



Prioritization Approach

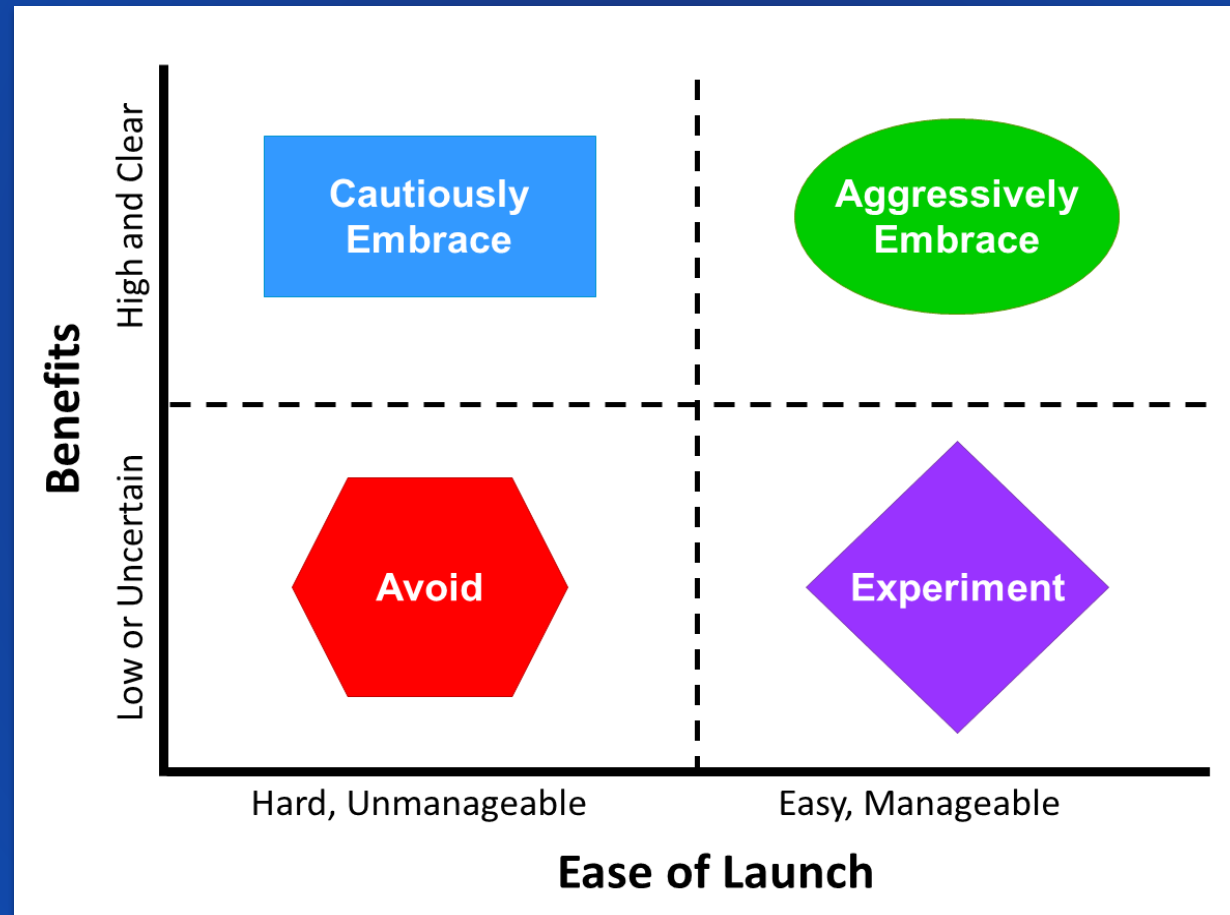
Raymond Bunn

SEE
WHAT
OTHERS
CAN'T



Best Practice: Prioritization Approach

