Parramatta City Council
Uses Geocortex For New Web Mapping Foundation

Background

Located in Sydney, the central business district (CBD) of Parramatta is at the heart of a thriving geographical, commercial and cultural capital. Parramatta is the second largest CBD in Sydney and the sixth largest in the Australia, with an AUD$14 billion dollar economy and a major role as a provider of business and government services.

Through its 600 employees, Parramatta City Council provides services to the 170,000 citizens in the region, delivering a diverse events and arts programs, facility maintenance, economic development initiatives and strategic plans for future City development alongside the delivery of core services such as waste collection and road maintenance.

The Challenge

The City's senior management had a vision to encompass information from these civic services, and provide a user-friendly interface for operations and customer service personnel. Gathering data across all City departments, a goal was set to get information about any specific property and present it a single, so-called "360 degree" view. A simple, unified, intuitive web-mapping interface was seen as necessary, encouraging adoption by City end users, providing access to key business information in council, and ultimately being attractive for general public usage.

GIS solutions from Esri had been in place for some years, with an in-house developed application built to enhance core technology. While there was a desire to enhance existing services, remaining on the Esri platform was a requirement, as was the flexibility to customize the web-mapping interface without having to rely on custom software development.

The Solution

Parramatta City GIS staff worked with Geocortex partner and Australia reseller, AAM, to rapidly implement Geocortex Essentials, the Geocortex Viewer for Silverlight, and Geocortex Optimizer. AAM provided the City with a purpose-built Local Government module with a series of reports, queries and Geocortex Workflows that modeled and served common council business tasks.

The new Parramatta City "GIS Online" provides a comprehensive web-mapping system that incorporates data from various sources (such as land information and records management), and presents it through a single user interface. Standard queries in GIS Online deliver answers

Case Study:
Parramatta City Council

Location: Sydney, Australia

Industry: State and Local Government

The Challenge:

- Gather data across multiple departments and present through a single user interface

- Minimal internal programming resources, and a need for a web-mapping solution requiring minimal custom coding
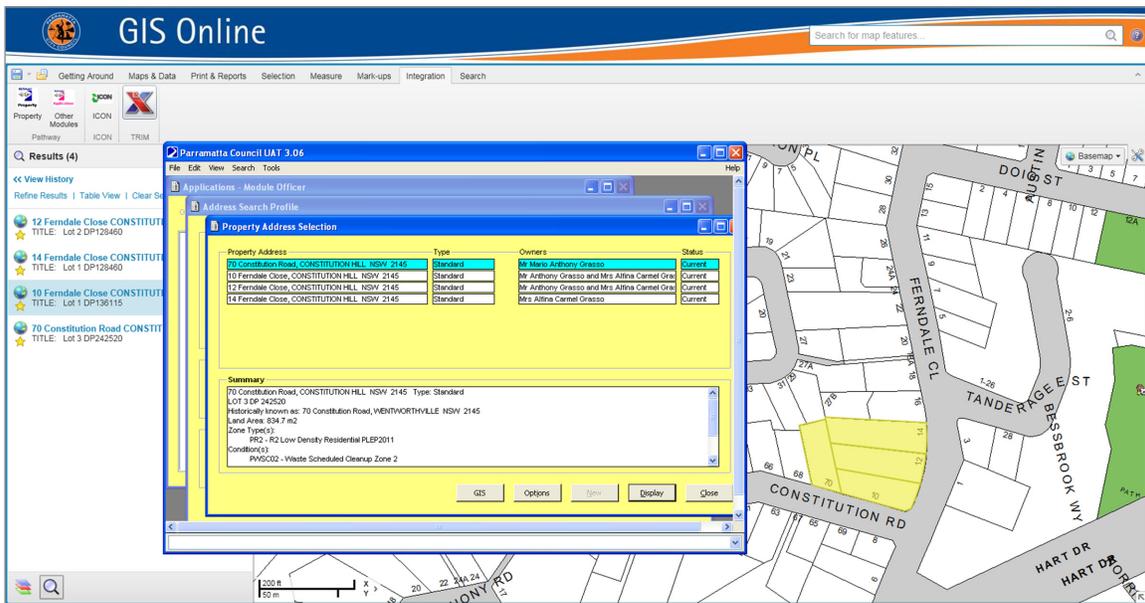
The Solution:

- Esri ArcGIS Server, offering centralized management and sharing of GIS data

- Geocortex Essentials, evolving web-based mapping and GIS application capabilities, and

- Geocortex Optimizer for monitoring system performance and system utilization

The Result:

- Rapid development, with easily accommodated changes

- High end user satisfaction

- Support for future enhancements, such as 3D modeling and mobile usage

to most questions posed by users; the advanced Query Builder has proven highly capable of satisfying more complex requests.

The highly configurable Geocortex approach has made changes to the web mapping system easy to accommodate, with new requirements accommodated flexibly and without the need for custom development. "The Parramatta GIS team is receiving good feedback on GIS Online's ease of use, and end users are impressed with the power they now have." says Ravi Yernena, GIS Manager at Paramatta City Council.

The deployment of Geocortex Optimizer has not only allowed the monitoring of system performance and response times for users, but also generated reports on the usage and take-up by users of the new web-mapping system. Optimizer has provided peace of mind around system availability, and has also been able to provide defined metrics around system usage, leading to improvements in staff effectiveness and productivity.

Next Steps

The configuration approach offered by Geocortex has enabled Parramatta City Council to achieve their objectives in a much shorter timeframe than a custom development approach, and has provided the flexibility to maintain and manage the application in-house, as well as future proof against changes in viewer and Esri GIS technology.

Ravi speaks highly of the implementation and future possibilities: "Geocortex Essentials is a very powerful tool and are we looking forward to deploying it on mobile devices such as iPads for City Management and Operations staff to increase productivity, effectiveness and easier information access".

The GIS team is working to integrate a 3D view in GIS Online using the AAM-developed 3D module for Geocortex, which will allow city planners to assess and exhibit building development proposals in a 3D city view, which will help share information and make better decisions more rapidly.

Exposing web maps to the public is also part of the next steps of the implementation. Ravi notes that "We've also always intended to provide a public-facing view of our services through web maps. Based on the success of the internal Geocortex deployment of GIS Online, we're confident that we will be able to provide our citizens with a range of on-line information and services through the web map, without onerous administration by our team".

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