



ECONOMIC DEVELOPMENT

User

Oklahoma Department of Commerce

Partner

GIS WebTech, Esri Business Partner.
Based in Atlanta, GA

Challenge

Replace underutilized self-service solution causing increase of inbound report requests consuming staff resources. Resolve incompatible technology and data

Solution

ArcGIS Online, ArcGIS Desktop, Community Analyst, GIS WebTech Recruit

Results

Intuitive online solution improved staff productivity by 50%. Created data parity between the department and online solution users

TECHNOLOGY AND DATA DRIVE ECONOMIC GROWTH

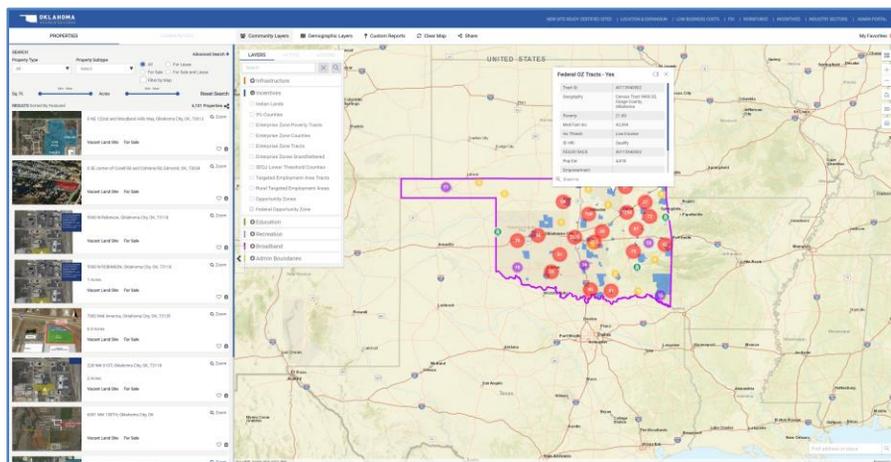
The Oklahoma Department of Commerce is the primary economic development entity in the state responsible for attracting new investment, stimulating growth among existing businesses, and promoting the development of a skilled workforce. The mission is to create and deliver high-impact solutions positioning communities as favorable for investment leading to more prosperous lives for all Oklahomans. Adopting the right technology is critical to success.

The Challenge

The department licensed an online self-service solution to publicly share economic development data such as sites, buildings, and market data. Over time the staff realized the solution was not being utilized due to the volume and nature of inbound requests increasingly consuming staff resources. Internally, the staff utilized ArcGIS to produce detailed market profiles, and demographic reports for customers. The online solution and the data were incompatible with ArcGIS therefore users were not receiving the same Esri datasets the department relied upon.

The Partner

GIS WebTech, a technology developer, creates solutions for economic development. Recruit, their flagship solution, helps economic development organizations attract investment, drive job creation, and grow existing businesses within their communities. Using Recruit, site selectors can easily identify and analyze ideal locations. GIS WebTech solutions are built natively on the ArcGIS platform ensuring compatibility and data consistency with other Esri GIS users.



“A big advantage is being able to create layers (e.g. infrastructure, incentive areas) in our ArcGIS account and easily add them to Recruit so they are available to users. This is a time saver for everyone, including our users.”

Lesli Crofford
 Research Analyst
 Oklahoma Department of
 Commerce

The Solution

A meeting with stakeholders confirmed an intuitive user interface was required to deliver a better user experience to encourage self-service to review data, generate reports, and conduct spatial analysis. This would directly decrease staff time for inbound requests. The solution must be compatible with Esri’s ArcGIS ensuring online solution users would have access to the same Esri data the staff used to respond to requests for information.

GIS WebTech implemented its online solution, Recruit. In addition to its intuitive user interface, Recruit is built on ArcGIS and provides users access to the same Esri market and demographic data as the staff resolving the data discrepancy. Recruit also enabled an automated data feed of available sites and commercial properties from Xceligent, a leading provider of real estate data. This reduced staff time and process requirements. Recruit enabled the staff the ability to manage layers directly (e.g. infrastructure, incentive areas).

The Results

Inbound requests for data and analysis have dropped dramatically. The staff saved more than 50% of their time which is now focused on high-value, high-opportunity activities. Online users have access to the same Esri data eliminating the need to normalize discrepancies between two datasets.

Recruit provides unique advantages. It easily consumes map layers of other government and utility organizations also using ArcGIS eliminating the need to recreate map layers. The staff now activates layers into Recruit such as infrastructure and incentive areas providing businesses and site selection consultants with the most comprehensive view of the Oklahoma business environment helping to make the state a more popular destination for investment. Since 2016, there has been \$3.5 billion in new investment and 7,400 +new jobs created.

The staff is leveraging the solution through a statewide, interactive workshop to teach organizations how to use data sources to complete RFP’s critical to business attraction.



GIS WebTech

www.giswebtech.com

