

How Spatial Analysis Is Helping Leading Housing Providers Gain New Insights

Robin Appleby, Esri UK

What I will cover

- What is **Spatial Analysis?**
- Common misconceptions about Spatial Analysis
- Demonstrations of Spatial Analysis
 - Business Benefits achieved
 - Case Studies / ROI
- Next steps for you to learn more



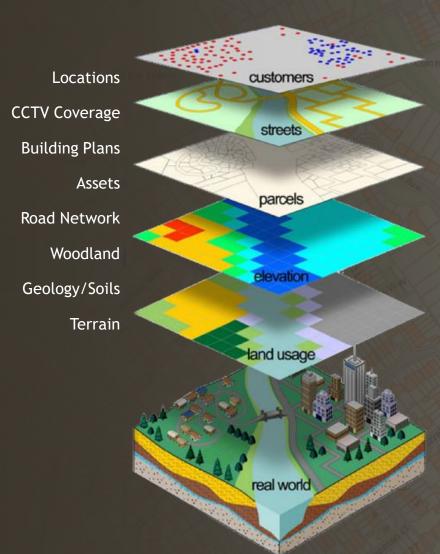


What is Spatial Analysis?

Spatial Data Enterprise Data Development Site Plans Services United Reformed Childrens Nursery **Imagery** Real-time feeds Documents Maps and Images Ordnance Survey data © Crown copyright and database right 2018. OS 100030994



Spatial Analysis



Properties

Census Data

Health Statistics

Utility Networks

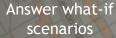
Policy Holders

Land Ownership

Flood Risk

Rivers/Canals







Identify features within a target area



Create thematic maps



Show clusters and hotspots



Perform comparative time-based analytics



Find a route from A to B considering impedances



Spatial Users





Spatial Analysis Misconceptions

Common misconceptions about Spatial Analysis

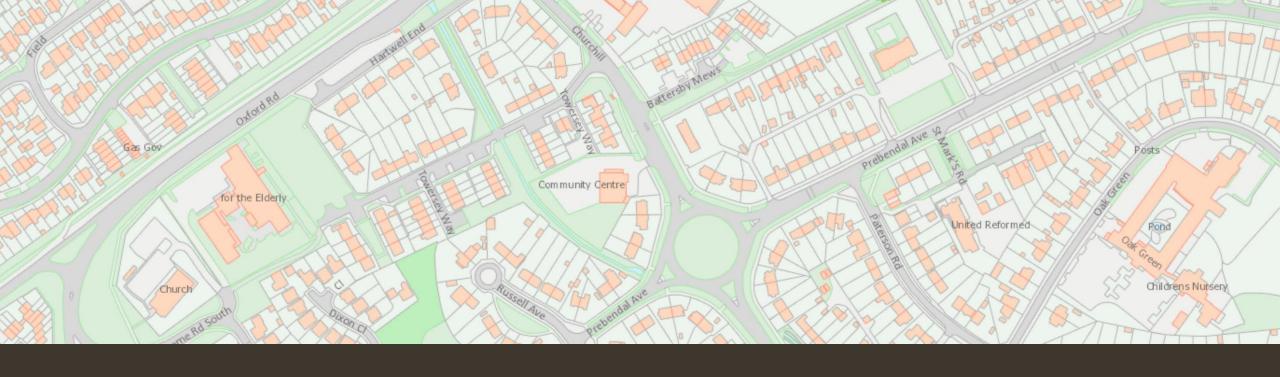
- The software is expensive
- The data is really expensive
- It's complicated to use
- You need dedicated staff
- I already have a BI system for this type of analysis
- It takes years to enter the data
- It's nice to have, but doesn't deliver ROI





