

# Visionary Thinking in the UK

Industry leaders discuss the powerful benefits of geographic thinking.

<http://video.esri.com/watch/144/visionary-thinking-in-the-uk>

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## Video Transcription

**00:18** GIS is the only technology that can bring together disparate datasets, combine those datasets, and then apply spatial analysis...

**00:27** ...which identifies new patterns, new trends, new information...

**00:32** ...which informs decision making in a way that no other technology can.

**00:36** When people are making decisions in organizations...

**00:38** ...they need the right environment in which to do that, to help them with it.

**00:42** There are two ways that GIS can help in that. One is simply the visualization and presentation of information.

**00:47** A geographically based approach to presenting information is something people can relate to and make sense of.

**00:52** The second thing is if you use a GIS to model the organization the way it works to gather information and analyze it...

**01:00** ...you can reduce complexity to a point where people can understand it.

**01:04** It provides a sort of visualization of really complex natural processes and systems...

**01:12** ...and condenses them into something that is simple and clear and impactful.

**01:18** You've got an increasing market in people who are not GIS users wanting to query GIS-type data.

**01:27** And the World Wide Web Internet mapping platforms provide that query system.

**01:34** It's just given us a common currency, a common language to talk...

**01:38** ...different disciplines, different experts in different fields, an expert audience to a lay audience.

**01:44** It provides a range of layers to add to basic core information that make it understandable for ordinary people...

**01:53** ...so they can understand and appreciate how it affects their everyday lives.

**01:58** What GIS does is it translates the whole technological revolution that's just happening in

front of our very eyes...

**02:06** ...to something we can all touch, feel, something that is around us every day.

**02:11** Familiarity is the key word.

**02:13** It actually can give Britain a leading edge; it can give us a competitive advantage...

**02:18** ...because so many of the component parts of delivering ourselves out of this mess are in place.

**02:24** You need one or two blenders, one or two catalysts that can bring it together. GIS is one of those.

**02:33** It's moved really from being just a technical, complicated tool...

**02:39** ...to something that is a solution to business problems at a business manager's desktop.

**02:43** We see many examples where if GIS is applied, it takes the debate, the decision making up to a new level.

**02:50** All organizations have access to geographical data. If nothing else, everyone stores customer records or supply data.

**02:57** That in itself has geographic information attached to it.

**03:00** Anything which has a location on this planet...

**03:03** ...any type of information, customer location of doing business, impact on the environment happens somewhere.

**03:09** And if you have something like that in your business, which probably is 99 percent of all businesses...

**03:13** ...then GIS has a place to play.

**03:15** And if you're not using that, you're missing out.

**03:17** It's critical that they understand that, they manage their information, and use it to identify patterns and processes...

**03:24** ...that perhaps aren't ordinarily visible or immediately obvious without the inclusion of geographic information.

**03:31** What it's done for me is to open up an imagination and innovation in the way in which we approach business issues.

**03:38** And it...it's exposed some quite creative solutions to problems which I think expressed in the normal way...

**03:44** ...of sheets of paper or tables we'd probably never have...have got to...

**03:49** ...so it's given us that insight I think into looking at really complex business issues in a very straightforward and simple way.

**03:57** And because we're now getting business managers to use it, not IT specialists...

**04:01** ...then that's opening up a whole range of possibilities that...

**04:04** ...I think before we...we couldn't really dream of.

**04:07** Sharing the wonderful asset that is the information that we create and that we manage right across the public sector...

**04:15** ...is so important because it underpins practically everything that organizations, agencies, structures, hospitals...

**04:24** ...schools, government departments, local authorities, everything they do is supported by information.

**04:31** And they create so much of it, place and space, location information, positioning information...

**04:36** ...underpin practically all public sector information. It's about 80 percent of it.

**04:41** And so for...for me in helping facilitate and advise the better use of opening up and sharing information for the benefit of all...

**04:49** ...it's truly stressing the benefits of location information, which is GIS.

**04:54** GIS is of paramount importance for aid agencies coming into existing countries...

**04:58** ...which they don't know and getting a picture of the land.

**05:01** Effective use in GIS in my faction is essentially getting the information out there to the United Nations, to the...

**05:07** ...Red Cross, to the International Federation of the Red Cross so they can see a picture of the disaster as it happens in real time.

**05:13** The Jurassic Coast is England's only natural world heritage site, and our duty is to ensure that we engage communities of all ages...

**05:20** ...from all backgrounds with what it means to have something so special on their doorstep.

**05:25** Using GIS in schools means that we engage young people at an early stage as possible...

**05:31** ...with the benefits that the technology can offer.with studying geography in the real environment.

**05:35** Ordnance Survey are essentially a data provider, and so we purely provide data.

**05:41** To enable our customers to be able to use the data, we have to work with what we term enablers or systems integrators.

**05:49** And Esri are one of our major systems integrators to help us provide solutions to the end customer.

**05:54** We as an organization have specialists in utilities, central government, local government, and

defense...

**06:00** ...and that's really very important to us.

**06:02** Not only do we understand GIS, but we understand the markets and domains in which we're applying those technologies.

**06:09** There are two things that sets ESRI UK apart. The first is the technology stack that we have.

**06:14** It is simply the best technology stack for doing GIS.

**06:17** The second one is our understanding of geography, our understanding of spatial relationships and spatial analysis.

**06:22** Outside of ESRI UK, you do not get that level of...of understanding.

**06:30** We've seen it develop in a range of sectors such as local governments and central government...

**06:35** ...but now it's burgeoning out into...into more dynamic sectors such as logistics, banking, finance.

**06:42** And we're seeing it consumed on the Internet in much more dynamic ways than we ever have done before.

**06:46** As we start to get more and more data available from, for example, people with mobile devices...

**06:51** ...people using the Web to find and access new datasets, the types of questions we can ask with GIS are increasingly important.

**06:59** The future of GIS is that it is embedded into every system that we use in the world to help us understand it and plan it better.

**07:06** We believe GIS has the power to improve almost any organization. That's why we think it will become indispensable.

**07:14** But it has to become part of everyday life. GIS has to be everywhere if it's to fulfill its potential.

**07:19** And that's the way I see the future for GIS. It's about fulfilling its potential.

**07:24** Destiny is too strong a word. But GIS really has the power to do an awful lot of good in the world.

**07:30** It's up to us to communicate that so that all organizations start to use it.