

Singapore Management University

Institutional Knowledge at Singapore Management University

Research Collection School Of Computing and
Information Systems

School of Computing and Information Systems

9-2013

The Myths of G-Tech for Business Decision Making

Tin Seong KAM

Singapore Management University, tskam@smu.edu.sg

Follow this and additional works at: https://ink.library.smu.edu.sg/sis_research



Part of the [Asian Studies Commons](#), [Databases and Information Systems Commons](#), and the [Geographic Information Sciences Commons](#)

Citation

KAM, Tin Seong. The Myths of G-Tech for Business Decision Making. (2013). *Asia Geospatial Forum*, 24-26 September 2013, Kuala Lumpur.

Available at: https://ink.library.smu.edu.sg/sis_research/2098

This Presentation is brought to you for free and open access by the School of Computing and Information Systems at Institutional Knowledge at Singapore Management University. It has been accepted for inclusion in Research Collection School Of Computing and Information Systems by an authorized administrator of Institutional Knowledge at Singapore Management University. For more information, please email cherylds@smu.edu.sg.

The Myths of G-Tech for Business Decision Making

Dr. KAM Tin Seong

Associate Professor of Information Systems (Practice)

School of Information Systems

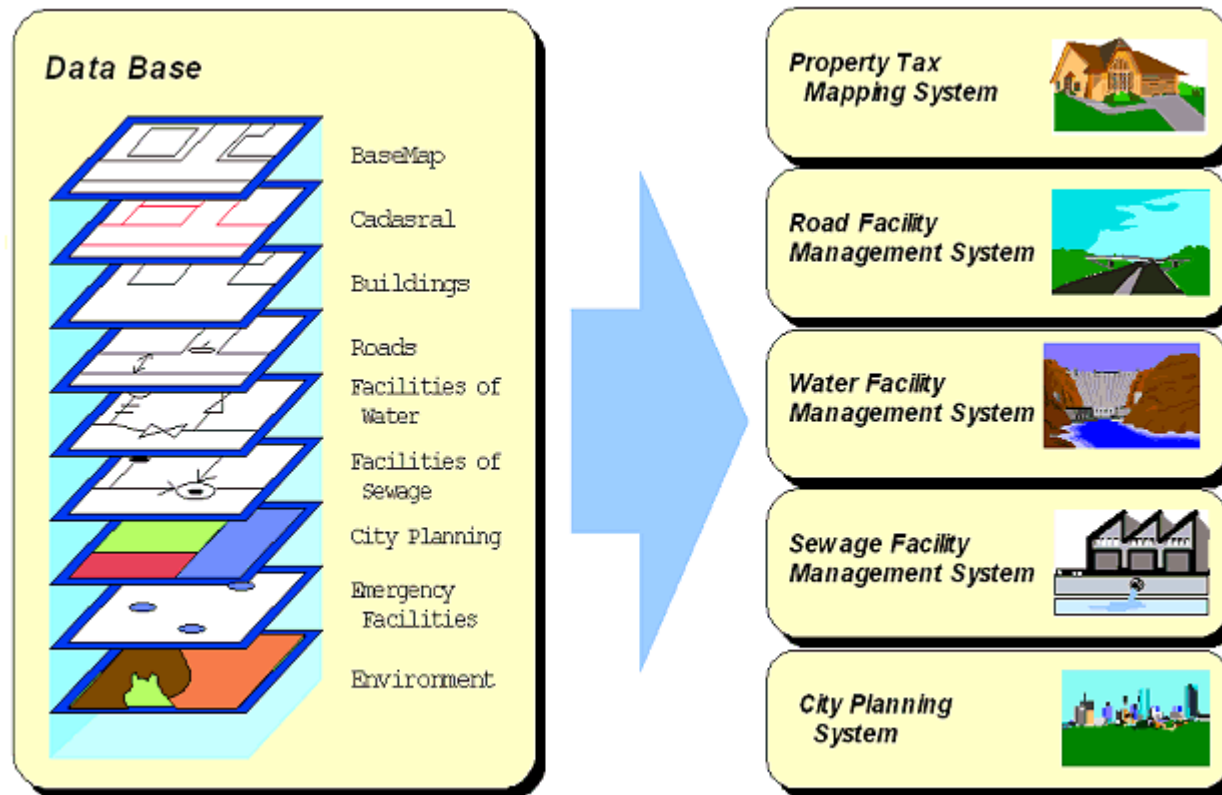
Singapore Management University

Content

- Three myths of enterprise GIS for business
- Geospatial analytics for business intelligence curriculum
- Enterprise Geospatial Business Support Systems in action

Myth 1: GIS is special

- Focus on integrating several GIS projects/systems into an unified one.



