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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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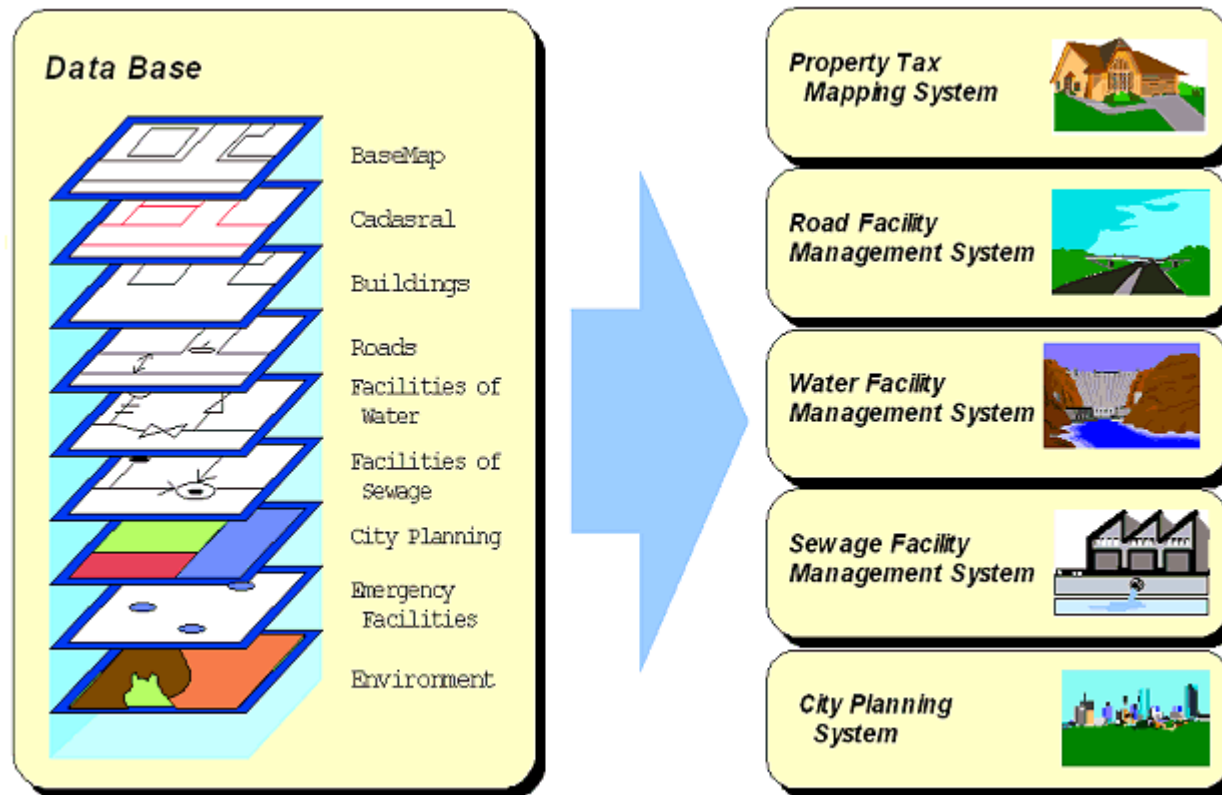
Singapore Management University

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>

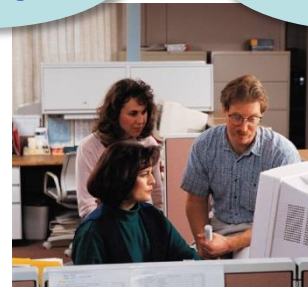
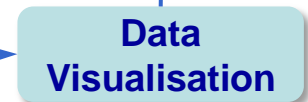
Enterprise GIS - Business centric view