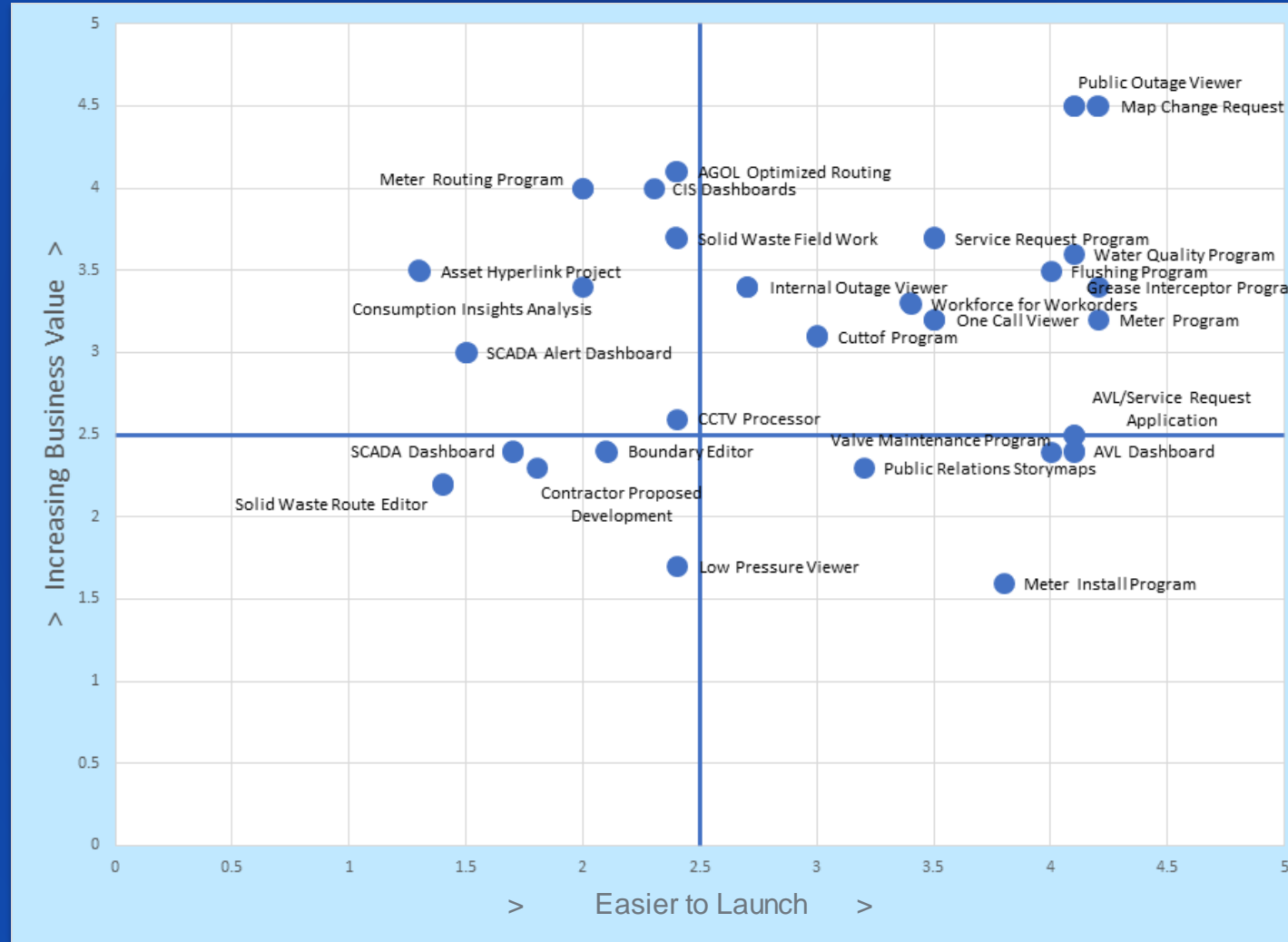
Maximize success by prioritizing activities that provide clear benefits and are easy to accomplish



