

## 7.4.1

### The Value of Mixing GIS and Business Intelligence Architectures

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There are two parallel architectures finding their way into overall IT architectures in government organizations: GIS and data warehousing/business intelligence (DW/BI). Both have similar missions: enterprise support for data integration and information delivery. Both have similar approaches: pull data from disparate systems, integrate and provide analytics and information that has not been achieved before. DW/BI has focused mostly on aspatial data, and GIS on spatial data. While both industries have recognized each other there is not a large appreciation in either industry of the value of the other. This presentation will show specific examples of where GIS and DW/BI can benefit from each other, and what a GIS-T professional should do whether or not DW/BI architectures formally exist in their organization.