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The Myths of G-Tech for Business Decision Making

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The Myths of G-Tech for Business Decision Making

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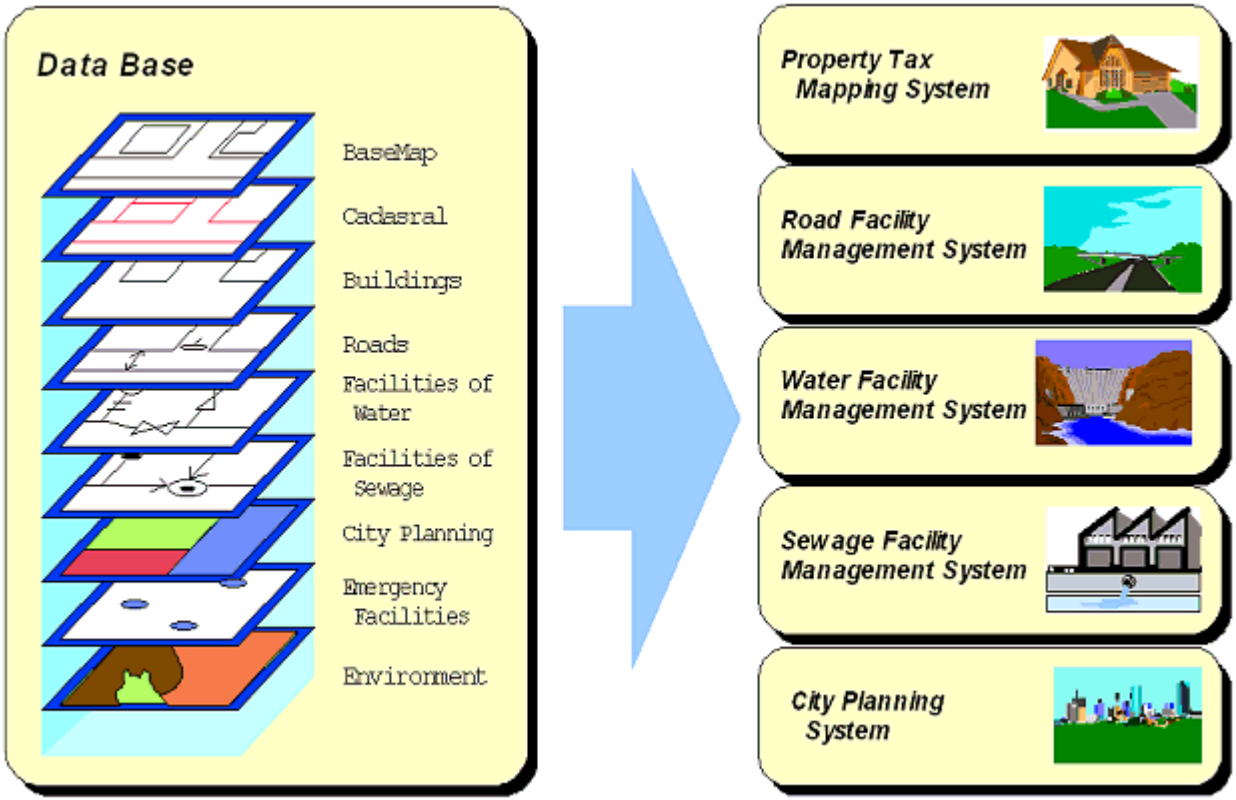
Content