Drive value from technology investments

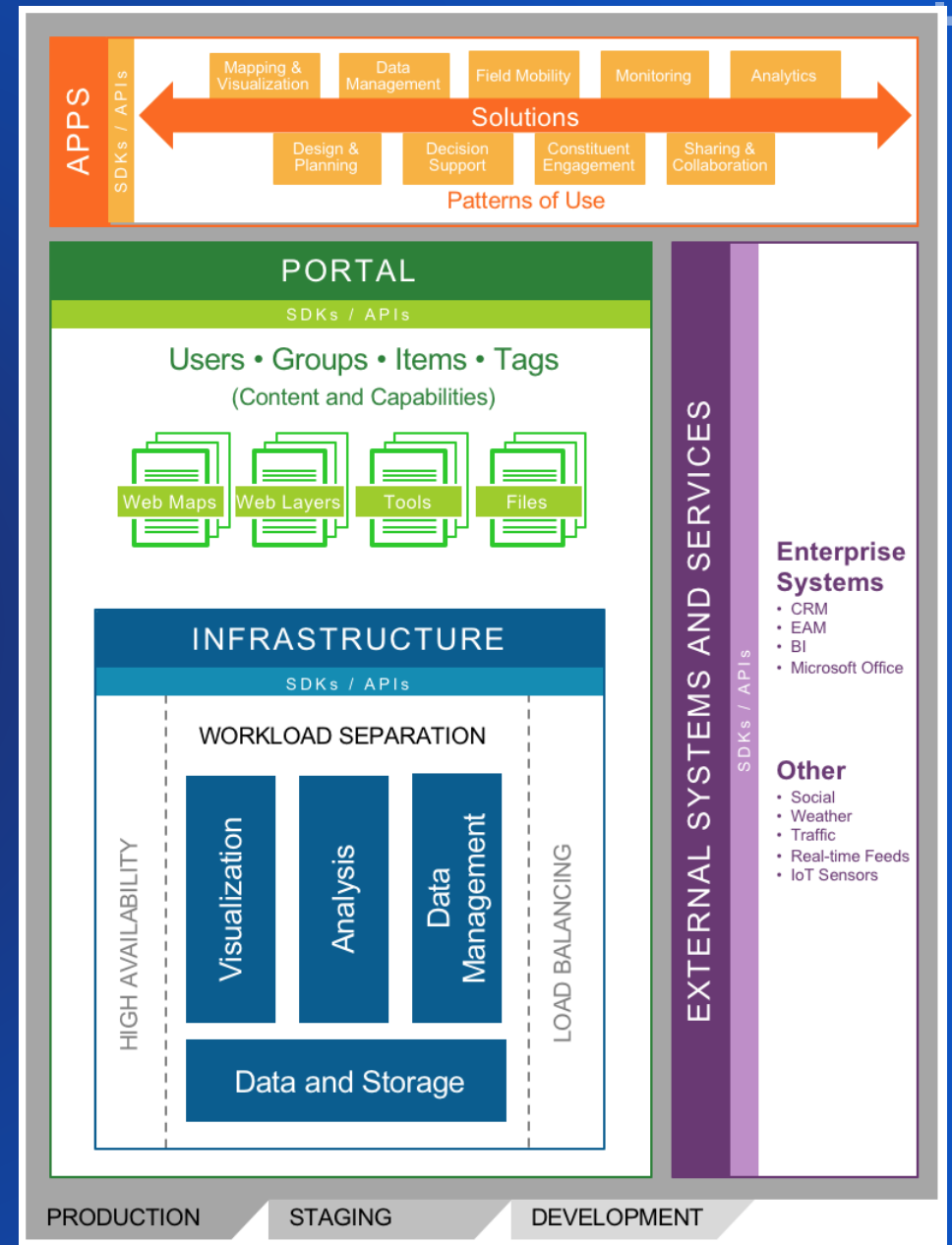
Best Practice: Prioritization Approach

Example

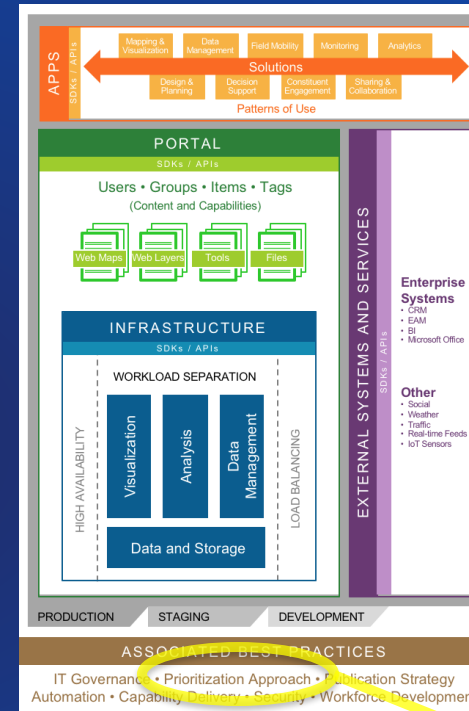


Maximize the return on investment

The ArcGIS Conceptual Reference Architecture



Architecting ArcGIS: Best Practices



Prioritization Approach

You can maximize the success of your ArcGIS platform adoption by prioritizing easy and manageable projects that deliver high business value.

Deliver Ongoing Value to Your Organization

When implementing new GIS capabilities, organizations should apply a simple method of selection and prioritization to improve their overall return on investment. The goal should be to mitigate implementation risks and improve adoption by balancing challenges with business benefits. By embracing this approach, you can continuously deliver high business value and high returns on your GIS investments.

