The Key to Modernizing a Geographic Information System

Businesses have used geographic information systems (GIS) for decades as a system of record to make better decisions. This data allowed businesses to see where our customers were, what they were buying, and how our products or services were utilized in the real world.

However, this concept of GIS being used solely for storage is no longer sufficient in today's world. With the rise of big data and real-time data streams, businesses now require a GIS that can do more than just store data—they need a GIS that can help them make sense of all this data to glean actionable insights.

By doing this, businesses can not only make better decisions, but they can also achieve greater operational efficiencies, reduce costs, and improve customer satisfaction.

So, what is the key to achieving greater GIS user engagement? The answer lies in modernizing a GIS by centralizing, sharing, and unlocking geospatial information through open standards and APIs.

The power is in the access one has to geospatial data.

The presentation of geospatial data has been immobilized and siloed in tabular/paper formats for too long.

The problem with this is that it makes it difficult for people to access and use this data in a meaningful way. This is because they need to be able to understand the data to make sense of it. They also need to be able to manipulate it to glean the insights they need.

Businesses need to provide their employees, customers, partners, and citizens alike with access to geospatial data that is centralized, easy to use, and easy to understand. Doing this will allow businesses to unlock the power of their geospatial data and use it to its full potential.

The modernization of GIS - Through mobile map apps.

As mentioned above, GIS has to be able to do more than just store data—it also needs to help businesses make sense of all this data to glean actionable insights.

Businesses need to modernize their GIS by making use of mobile mapping applications. Mobile map apps allow businesses to collect data more efficiently and effectively while also allowing employees to access this data from anywhere at any time. In addition, mobile map apps still

allow businesses to store their data in a centralized location, which makes it easier to share and manage.

Webmaps are an excellent way for businesses to share geospatial data with their employees, customers, partners, and citizens remotely. They provide an interactive and easy-to-use interface that allows users to view, query, and analyze data in a meaningful way. Webmaps can be staged and viewed in a browser or in a mobile application.

Moreover, mobile map apps can also collect data more efficiently and effectively. For instance, businesses can use mobile map apps to track the movements of their employees, customers, partners, and citizens to understand better how they interact with their environment. This information can improve business processes, reduce costs, and improve customer satisfaction.

Final thoughts - The future of GIS

The future of GIS is looking very bright indeed. With the advent of new technologies and the continued development of existing ones, the possibilities for GIS are almost limitless. We are just beginning to scratch the surface of what GIS can do, and so much more is yet to be discovered.

Undoubtedly, GIS will continue to grow in popularity and usage in the years to come. It is an essential tool for anyone wanting to understand and analyze data, and our imagination only limits its applications. So what does the future hold for GIS? Only time will tell, but one thing is for sure – By shifting your mindset, adapting your strategies, and staying ahead of the curve, a modernized GIS will undoubtedly help you stay ahead of the competition.