- 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

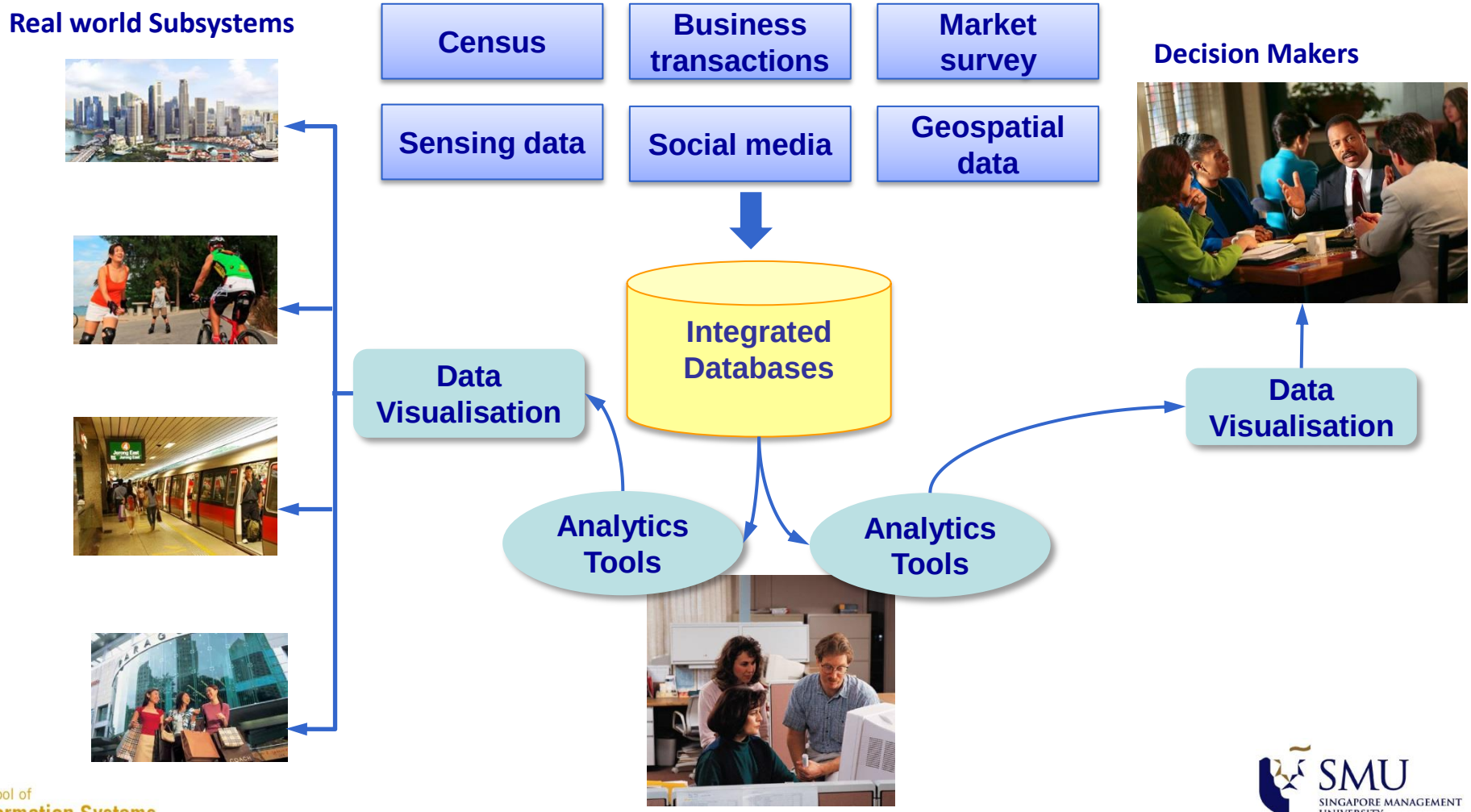
- Focus on integrating several GIS projects/systems into an unified one.