Source: <http://proceedings.esri.com/library/userconf/proc98/proceed/to400/pap363/p363.htm>

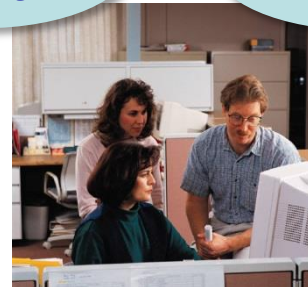
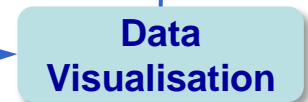
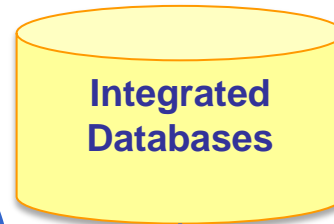
Enterprise GIS - Business centric view

- Focus on integrating geospatial data with other business data

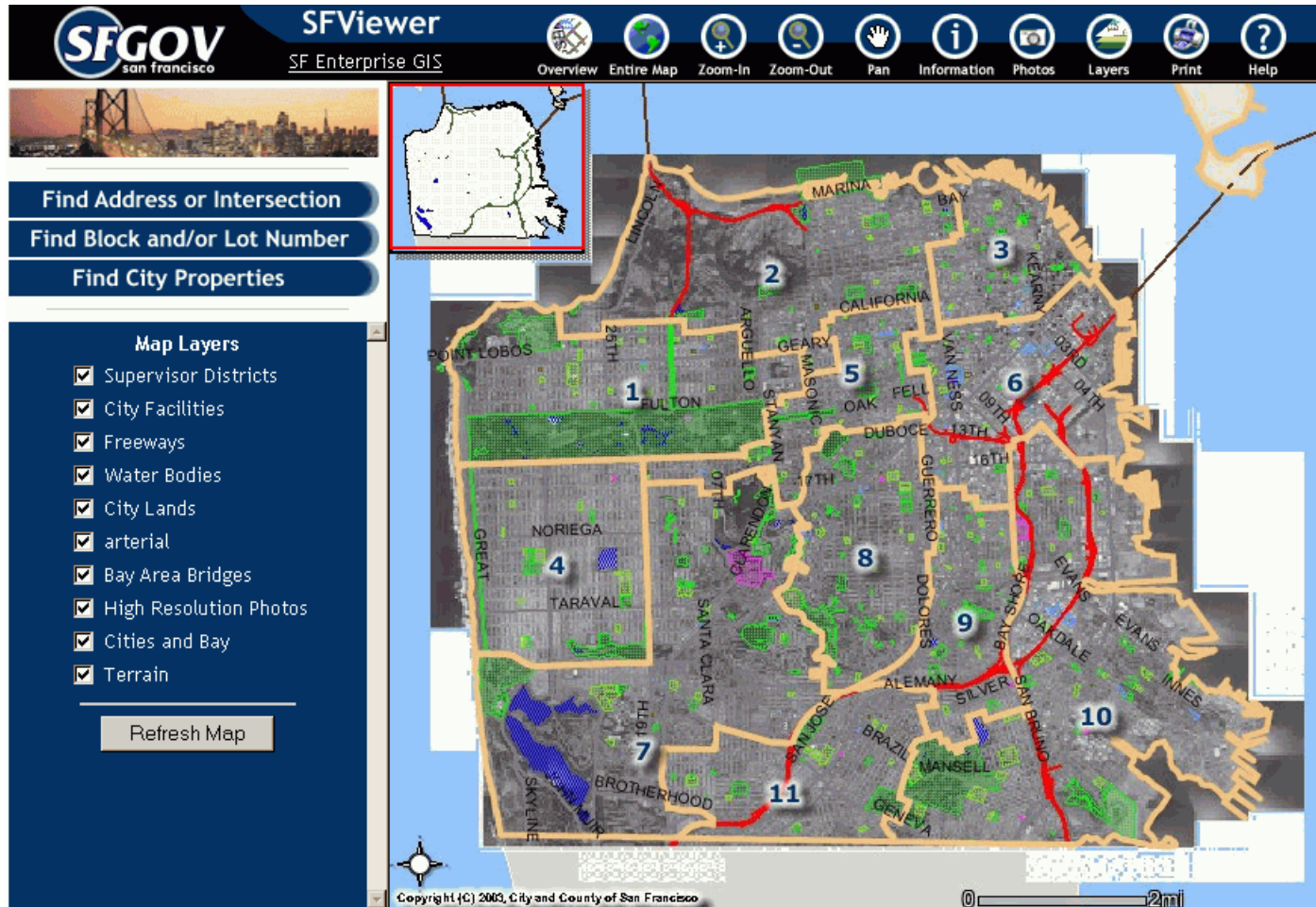
Real world Subsystems



Decision Makers

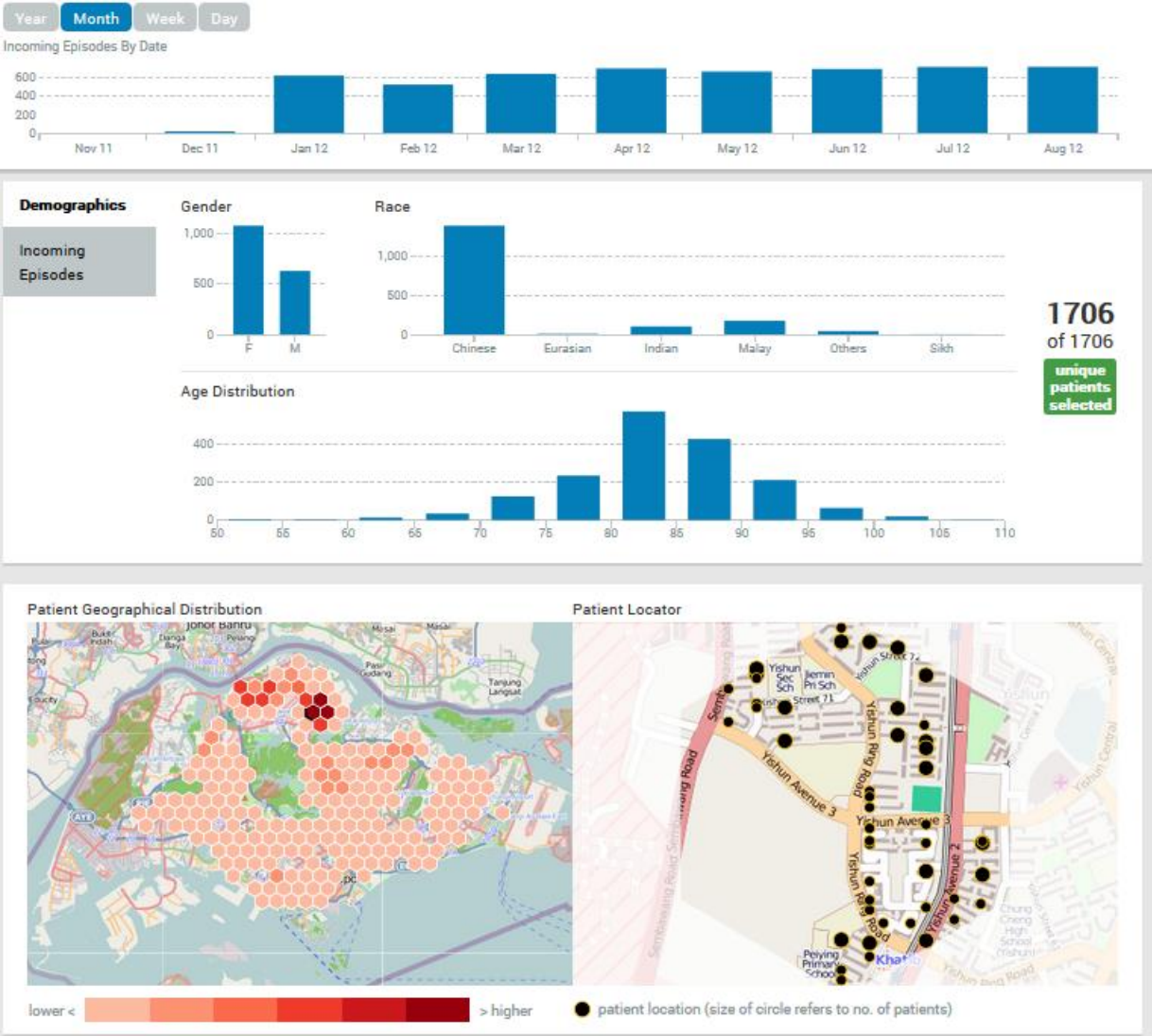