- Focus on integrating geospatial data with other business data

Real world Subsystems



Decision Makers

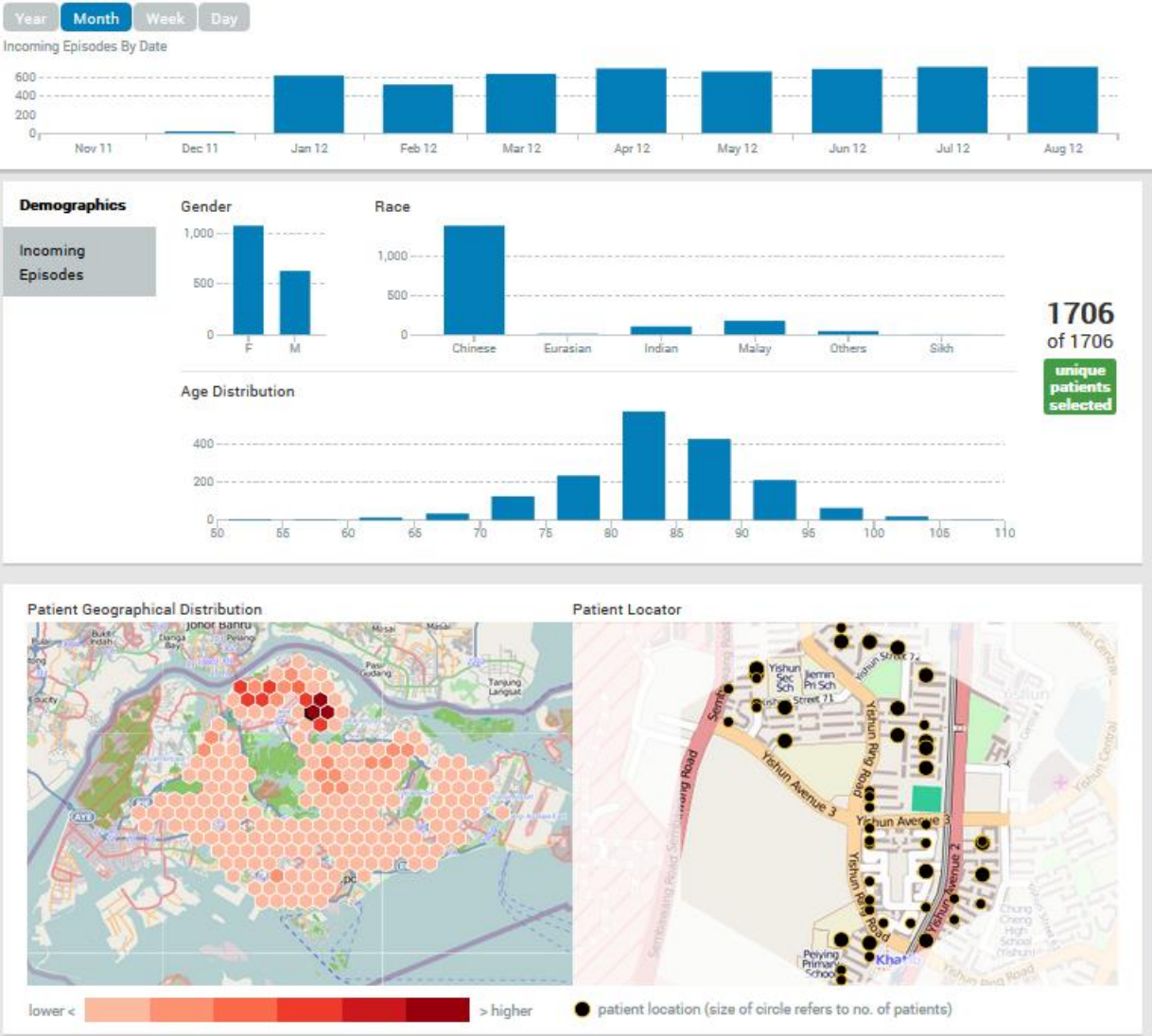


Myths 2: Businesses need GIS map

