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**Title:** Measuring the Impact of EGIS on Organizational Effectiveness

**Presentation Type:** Paper      **Audience Rank:** All Levels

**Topic:** People Issues

**Description:** Enterprise GIS represents tremendous potential for delivering business benefits in the form of reduced cost and improved customer service. Spatial IT professionals believe it, and many utility organizations are proving it. But most business and IT leaders today would like EGIS even more if they had a means of actually assessing its impact on their organization, in terms of improved decision-making capabilities, streamlined work processes, and even employee job satisfaction. In this paper the author will present several metrics and measurement techniques for quantifying the organizational benefits of EGIS, including case study examples and results across a variety of utility organizations. Beyond the numbers, the data and its interpretation will lead to a discussion of some key ideas about improving the effectiveness of enterprise GIS.

**Learning Objectives:**

The participant will gain:

1. An overview of the key areas from which business leaders expect organizational benefits through enterprise GIS.
2. An understanding of the key metrics that quantify organizational effectiveness.
3. A methodology for measuring and interpreting the results of organizational impact of enterprise GIS.