One effective prioritization approach uses a matrix to plot both business value and ease of launch. The benefit aspect relates to the value derived from completing an activity (such as increased productivity, reduced costs, or more informed decisions). The ease of launch aspect focuses on the level of effort, challenge, or risk required to deliver a capability (including considerations like the technology skillsets required, time to delivery, and level of difficulty).

You can evaluate potential new capabilities by plotting them on a matrix like the one shown in Figure 12. You can then pursue the activities with the appropriate mix of value and risk:

1. The **green oval** represents activities that provide clear benefits and are easy to accomplish (for example, configuring COTS templates). You can embrace these kinds of activities to develop a cadence of delivery that produces ongoing value to the organization.
2. The **blue rectangle** represents high-value capabilities that are challenging to deliver. Typically, these are long-term projects that require careful planning. They may require additional resources, planning, or mitigation actions. The additional effort to manage risks may also lengthen the project duration.
3. The **purple diamond** represents tasks that are good for developing skills, thanks to manageable challenges. You can use these types of activities to learn new technologies or approaches in an isolated development environment. Experimentation can lead to greater understanding and help reduce future risk.
4. The **red hexagon** represents efforts that are challenging and offer little business benefit. Trying to implement these types of capabilities will be costly and will distract from the overall value of the platform.

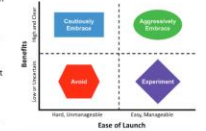


Figure 12: Prioritization matrix evaluating benefits and ease of launch.

Organizations that employ this simple but effective prioritization approach derive high value from their ArcGIS investments and achieve greater success in their platform implementation.