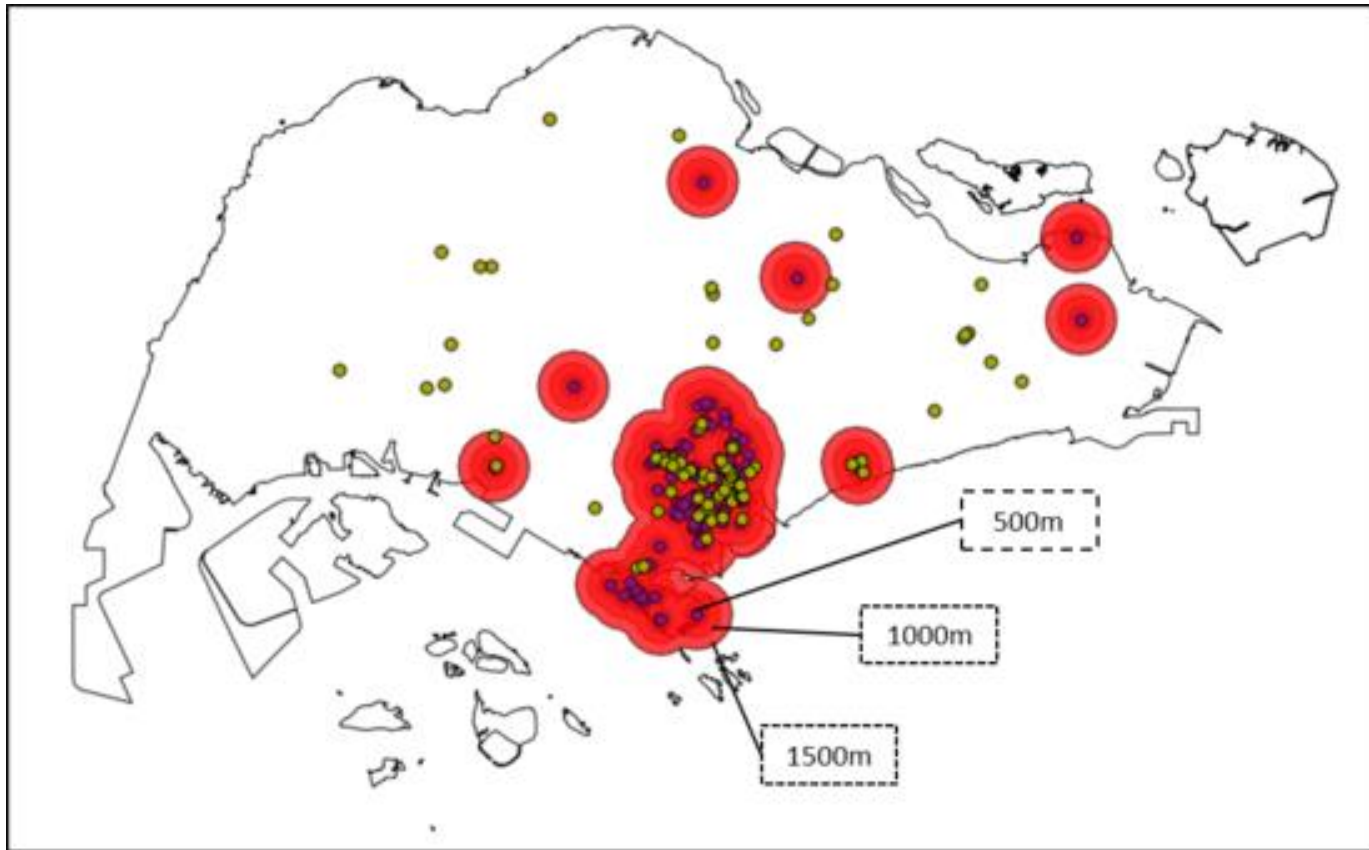


Source: <http://www.directionsmag.com/articles/san-franciscos-enterprise-gis-forward-thinking-and-politically-correct/123814>