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

Enterprise GIS - Business centric view

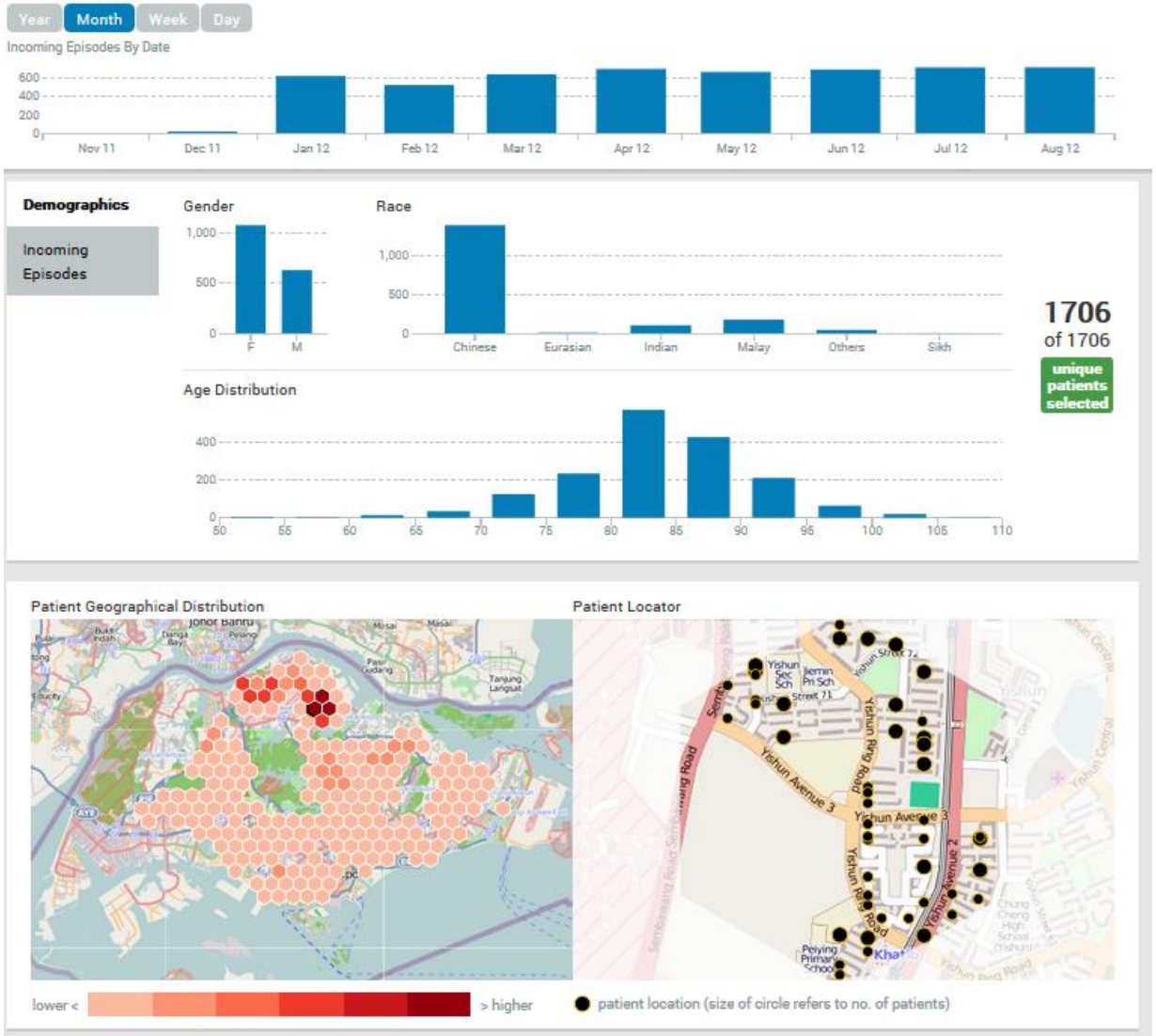
- Focus on integrating geospatial data with other business data