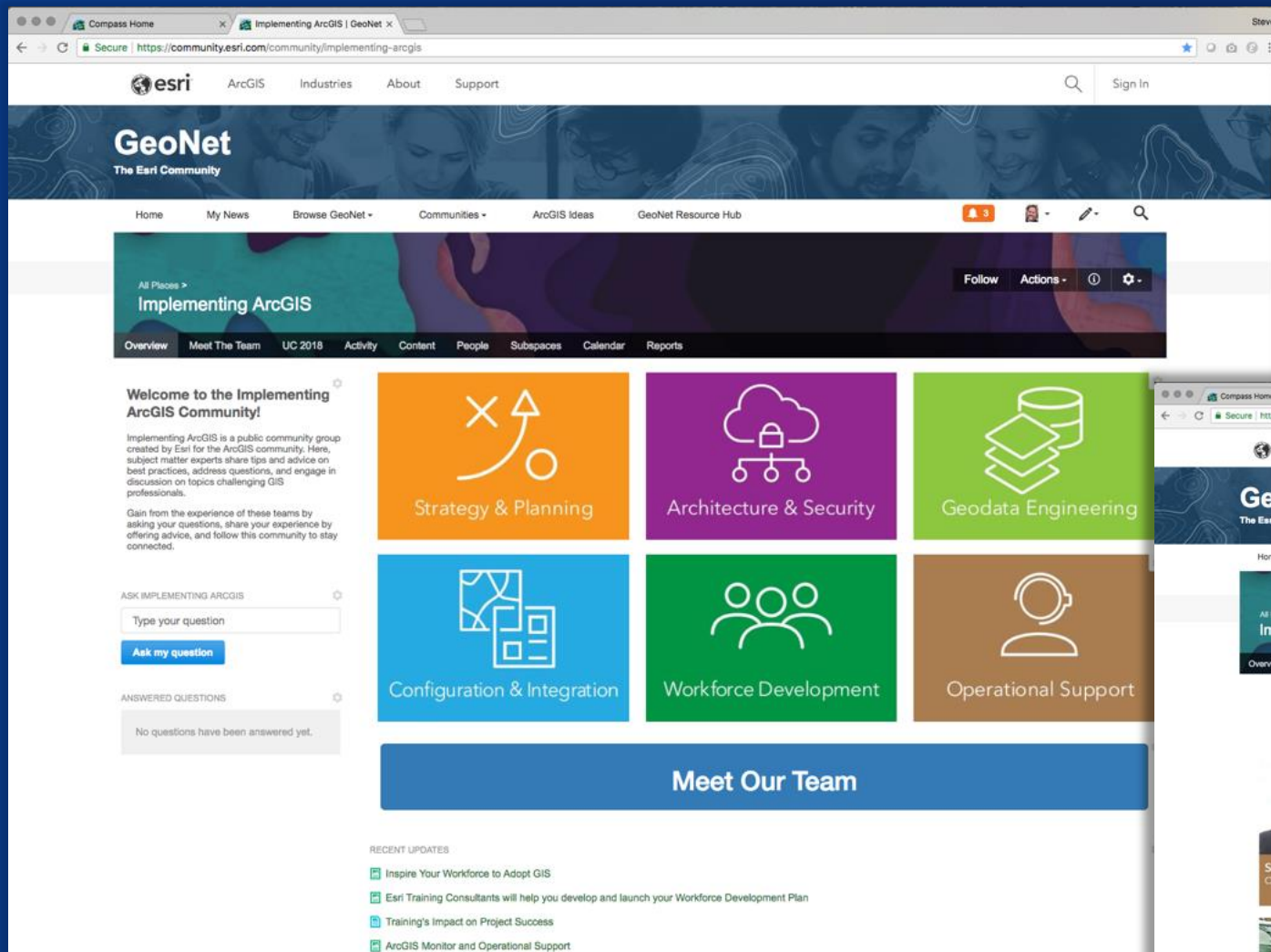
Recommendations

When deciding how to prioritize new activities in your organization:

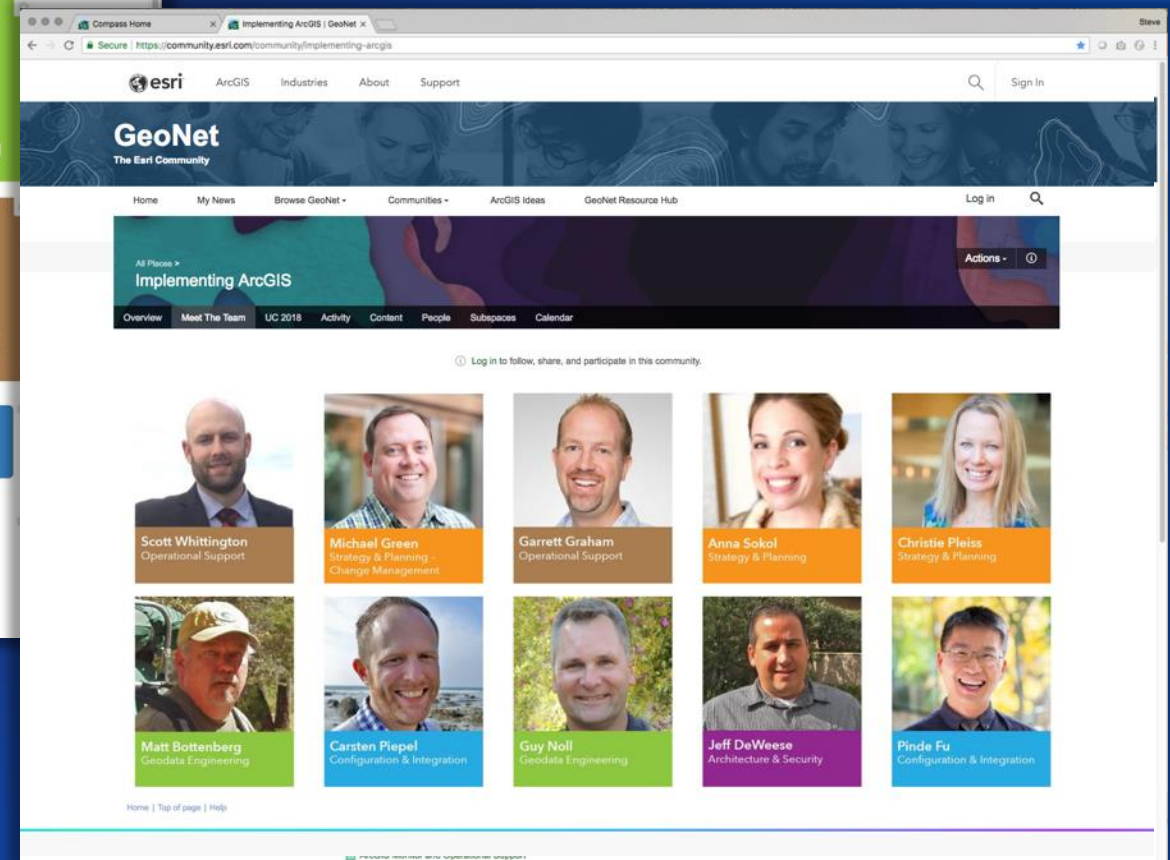
1. Consider using a matrix to help qualify new capabilities based on business value and ease of launch.
2. Prioritize the capabilities that offer the greatest benefit with the lowest risk, so you can deliver rapid value.
3. Develop a delivery cadence of easy, high-value capabilities, and take time to plan more challenging projects.
4. Avoid low-value, high-risk efforts altogether.