Myths 2: Businesses need GIS map

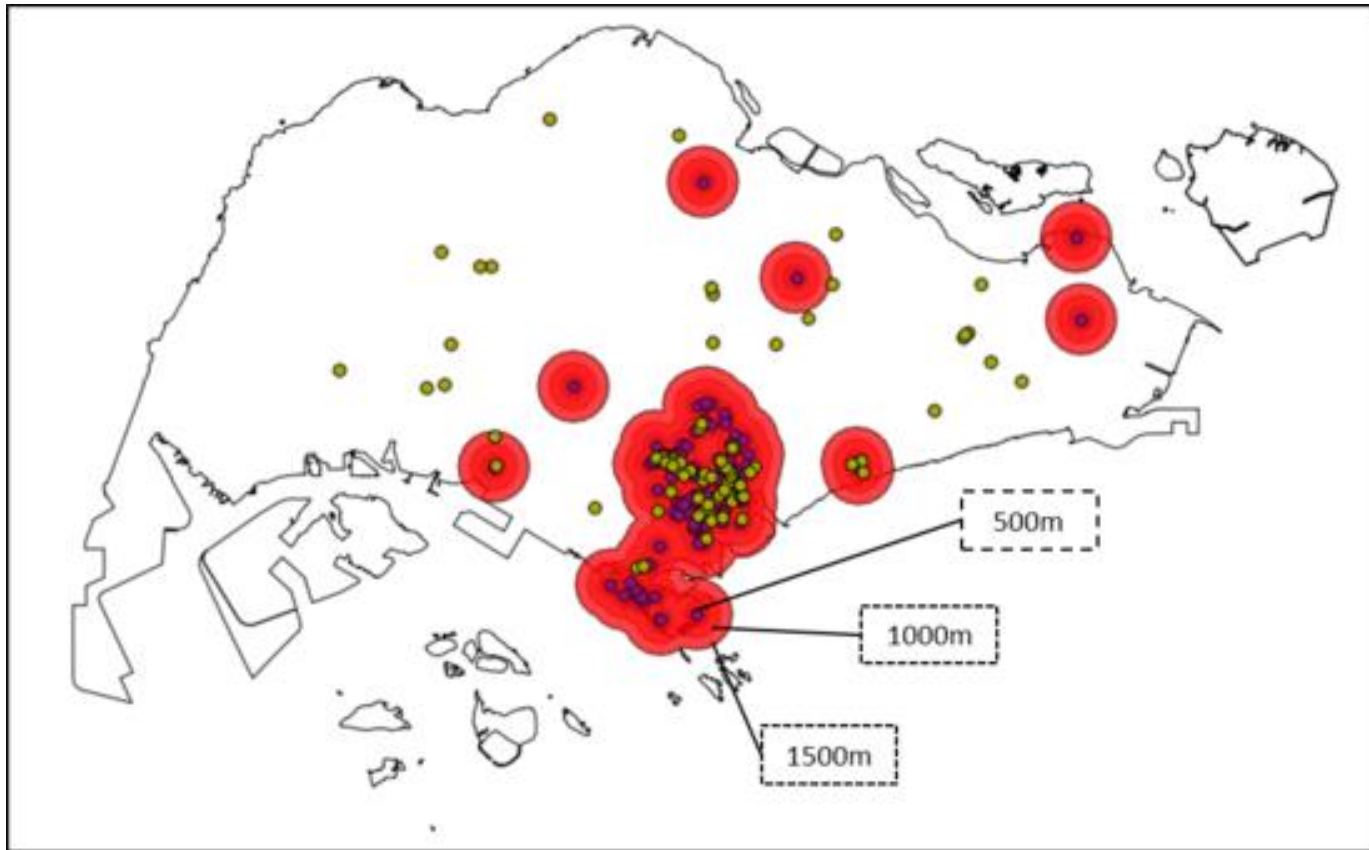


Source: <http://www.directionsmag.com/articles/san-franciscos-enterprise-gis-forward-thinking-and-politically-correct/123814>

