



Strategic Business Initiative Plan (Sample)

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Title: Business Mapping Application Development Strategy (ongoing)

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Desired Project Timeframe: Q1-4 2015

Project Business Goals:

1) Support strategic franchise development, 2) Drive central reservation activity, 3) Enhance strategic business analytics through improved map-based analytical tools and geospatial data.

Current Situation:

The Client's proprietary business mapping application (the Application) provides departments such as Franchise Development, Global Sales, Brands Marketing, International, eCommerce, and Business Intelligence with important mapping and geographic analysis capabilities. The application helps staff:

- conduct impact/infringement analysis,
- identify targeted business opportunities,
- optimize ad buys, identify optimal client partnerships,
- support international growth,
- enhance SEO ad campaigns,
- guide marketing and search decisions,
- optimize ecommerce search and mapping,
- augment business intelligence analyses,
- and understand spatial relationships between customers and business locations.

The application has grown from allowing users to repeat a handful of required business tasks, to a full-service, geospatial platform enabling user innovation, interactive data exploration and analysis, and personalized map creation. Users rely on it as a reference for business performance information, data querying, analysis and visualization.

Project Impetus:

To better support corporate strategies, Client is experiencing a greater demand from staff for geographic analysis, map-based queries, training, and application enhancements coming from multiple departments. In addition, the Application's API and some code are outdated, which is beginning to impart performance issues and restrict options for expanded functionality. Also, some Application components do not comply with Client's architectural standards. And finally, data feeds that power the Application are in critical need of upgrading and modernization.

To meet the current and emerging needs, the Application requires front-end enhancements, accessible user training programs, data feed re-writes, architectural upgrades, and application management.

Project Objectives:

- Enable more efficient and strategic identification of franchise opportunities.
- Maximize enterprise value of the application through regular training events.
- Expand enterprise access to, and improve staff proficiency in maps, geographic data, and geospatial analysis.
- Expand visualization and analysis capabilities for industry data: custom market areas and specialized territories.
- Streamline and simplify user experience.



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- Modernize architectural platform to enable continued enhancement and compliance with standards.
 - Increase the application's reliability by updating data feeds.

Project Components:

- Upgrade Application to the modern version of the ArcGIS JavaScript API.
- Expand data usage and interaction to include industry and custom datasets.
- Establish and host regular training sessions for users.
- Segment Application into portals serving specific mapping or analysis needs.
- Migrate Application to standardized web hosting environment.
- Rewrite Application data feeds to improve reliability and simplify process.
- Continue administration of the GIS server and related services.

Financial Benefits:

Primary financial benefits are to Client's market share growth and ecommerce strategies. The project will:

1. Drive business traveler growth for global sales.
2. Increase website traffic by supporting strategies in brands marketing, global sales, and SEO.
3. Improve franchise expansion and development.

Key Assumptions: Use of Application by Client will continue to create efficiencies, reveal opportunity, enable proactive development, identify optimal partnerships, and enable visualization of critical data in a map.

Costs Associated with Not Undertaking Project:

1. Application viability threatened due to outdated technology.
2. Existing investment in geospatial technology at risk.
3. Limits on options for Application enhancement.
4. Competitive disadvantage emerges.
5. Continued manual maintenance of systems falling outside Client's architectural standards.
6. Users seek alternative methods of conducting map-based analysis and create siloed solutions that drive up costs.

Key Assumptions: Technological advancements in geospatial technology continue to appear on the marketplace. Users from multiple departments continue to seek use of map-based visualization and analytical tool. Adoption of geospatial technology by competition continues at rapid pace.

Business Impacts:

1. IT support is required for development oversight programming data feeds, application hosting, and software maintenance agreement.
2. Geospatial expertise is required for application oversight, vision, planning, and geographic information system (GIS) administration.

Strategic Alignment:

1. Drive traffic to centralized ecommerce platform
2. Support market share growth