# Internet GIS: It's More Like Buying a Truck Than you Think!

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# What's with the Analogy?

- **Buying a new vehicle is something most of us do infrequently**
- **All you really need is to get from point A to point B, but you still want to get there with style**
- **There are a lot of options**
- **They can cost a lot of money**
- **A lot of people sell trucks…**

# Overview and Purpose

- **Help you understand your options**
- **Considerations for your existing system**
- **Specifically:**
  - **The wrong way to buy a "truck"**
  - **The right way to buy a truck**
  - **The components of your new truck**
  - **Financing options**
  - **Periodic maintenance schedule**

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# The Wrong Way to Buy a Truck

- **The Gee Wiz Factor**
- You haven't thought much about the kind of truck you want, you just want one
- Your neighbors have a cool truck, and you want what they have

# The Wrong Way to Buy a Truck

- **Failing to do your research**
- **Looking at trucks when you really need a car**
- **Forgetting why you want a new truck in the first place**

**"How much are you looking to spend?"**

**"We have some great deals running this month!"**

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# The Right Way

- **What do you want to get out of your truck? (your business needs)**

- **What do you want want to haul? (your audience, and what they need)**

- **How much are you able to spend? (your budget)**

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# The Right Way

- **Ask your friends about dealers they trust (references)**

- **Is your spouse okay with you buying a new truck? (politics)**

- **Buy or lease?  (In-house vs. hosted)**

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# Components of a Truck

- **Engine (ArcIMS)**
- **Fuel (data)**
- **Body Style and Seating (web application)**
- **Accessories (custom mapping tools)**
- **The Chassis (development environment)**

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# The Engine

- **Without it, nothing else works**
- **ArcIMS is the engine of your Internet GIS solution**
- **A truck with no seats, no body, no steering wheel is useless**

# The Fuel

- **Without fuel, your engine doesn't run**
- **<u>Data</u> are the fuel to your Internet GIS solution**
- **Like gas, data can be expensive**



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# Body Style, Seating, Steering

- **Internet GIS application**
- **Potential drivers see the body first, not the engine**
- **Without a steering wheel, the truck is useless**

# Body Style, Seating, Steering

- **If the seats are uncomfortable, it doesn't matter how cool your engine is**
- **Applications can change even though the stuff under the hood is the same**

# Optional Accessories

- **Running boards and a topper add functionality**

- **Custom tools make your application easier to use**

- **Running boards are easier to bolt on when holes are already drilled in the chassis**

# The Chassis

- **Your whole truck relies on a stable chassis to hold it together**
- **Methods you use to build applications**

# The Chassis

- **Templates**
  - **ESRI HTML Template**
  - **Custom ASP**
- **Frameworks**
  - **Moxi Media**
  - **MapDotNet**
  - **GeoPrise.NET**
  - **Taylor Technologies RIT**
  - **GeoCortex**

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# The Chassis

- **Template**
  - **Where we all start!**
  - **HTML and JavaScript from Designer**
  - **Each application is an "island"**
- **Framework**
  - **Shared code and tools**
  - **Shared graphics**
  - **Based on server-side technology (ASP,JSP)**
  - **Used to rapidly deploy new applications**
  - **Easy to plug in new custom tools**

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# Financing Options

- **Buy?**
  - You purchase ArcIMS
  - Maintain everything on your own servers
  - Less expensive over long haul?

- **"Lease?"**
  - Pay a monthly hosting fee
  - Typically, consultant creates an application for you
  - Hosted on their infrastructure
  - Quickest, cheapest way to start

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# Periodic Maintenance Schedule

- **Do you change the oil in your truck?**
- **Everyday administration**
- **Web Statistics**
- **Spatial Statistics**
- **Server Monitoring**
- **Bug fixes**
- **Software maintenance**

# Summary

- **Know your options**
- **Budget for Application design and development**
- **Look past your own bottom line**
  - Intangibles are hard to factor into the cost/benefit analysis
  - Benefits to citizens
  - Economic development for your community?
- **Get your staff the right training**

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# Trucks are more fun than you think...



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