ArcGIS in Action

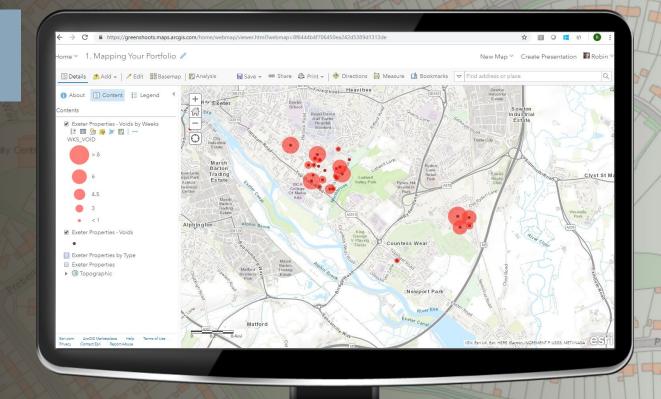




Mapping Your Portfolio

Mapping your portfolio

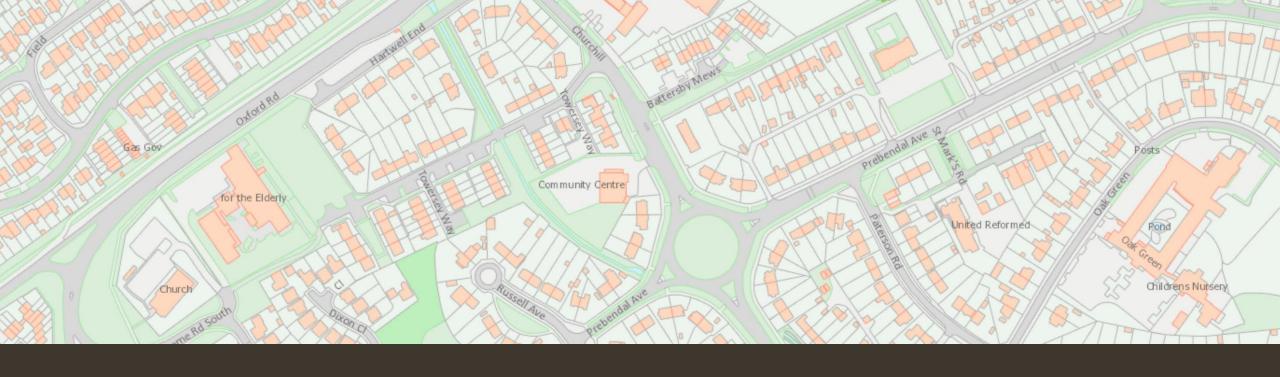
- Improve access to data
- Gain new insights into existing data
- Improve collaboration
- Increase value of existing data



"Our employees are empowered with information that they simply didn't have before... Customers get accurate information much more quickly."

Alice Rhodes, GIS Analyst





Grounds Maintenance

Grounds Maintenance

Improve process for sharing data

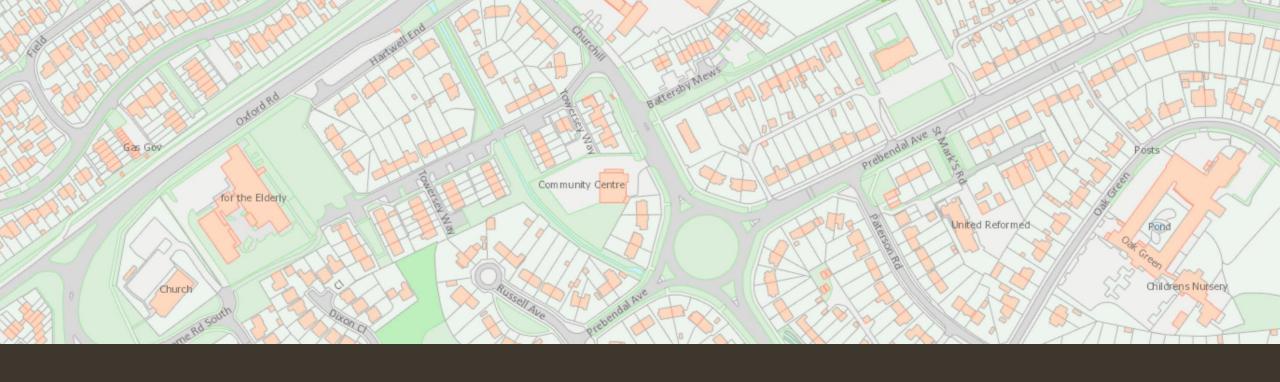
- Automate manual processes
- Reduce data duplication
- Improve customer service
- One version of the truth



"As everything is contained in one map, customer service is more straightforward now. Employees don't have to have historical knowledge of our properties to know where to look to find answers to questions."."

Luke Angwin, GIS

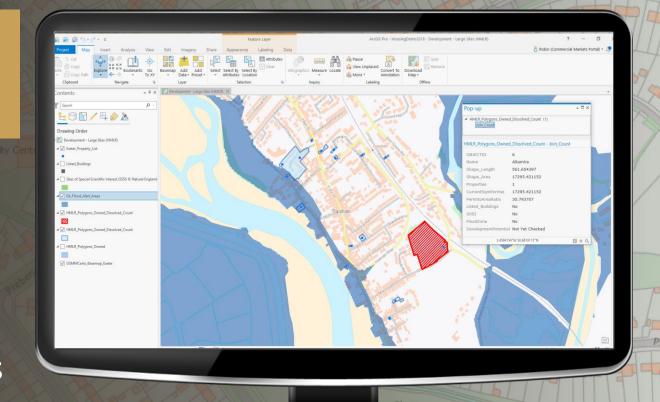
ASTER



Identifying Development Sites

Identifying Development Sites

- Objectify decision making
- Identify profitable opportunities
- Make better decisions quicker
- Documented, repeatable process