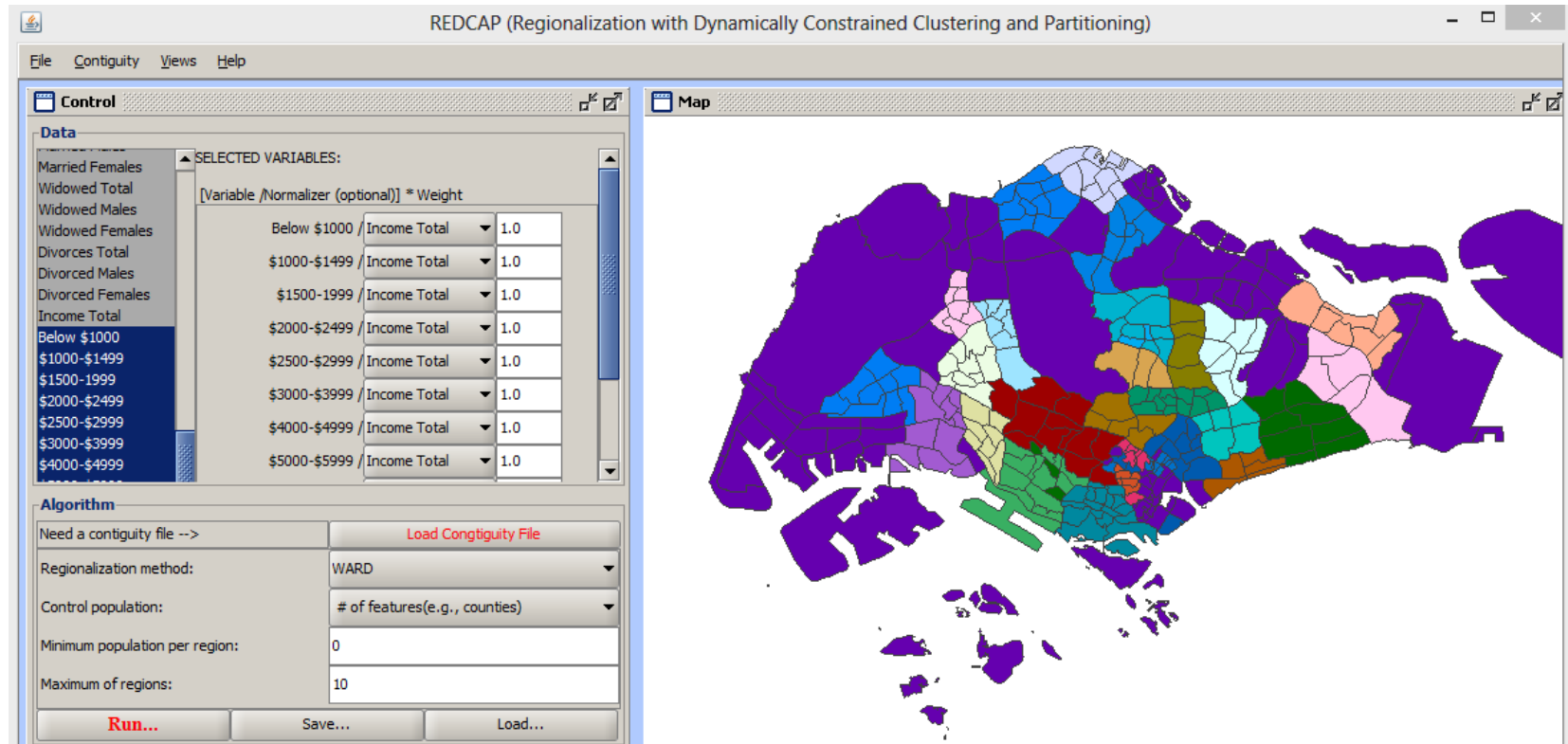
Businesses need Geospatially-Enabled Dashboard



