

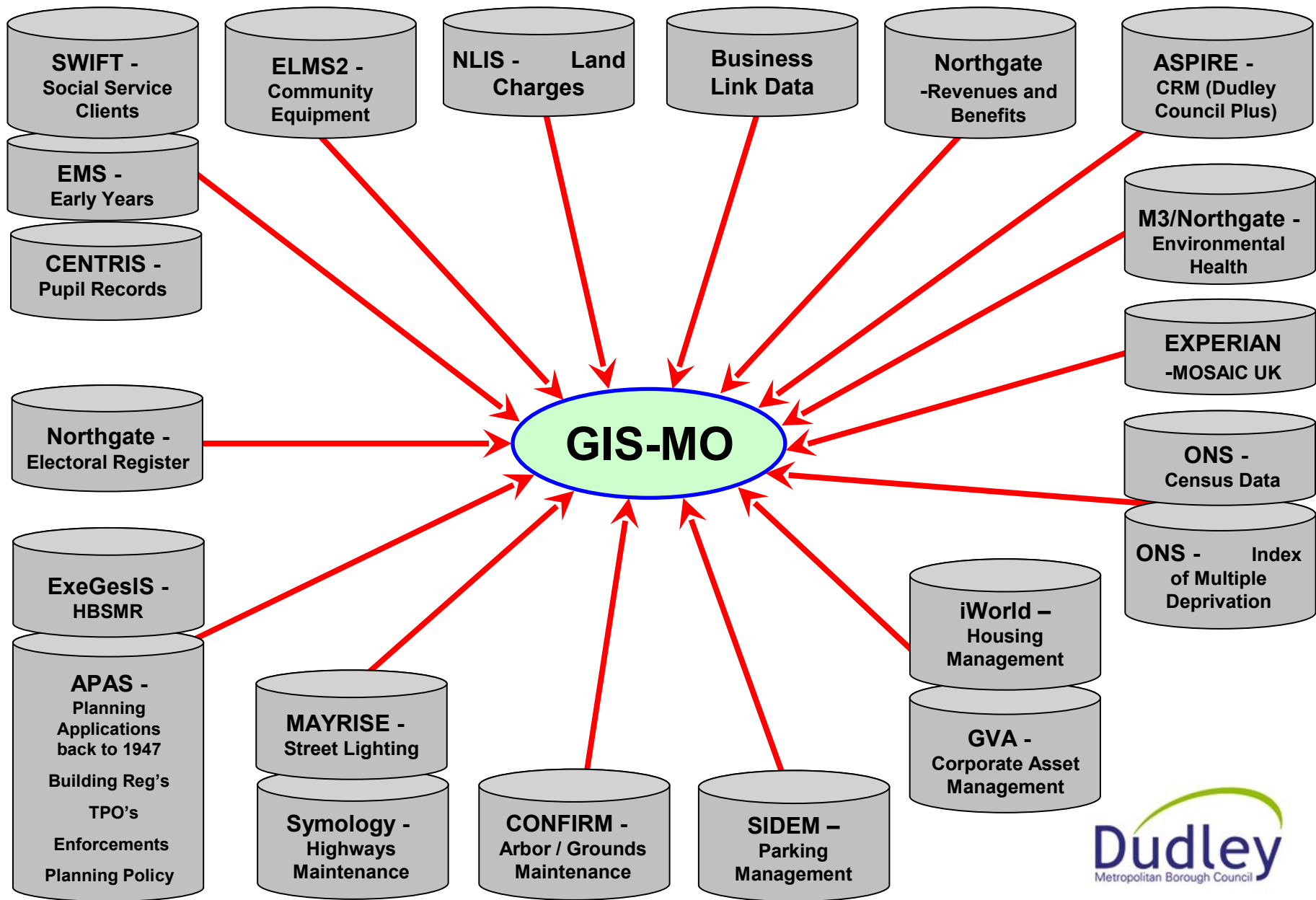
# **GIS-MO**

**(Getting Information Simply – Mapping Online)**

## **Dudley's SDI ?**

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# In the Beginning

- Underpinned by a strong single corporate GIS policy
- Low-key launch – used previously unavailable access to Electoral Register as key selling point
  - Has informed change in Electoral Registration business processes
  - Additional GIS-MO functionality developed in response to specific requirements

# The Importance of Branding

- Branding is corporate in nature, not emphasising ICTS role
- Makes the underlying technology and data sources transparent
- Helps evolve strong awareness
- Extensible – launch new products under the GIS-MO brand
- The brand and interface will mask any changes in the underlying technology

# Informing Change

- GIS-MO has informed changes in business processes through
  - Access to new information
  - A new way of accessing existing information
- Supporting evidence-based decision-making

# Supporting Transformation

- Front office processes and integration with back office applications



**Location:**

Find Property

Find Other...

claughton

Check Streets/Towns

Email current location

**Background:**

Map

Airphoto (2007)

Black and White  Lighter

**Overlay Data:**

None

Electoral

**Environment**

- Land Use
- Sites & Monuments
- Grounds Maintenance
- Recycling Sites
- Street Cleansing Bins**

Highways

Land & Property

Planning

Service Delivery Areas

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Mouse Easting: 395131    Mouse Northing: 290507    Scale 1:1332

# Supporting Transformation

- Front office processes and integration with back office applications
- Meet the needs of the citizen and businesses rather than the needs of government – get to know your customer



# Customer Insight

- You already know which of your services they use
- Where they live will give some insight into their demographic profile using sources such as:
  - Census
  - Local Authority and partner data
  - Commercially available profiling data e.g. Experian's MOSAIC™
- Are there services that would benefit the customer but are not taken up?

# Moving Forward

- Business imperative – to reduce current holdings of over 2 million spatial records by removing data replication and introducing smarter data structures and processes

Business needs will drive – with one eye on DNF, Inspire, etc