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



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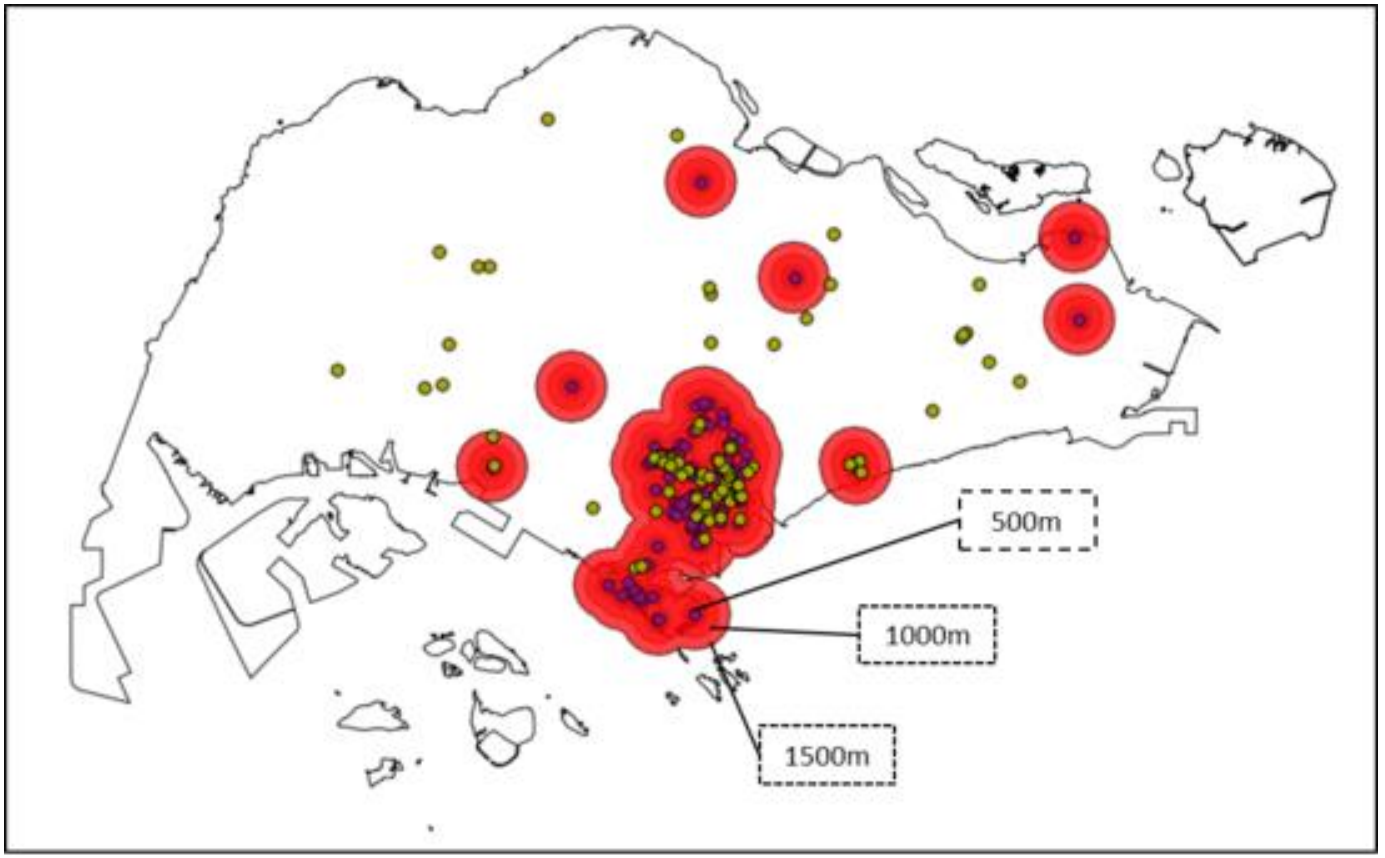
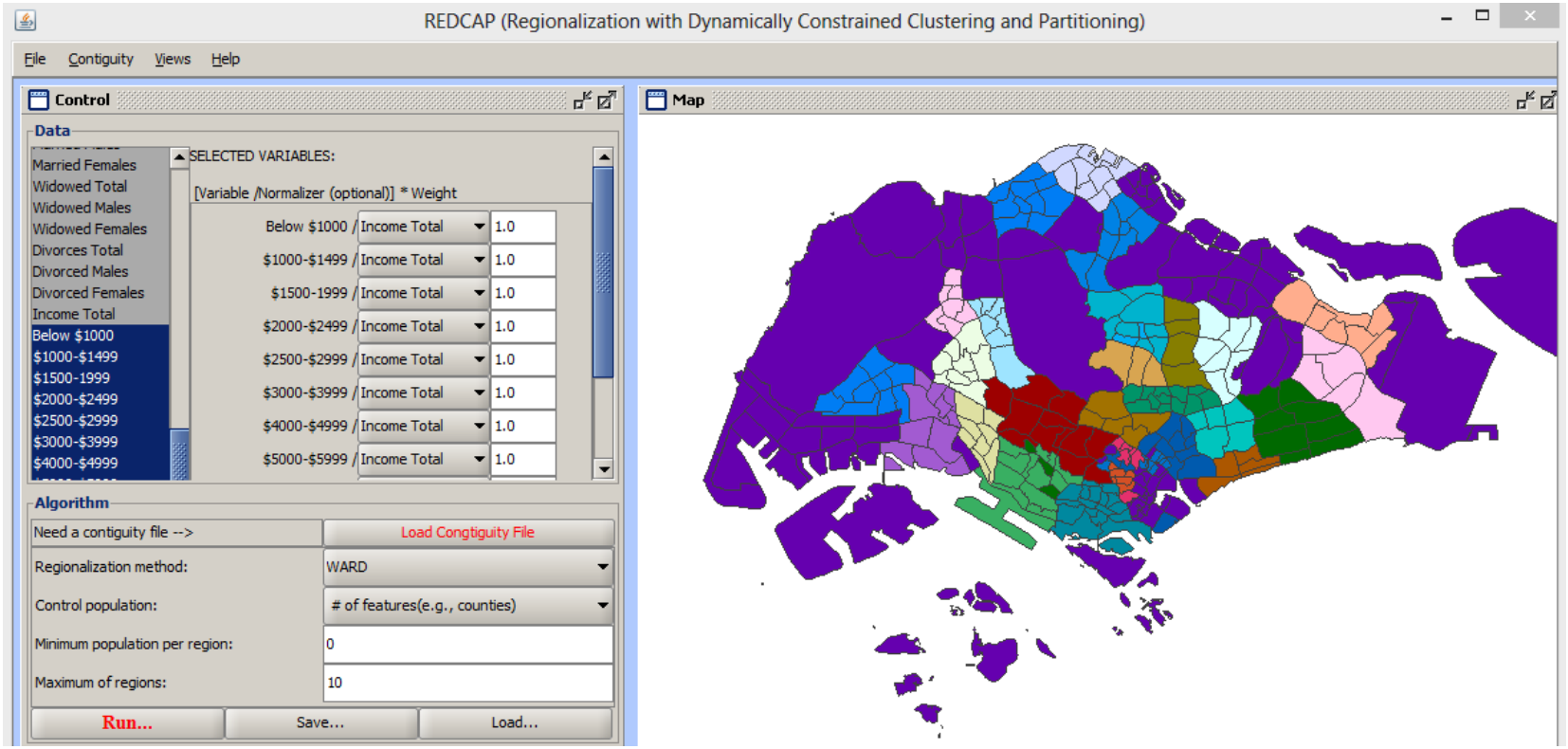
Myth 3: Businesses need GIS analysis



