS enterprise environment with little concern for additional software, hardware, or licensing expenses. This strategy would only increase the return on investment and allow the general public to actively explore and use GIS technologies. Lake County GIS attempts to add value by implementing high ROI GIS driven strategies, and is now attempting to position itself to do so again using the ArcGIS Online and ArcGIS Explorer Online cloud based solutions.

Some of Lake County GIS' tentative plans to leverage this technology include porting over several application development projects to be accomplished using ArcGIS Explorer Online in place of customized application development. This will empower the custodian department of the project to update the ArcGIS Explorer Online Application Map themselves in a timely manner, thus freeing up GIS staff time. In Lake County's case, it would allow other departments to create, edit, and share maps related to their specific function. There are tremendous Emergency Operation Center (EOC) possibilities for on the fly sharing of valuable data, such as flagging incidents, reporting damage assessments, sharing shelter site information to name just a few.

Of course, GIS technologies deliver value in many other ways to both internal and external users. This case study attempts to show how GIS driven cloud based web solutions will undoubtedly add value, and raise awareness on how much more they will be used and depended upon. Cloud based GIS technologies will deliver a collaboration platform that will spark innovation and interoperability never previously realized in the GIS industry, and there lies how and where GIS can continue to add value both globally and locally.