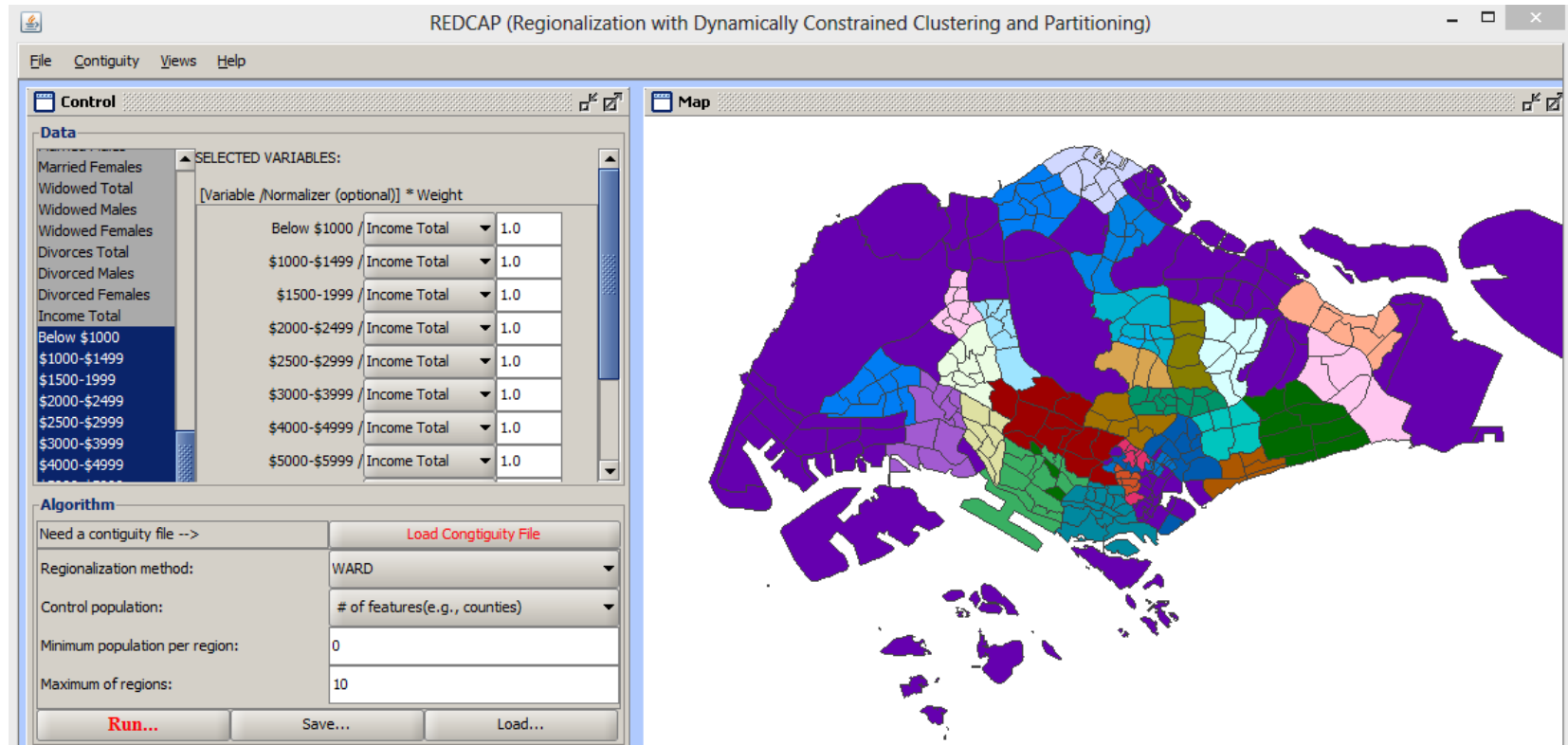
Businesses need Geospatially-Enabled Dashboard



Myth 3: Businesses need GIS analysis



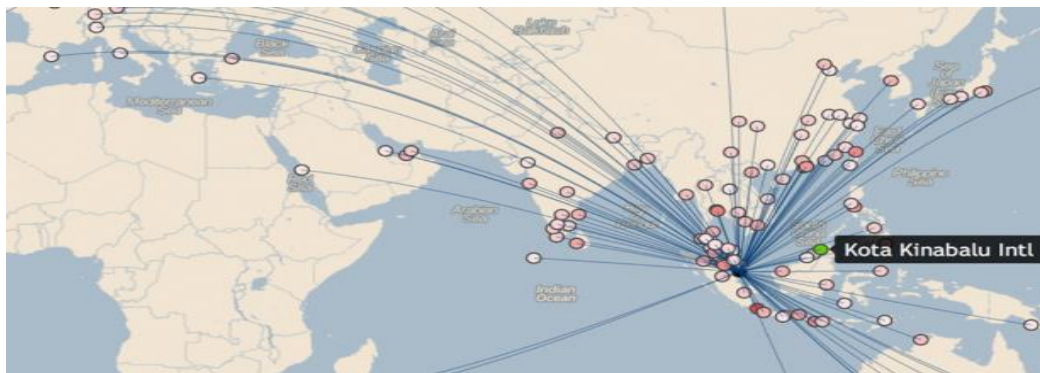
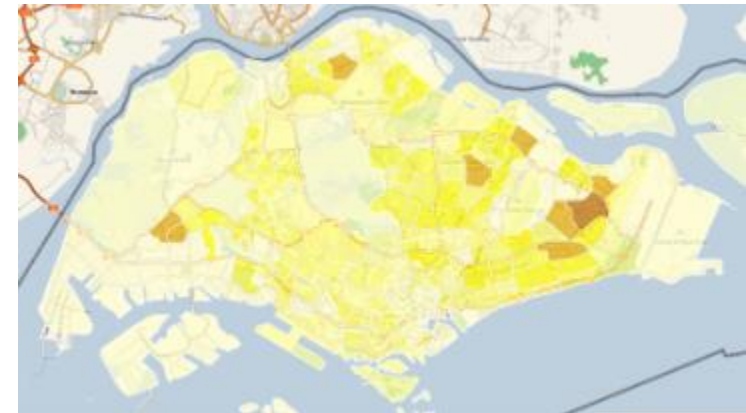
Businesses need spatial data mining techniques



