

Pioneering GIS web services

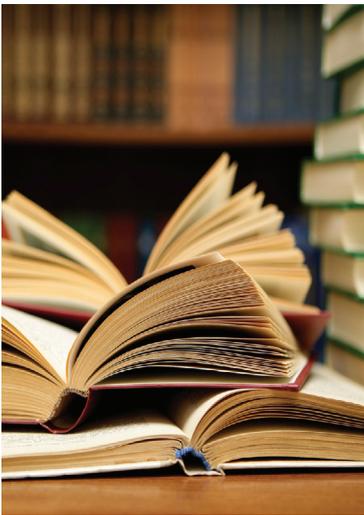
Ordnance Survey Ireland

The Challenge

- Make it easier to access and use geographic information

The Benefits

- Greater value delivered for OSi's existing customers
- Reduced start-up costs for new customers
- Forecasted cost savings for OSi



The Customer

Ordnance Survey Ireland (OSi) is the national mapping agency of the Republic of Ireland. It produces a very comprehensive range of urban, rural, tourist and leisure maps at a variety of scales, in digital and paper formats. The organisation also delivers a suite of mapping services.

The Challenge

For many years, OSi has delivered mapping data to public and private sector customers on disks. These customers have geospatial analysis skills and technologies in-house, so they take the data, manipulate it and integrate it into their own systems, where it can be used in a myriad of different ways.

But customer expectations are changing. Many more organisations want to be able to use OSi data to support their core business operations, but they don't necessarily always have deep experience of using geographic information or the money to invest in the necessary technology. These organisations just want to be able to consume the data they need in as easy a way as possible.

OSi therefore decided to develop a new mechanism for companies to access and use OSi data via the Internet – without having to invest in geographic information system (GIS) technology and skills in-house, or appoint a partner to do the data manipulation and analysis for them. *“We wanted to add value for our customers’ businesses by giving them a service that worked in a much simpler way,”* says Hugh Mangan, business and marketing manager at OSi. *“We had to respond to changes in requirements in the marketplace.”*

The Solution

OSi had been using Esri GIS technology for over ten years and already had an Enterprise License Agreement (ELA) with Esri Ireland that gave it unlimited use of Esri desktop, server and web GIS solutions. Consequently, OSi already had access to all of the GIS technology it needed for its new mapping service, which it named MapGenie.

Alongside the ELA, OSi also had an Enterprise Learning and Training Agreement (ELTA) with Esri Ireland, which gave it low-cost access to a wide range of desktop and developer training courses. This agreement represented tremendous value for the organisation; for an investment of €10,000 in the ELTA, it benefited from €30,000-worth of training over a 12 month period. The OSi's commitment to training really paid off in the MapGenie project, as it enabled the organisation to carry out most of the development work itself, with a small amount of support from Esri Ireland.

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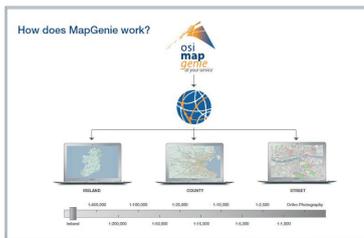
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“MapGenie allows us to add value to our key customer relationships.”

Hugh Mangan, Business and Marketing Manager at OSi



How does MapGenie work?

MapGenie provides easy access to all of OSi's data assets, from its large-scale maps of the whole country, to detailed small scale maps showing individual properties, lamp standards and even manholes. Anyone who licenses OSi's mapping data can now access the same data via MapGenie for no additional charge. As well as data from the Republic of Ireland, MapGenie also serves up information on Northern Ireland, to present seamless mapping for the whole island of Ireland.

In the first year following the launch of MapGenie, over one hundred customers signed up to use the solution and more than sixty of these businesses now use MapGenie on a very regular basis. Around half of these businesses download data in web mapping service (WMS) format to integrate the OSi data direct into their own GIS systems. The other 50% of businesses access stored, cached images (as REST services) that are already pre-rendered and ready to use.



Benefits

The development of MapGenie has enabled OSi to extend the benefits that it delivers to its existing customers. Because MapGenie is available to them for no added cost, customers get a much greater return from the investment they make in their OSi data licenses.

Many of OSi's customers have reported that MapGenie enables them to make wider user of mapping data across their organisations. Whereas the data previously only used to be utilised in one department, it can now easily be accessed and put to good use in many other operational areas. *“MapGenie allows us to add value to our key customer relationships,”* believes Mangan.

Increasingly, MapGenie is opening up opportunities for OSi and its partners to do business with smaller organisations that wouldn't previously have had the skills or technology in-house to exploit geographic information. Potential new customers also don't have to have the systems and hardware in place to store the data, because all the data assets are hosted by OSi. New customers can therefore harness the benefits of using OSi data, with lower start-up costs.

Although this was never part of the original plan, OSi is beginning to use MapGenie itself, to help it improve productivity. *“To date, MapGenie has mainly been used externally, and the focus has been on delivering value for our customers,”* says Mangan. *“In time, however, as we expand its use internally, I think it could contribute to cost savings for our own organisation too.”*

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