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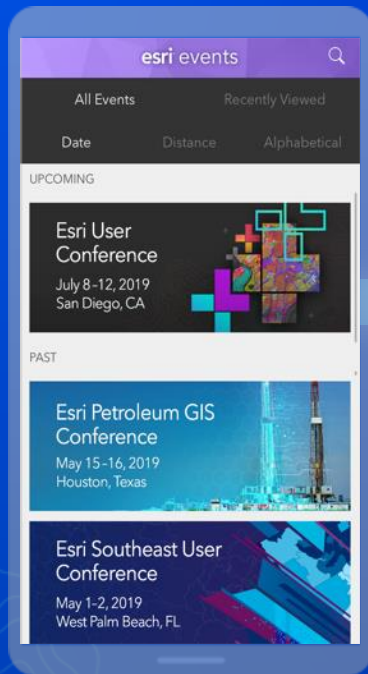
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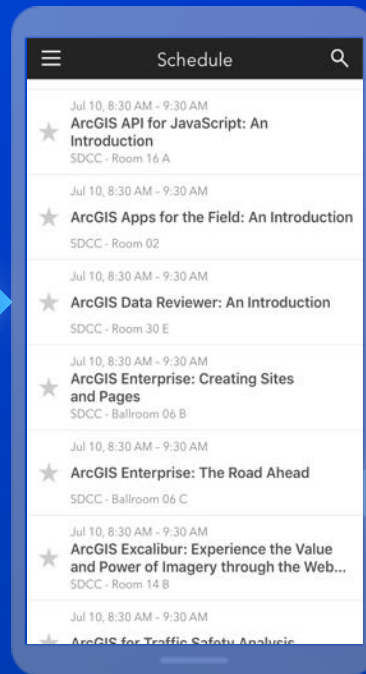
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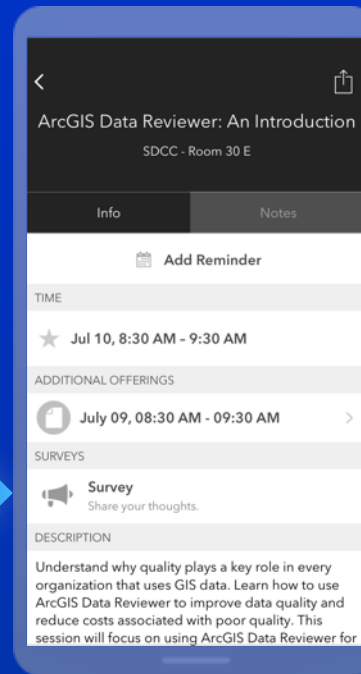
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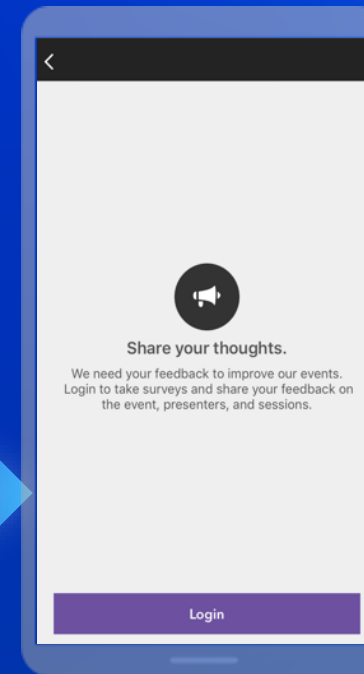
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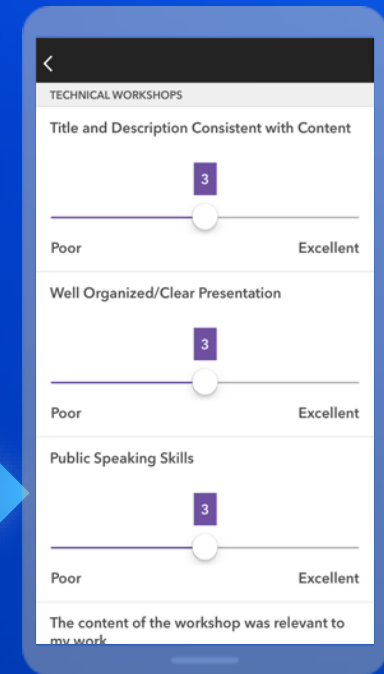
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