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Enterprise GIS and ROI: About Quantifying Those Benefits

Presenter

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Enterprise GIS implementation is major organizational effort requiring significant resources. As such, Return on Investment (ROI) analysis is an important component which involves quantifying both costs and benefits. Projected costs and some benefits, such as improved cartographic efficiencies, can be readily identified. Unfortunately, many of the more significant benefits, such as better decision making, are often seen as unquantifiable. Benefits determination is also critical to identify higher priority GIS products and for deploying resources. Benefits analysis is increasingly more complex as transportation agencies develop more sophisticated spatially-enabled decision support projects for use at multiple levels in the organization and also externally by other government agencies, legislators and the public.

The presentation will explore methods for quantifying these traditionally "intangible" benefits arising from spatially-enabled visualizations and location analytics. The presentation will include case examples from the Illinois Department of Transportation quantifying benefits arising from safety engineering analysis, program development and organizational policy assessment.

Bio(s):

James Hall is a professor in Management Info. Systems at the Univ. of Illinois Springfield and co-chairs the TRB GIS Comm. His previous 25 year career at IDOT included managing the initial GIS deployment. He holds an MBA and a Ph.D. in Civil Engineering.

Dan Wilcox is the acting CIO for Illinois DOT and he manages the technology programs supporting 5,500 employees. He is also the State of Illinois GIS Coordinator