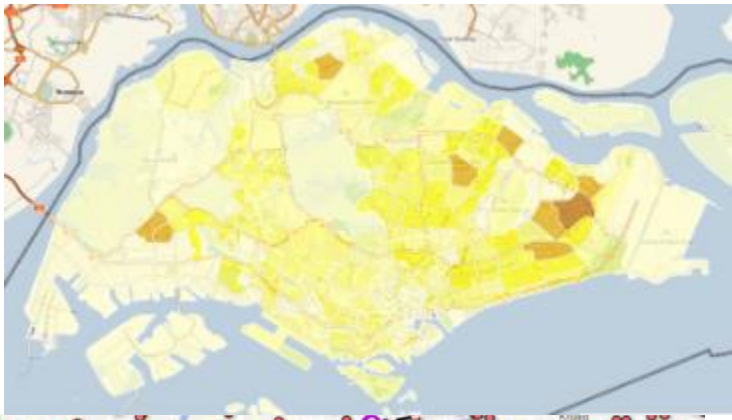
Businesses need spatial data mining techniques

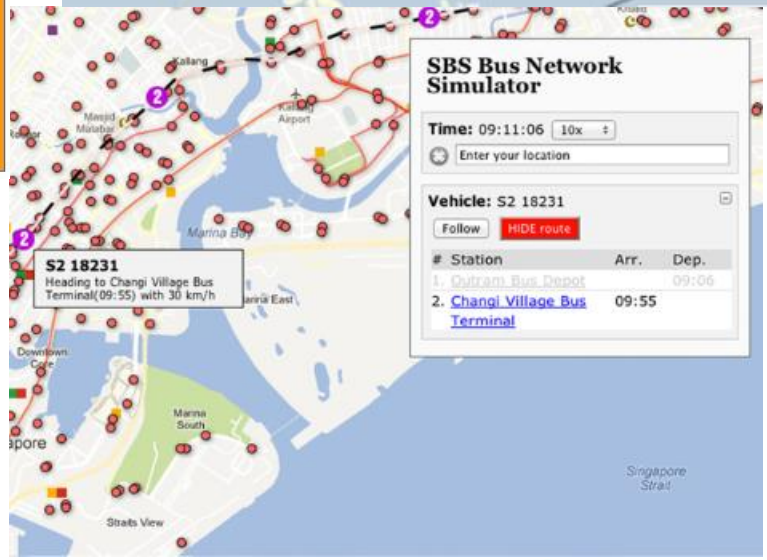


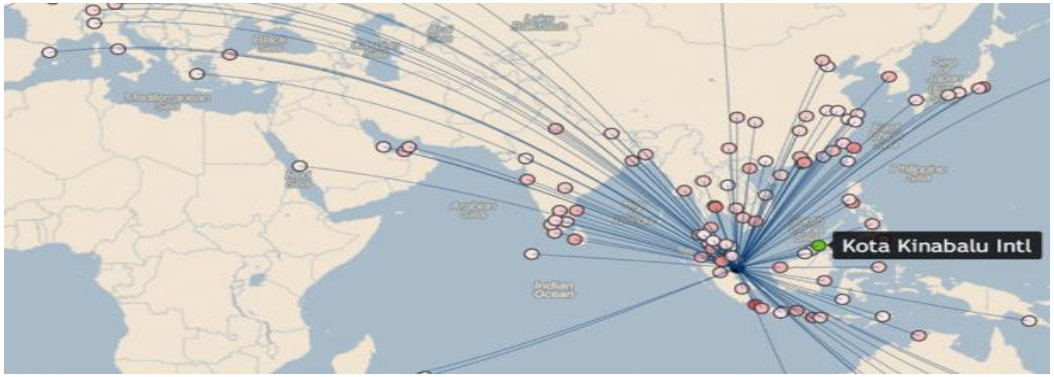
Our humble initiative (https://wiki.smu.edu.sg/1213t2is415g1/Main_Page)

- Geospatial Analytics for Business Intelligence

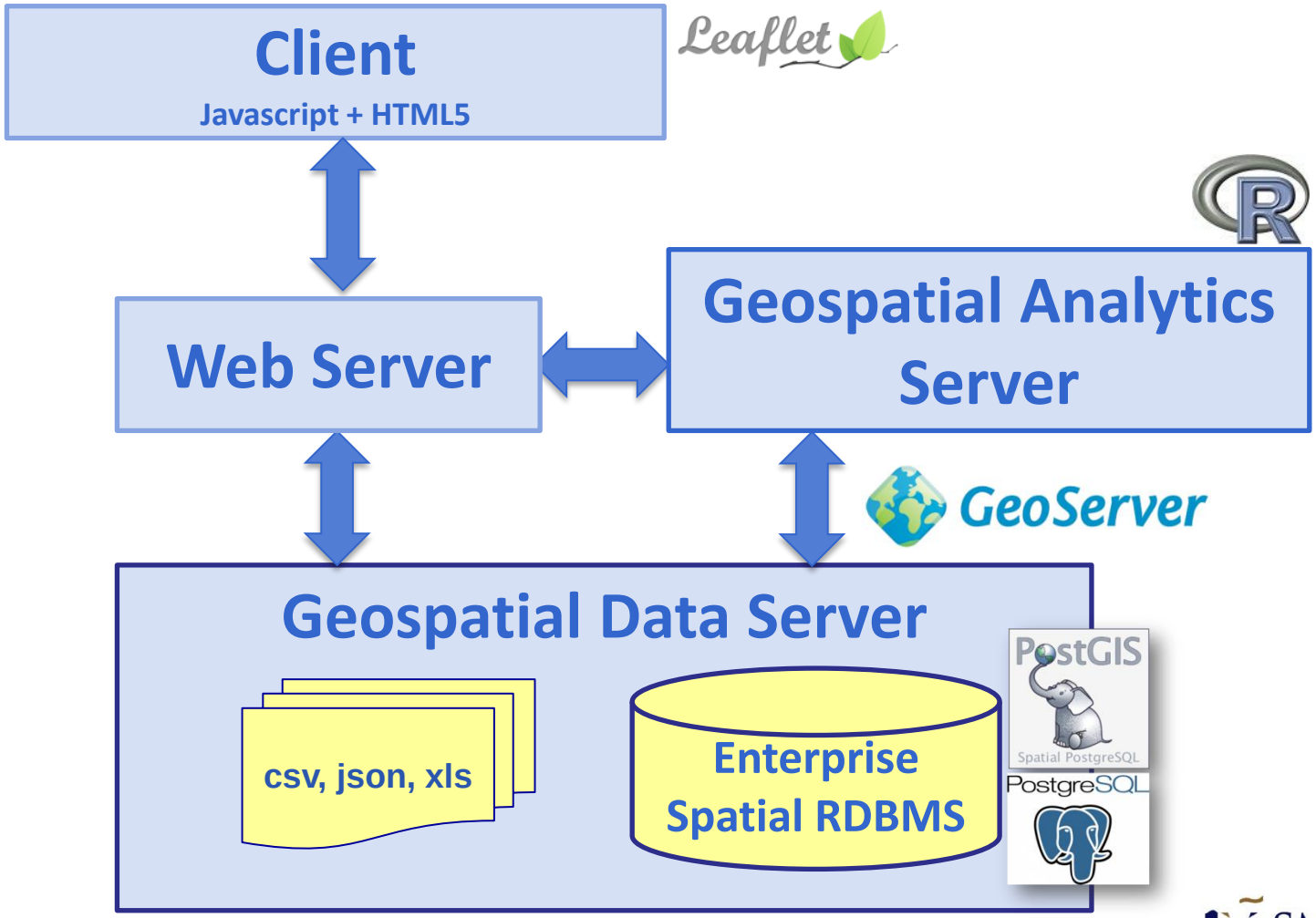
Concepts and Theories of GIS	In-class Hands-on Exercises	Class participations/Wiki discussions	Assignments	Geospatial Application Project
Geospatial Data Repositories				
GeoVisualization and Thematic Mapping				
Geospatial Analytics				
Geospatial Web: Technologies and Applications				
Implementing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