Myth 3: Businesses need GIS analysis



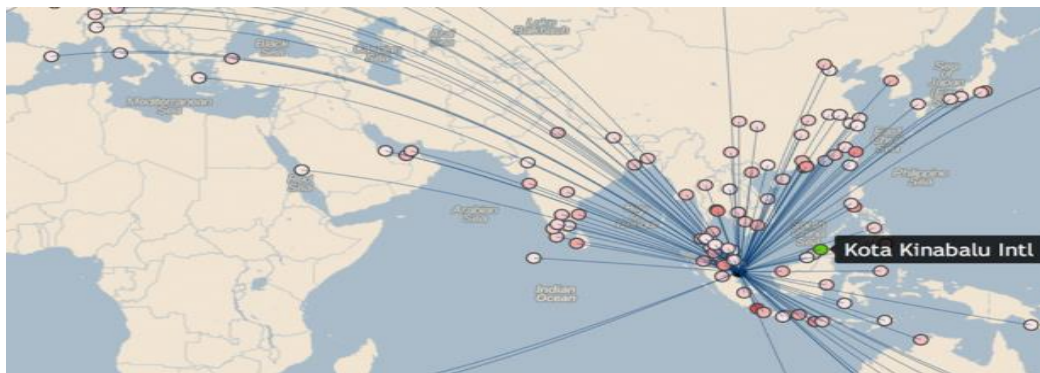
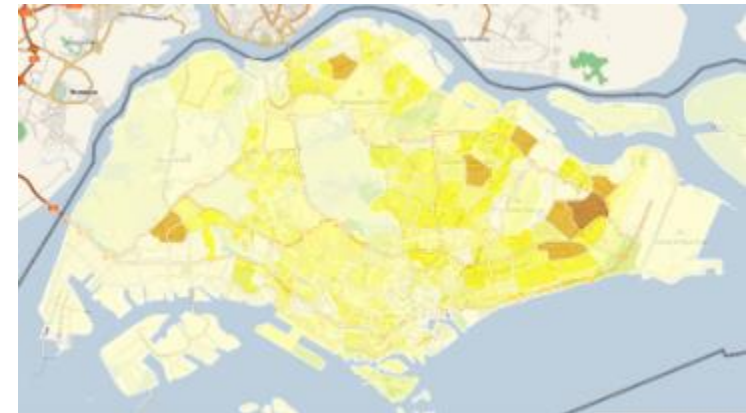
Businesses need spatial data mining techniques



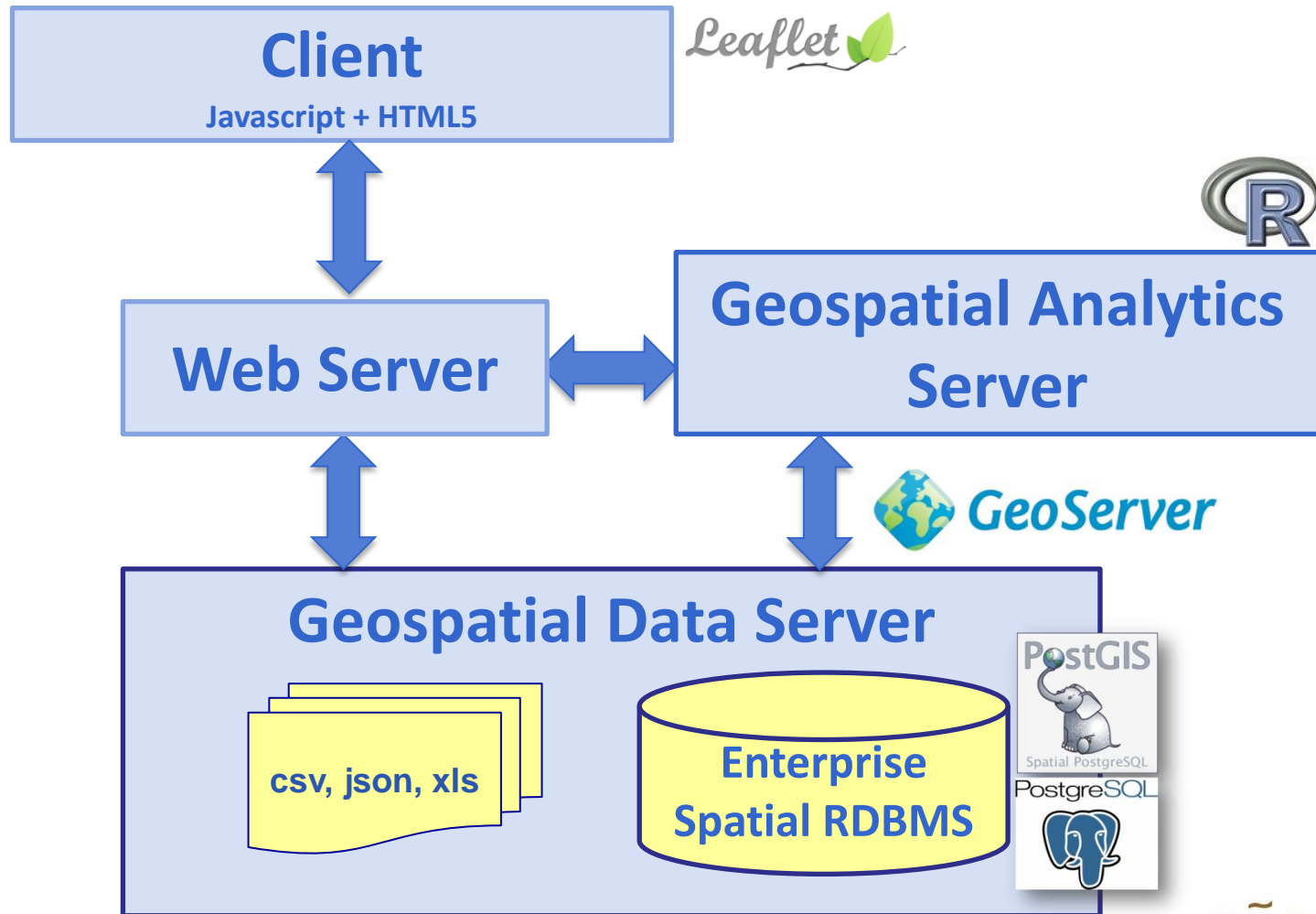
Our humble initiative [\(https://wiki.smu.edu.sg/1213t2is415g1/Main_Page\)](https://wiki.smu.edu.sg/1213t2is415g1/Main_Page)