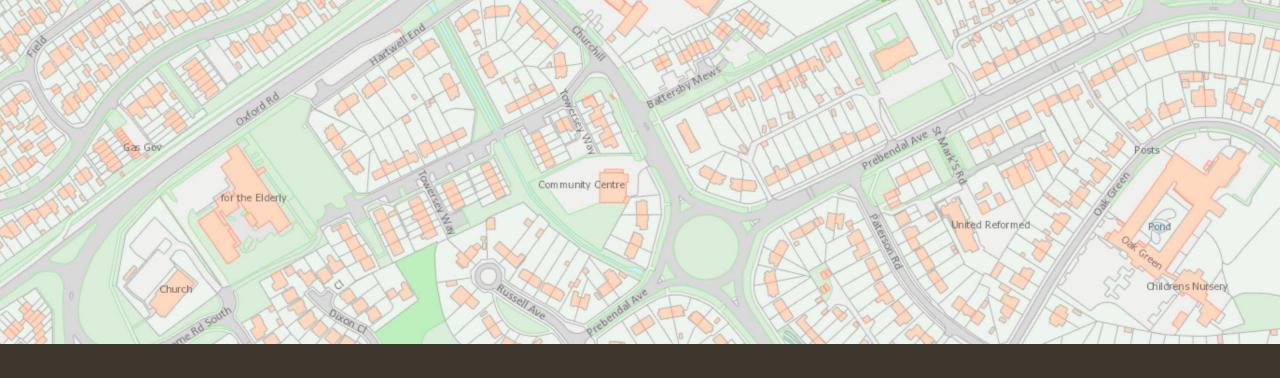


"ArcGIS is revealing strips of land, previously not identified as having development potential, and unlocking new revenue opportunities for the business"

Jessica Horwitz – Insight Team

<u>Leader</u>

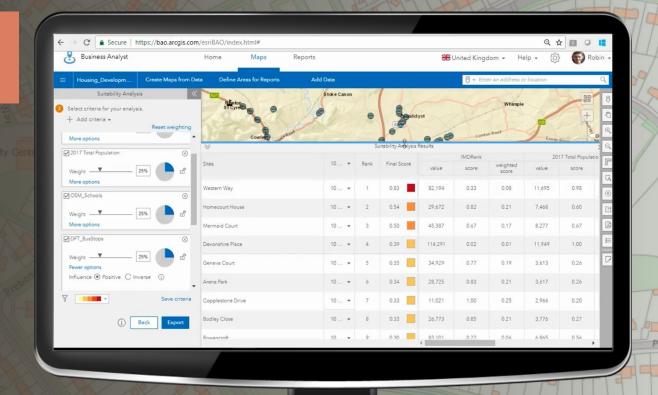




Demographic Profiling

Demographic Profiling

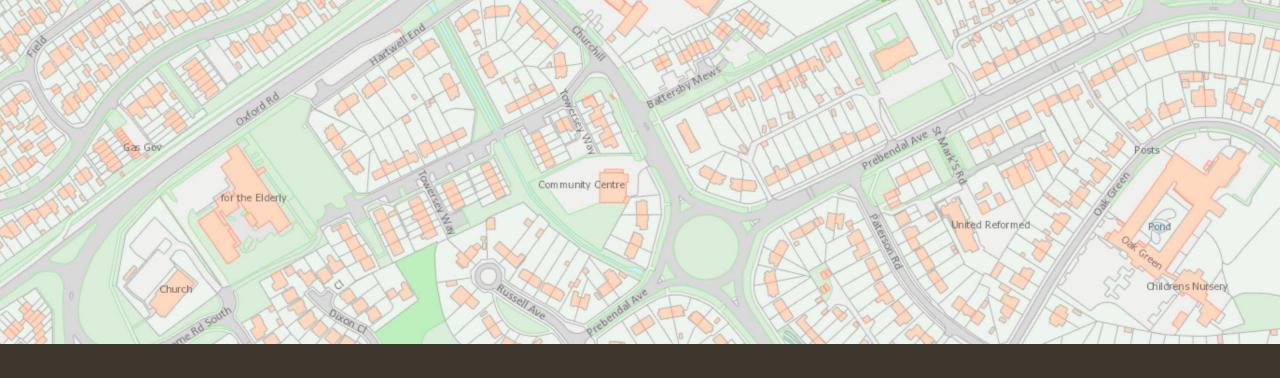
- Enhance your understanding
- Prove/dispel 'points-of-view'
- Evaluate accessibility/services
- Better meet community needs
- Share findings with stakeholders



"Esri's GIS has linked disparate business units, allowing for a better co-ordination of how we do business. The benefits achieved span simple operational gains to supporting major strategic decisions"

Dawn Francis, Group GIS





Tracking and Routing

Tracking and Routing

- Improve response times
- Increase efficiency
- Improve customer service
- Reduce mileage



"Within the first year, we saw that routing was not as good as it could be. We redesigned our cyclical service...in doing this we had fuel savings of £24,000"

Abi Tassie, GIS Developer





Next steps...