GABI Architecture

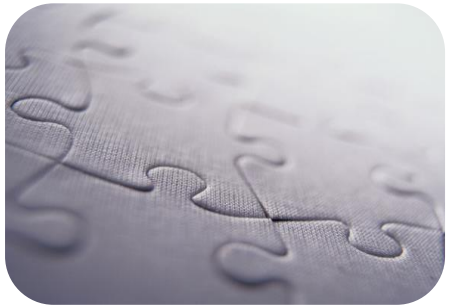


Enterprise data problems

- Data rich, information poor

Non-standardized naming conventions

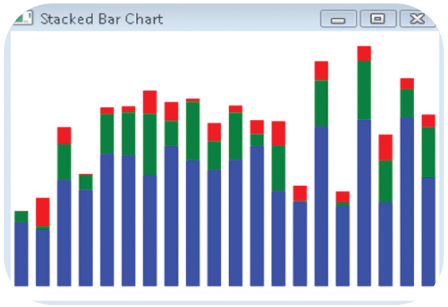
Fragmentation and data inconsistency



No integrated system to allow analysis

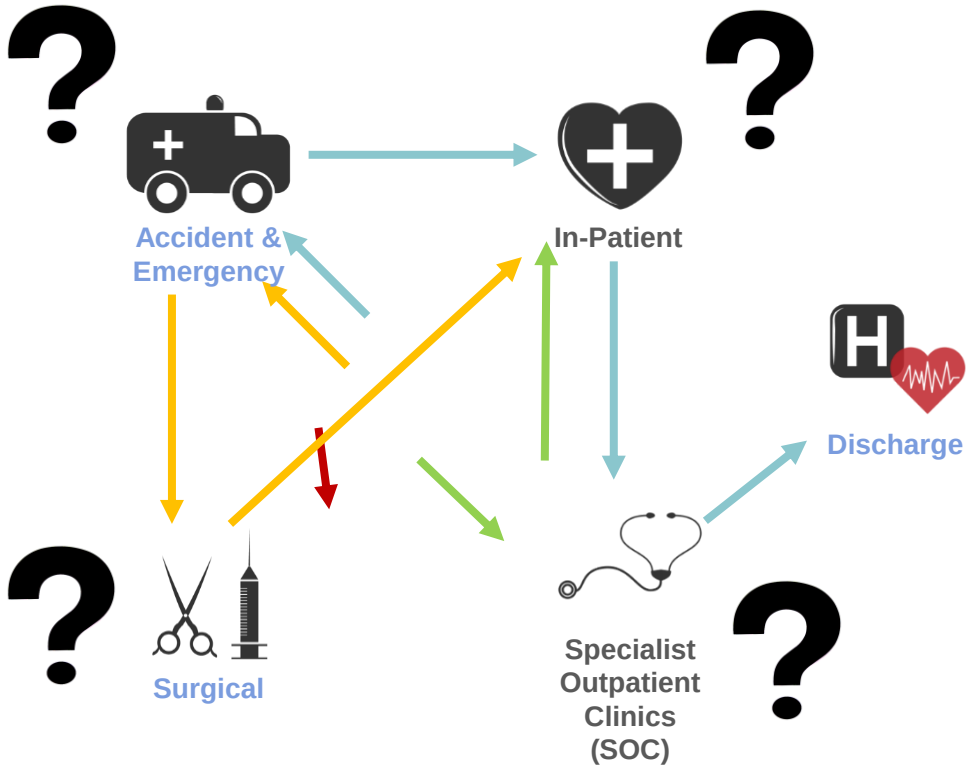
No proper workflow to consolidate data

Inefficient and time wasting

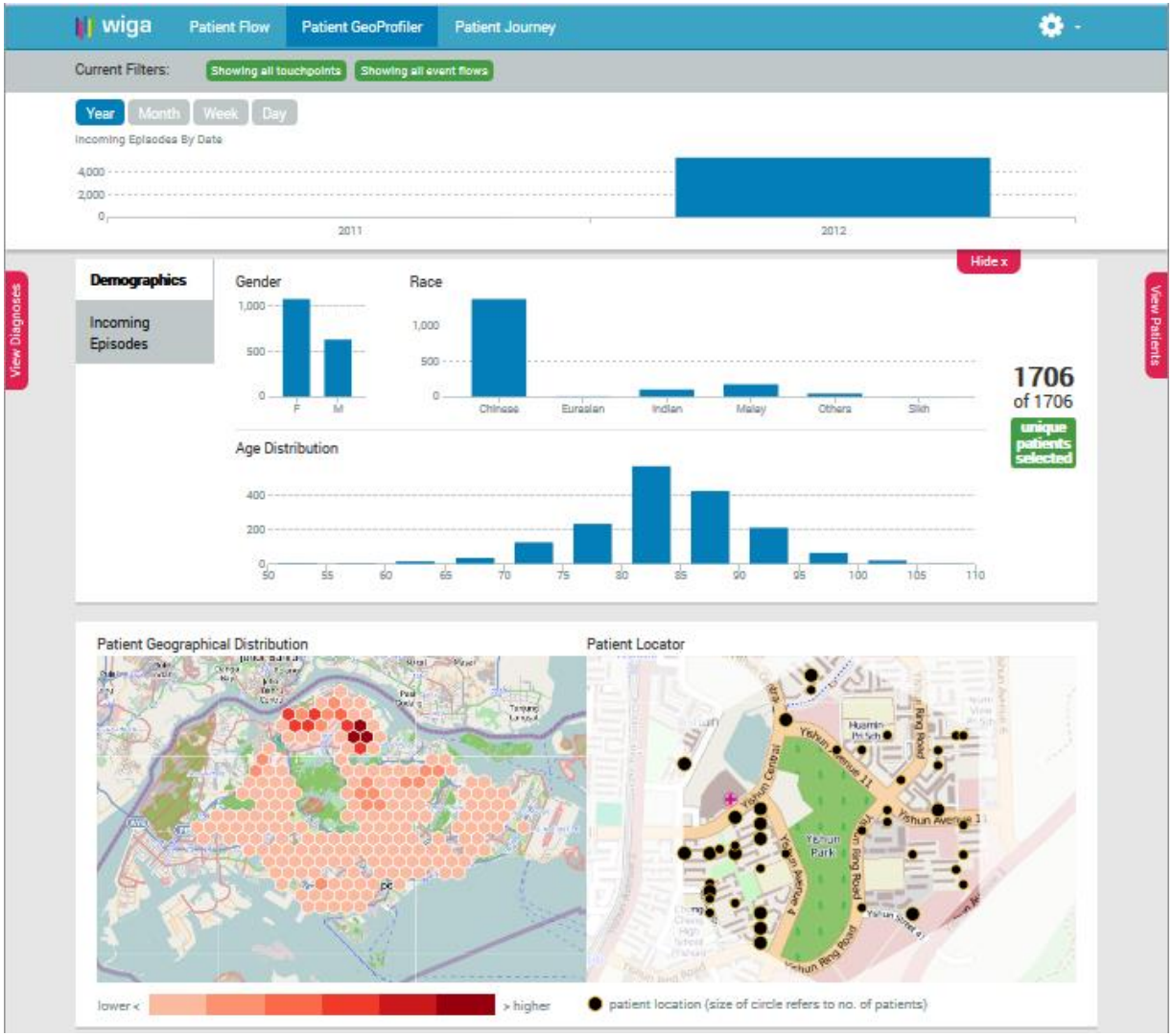


Static & Ad-hoc Reporting

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.