- Geospatial Analytics for Business Intelligence

Concepts and Theories of GIS	In-class Hands-on Exercises	Class participations/Wiki discussions	Assignments	Geospatial Application Project
Geospatial Data Repositories				
GeoVisualization and Thematic Mapping				
Geospatial Analytics				
Geospatial Web: Technologies and Applications				
Implementing and Managing Geospatial Application Systems				



GABI Architecture



Enterprise data problems

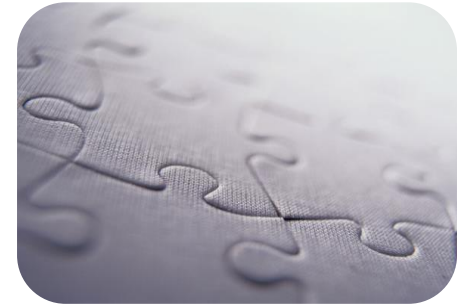
- Data rich, information poor



Non-standardized naming conventions



Fragmentation and data inconsistency



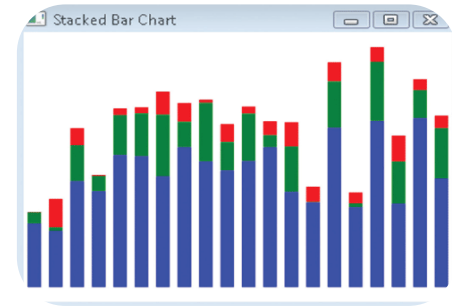
No integrated system to allow analysis



No proper workflow to consolidate data

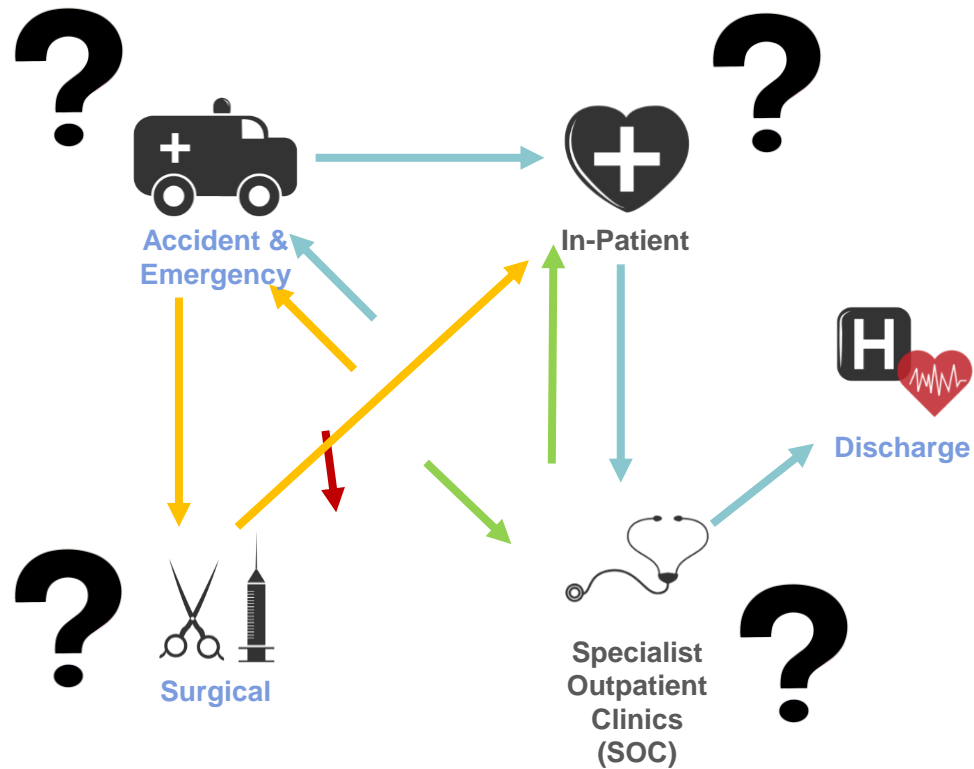


Inefficient and time wasting

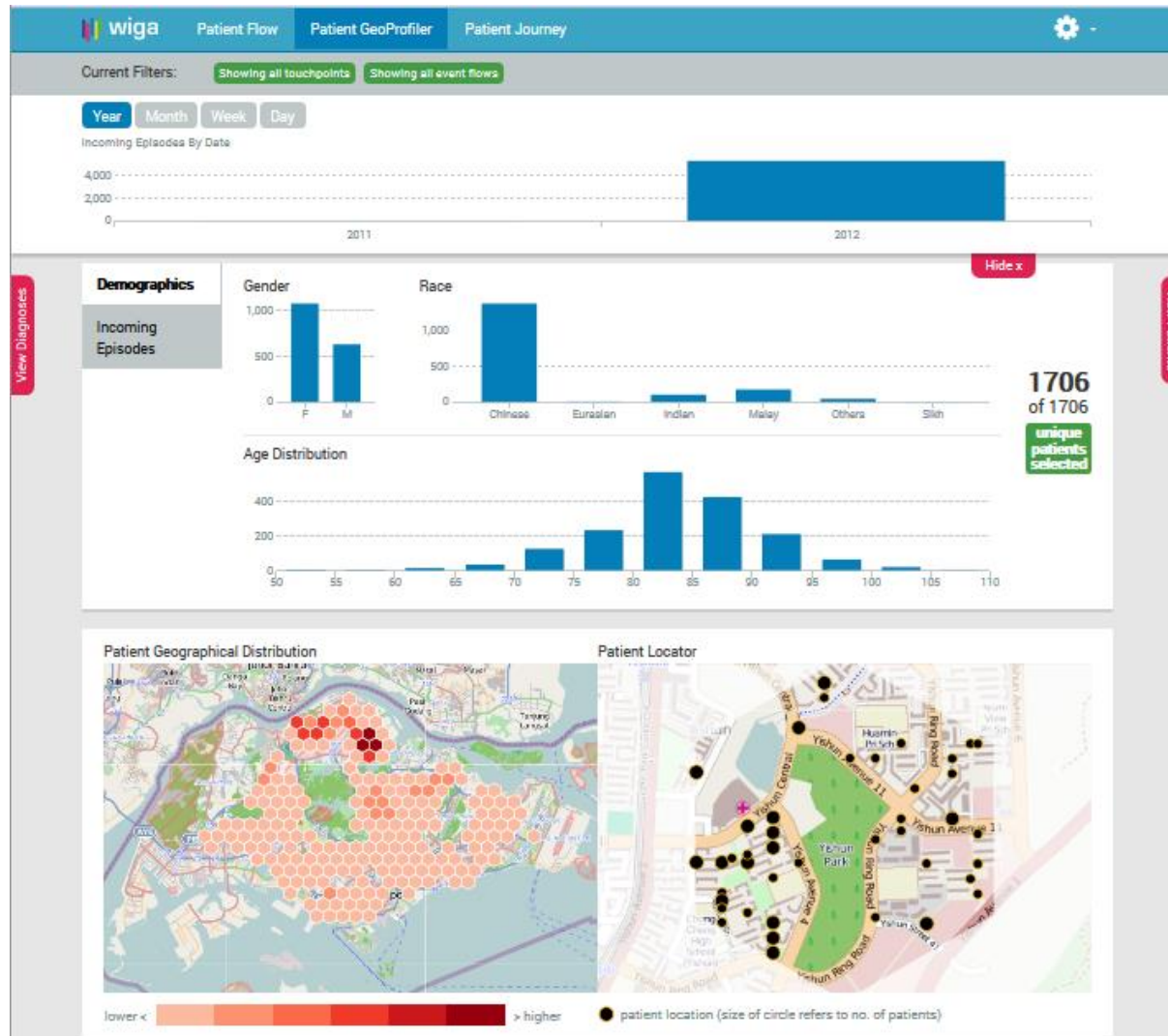


Static & Ad-hoc Reporting

Multi-departments point of contact



It's show time!



In conclusion

- Businesses need enterprise decision support systems with geospatial-enabled analysis.
- G-technology is part of the enterprise information system.