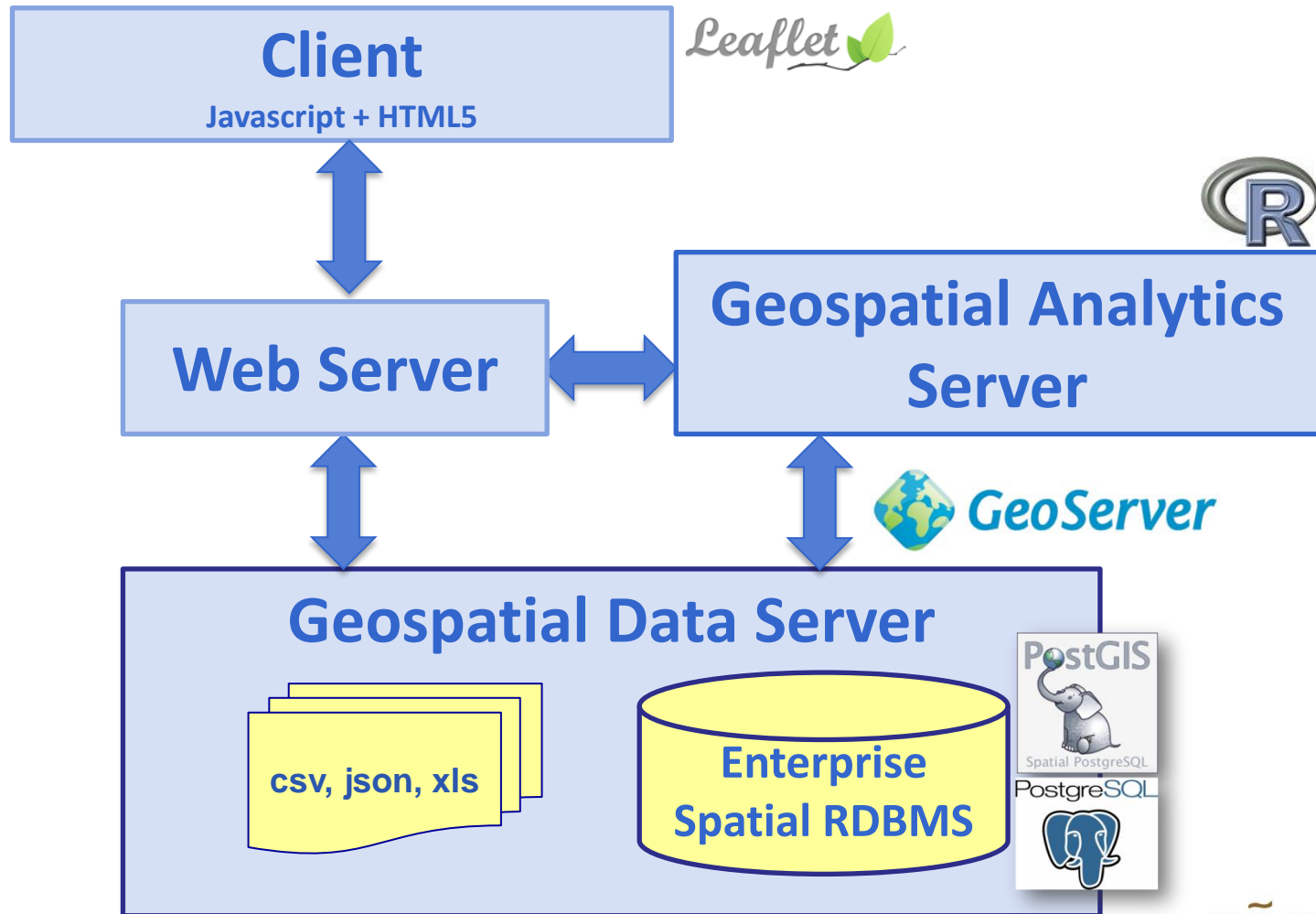
Our humble initiative [\(https://wiki.smu.edu.sg/1213t2is415g1/Main_Page\)](https://wiki.smu.edu.sg/1213t2is415g1/Main_Page)

