GIS Gold Rush

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Richard Gehres

- Maximizing payback is a goal of a corporation

- GIS, mobile tech, and all other technologies continue to grow and develop

- Results/Expectations: faster, better, cheaper services & results

James Whitacre

- Mobile support: field data collection via mobile, mobile-ready web mapping apps, geo database development & optimization for mobile web GIS tools, troubleshooting mobile tech into GIS project workflows

- GIS is an interdisciplinary tool, even though geography generally holds the academic side

- GIS provides more information and more analysis from your data

Blake Giles

- Worked with State Farm mobile technologies that ended up being implemented

- New area of expansion: prediction models/advanced analytics based on those codes and an entirely collateral area to their original business plan. GIS is a new way to get big value out of current data.

Q&A

Q: What's the distinction between location data and GIS data?

A: Simple location data is contained/simplified GIS. What you do with the data makes GIS powerful and valuable.

Q: What is the difference between tabular & spatial data?

A: Spatial data really is understood. Patterns can be found through GIS. Our brains can analyze better with spatial data when they're visualized.

Q&A

Q: GIS existed on desktops 1st. Are GIS mobile apps quantitatively different?

A: Yes. Flexibility is key to mobile apps, especially going to the customer. Business people are not tied to the office.

Q: Are most GIS development being done on iOS, Android, or something else?

A: User experience needs to be great, so you do that however you best can, whether that be native iOS/Android or something else. GIS mobile focuses on being cross-platform.

Q&A

Q: What is the state of mobile GIS?
A: Mobile setting is not great for GIS analysis. GIS is not mobile first. GIS software is robust, whereas mobile needs to be more focused.

Q: What is the business in GIS?
A: A good UX adoption means more data collected for the business. Businesses carry over to efficiency, and mobile is an easy way to add efficiency.