- 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

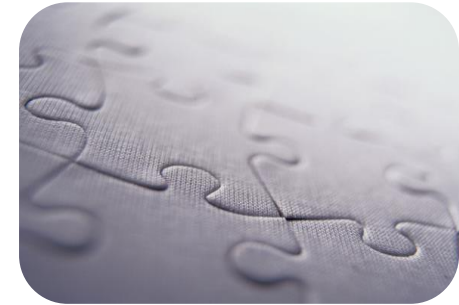
- Data rich, information poor



Non-standardized naming conventions



Fragmentation and data inconsistency



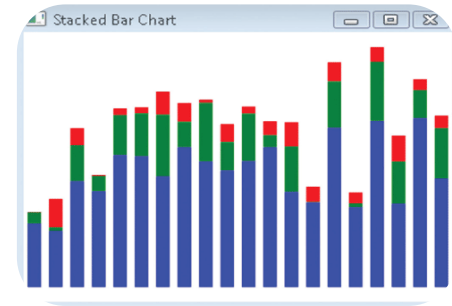
No integrated system to allow analysis



No proper workflow to consolidate data

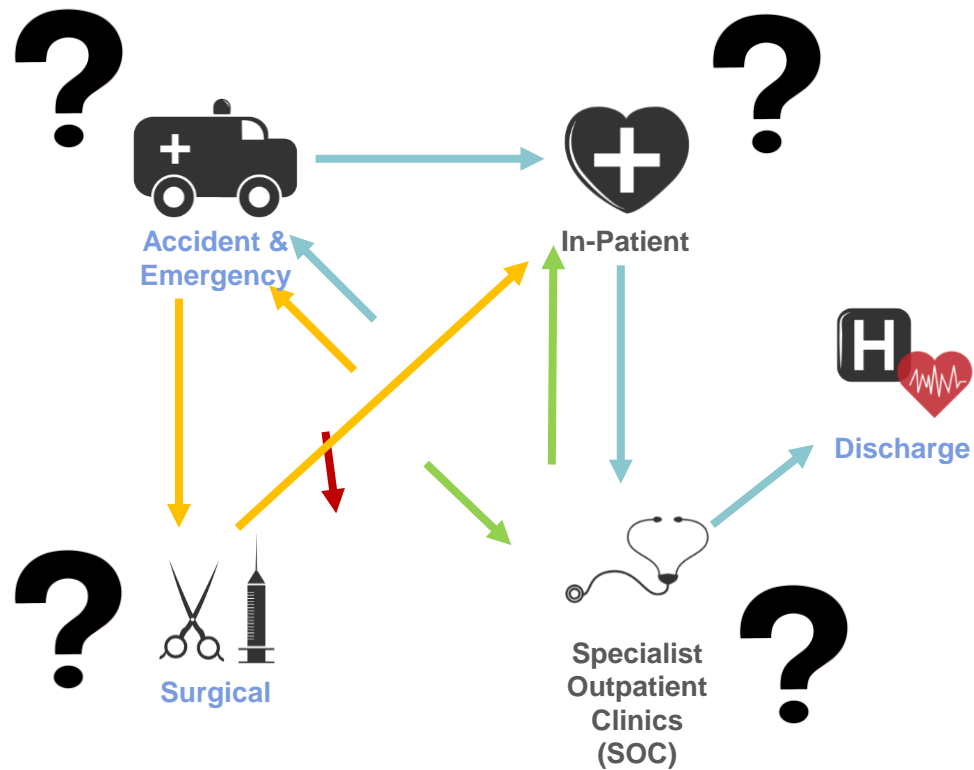


Inefficient and time wasting

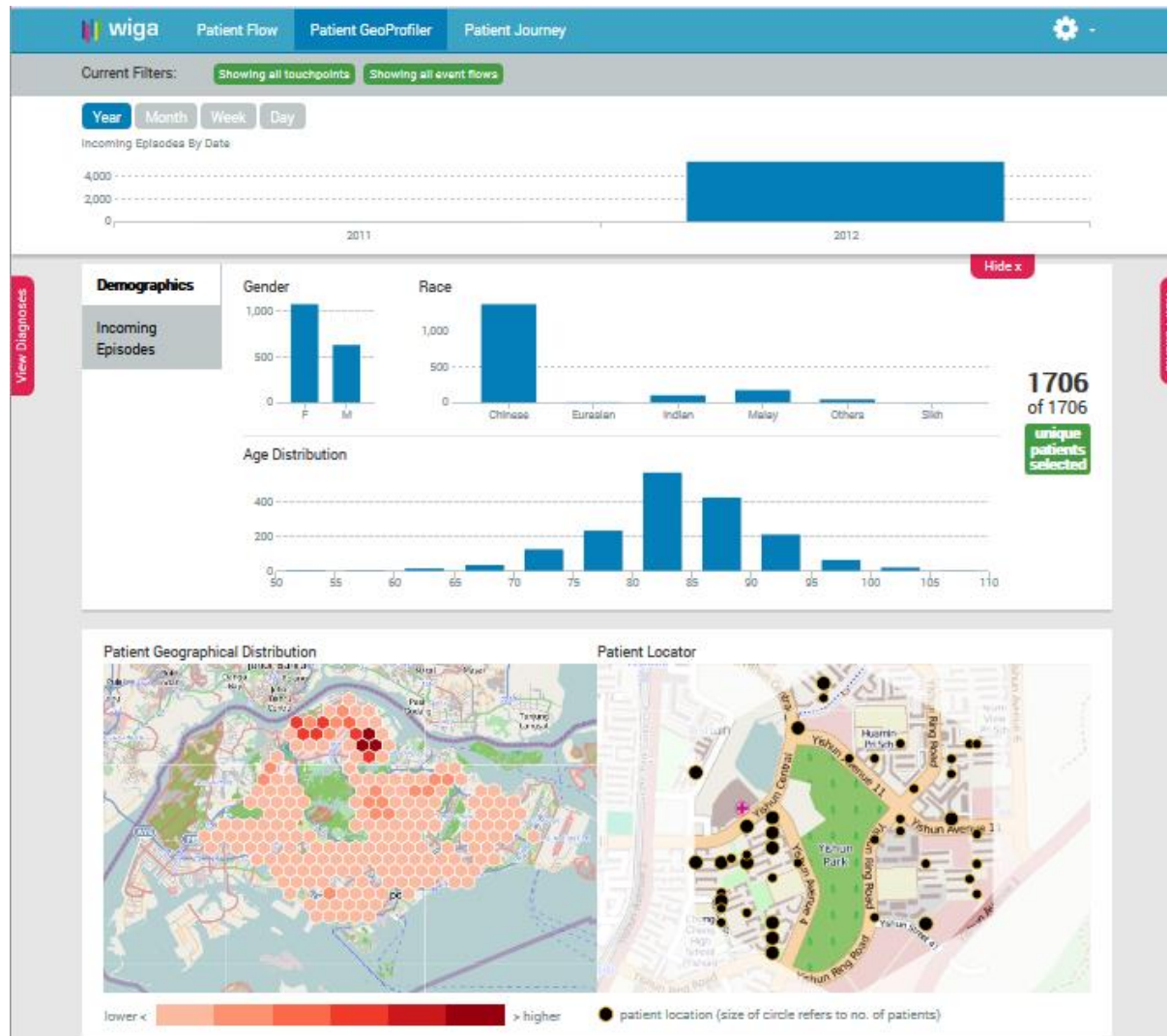


Static & Ad-hoc Reporting

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.