

## London Borough of Croydon, United Kingdom



London Borough of Croydon deploys corporate GIS built using the full-function web-based GIS technology of iSMART®.

### Background

London Borough of Croydon (LBC) deployed a new corporate web GIS (Geographical Information System) built using iSMART, and eSpatial's local government solution framework. LBC's new corporate web GIS enables the delivery of location information internally throughout the council as well as to the general public delivering increased internal efficiency and online public service delivery; therefore helping meet the demands of transformational government. The solution provides internal departments with web-based access to a spatial analysis environment to support location dependant decisions.

### The challenge

LBC had a requirement to provide internet access to a wide range of geospatial information about the council and its activities. They needed an intranet solution for online access to all location based assets throughout the city council and to support the ability to query, share and analyse this information. LBC needed a corporate web GIS enabling end users to view and interact with maps detailing the entire council and its points of interest.

### Key requirements

- Maximise use of location-based asset information for council departments as well as for the general public.
- Speed response times through coordinated, real-time knowledge management and sharing.
- Comply with "Transformational Government - Enabled by Technology" initiative to build services around the needs of citizens while releasing resources for "frontline" services.

## The solution

eSpatial worked with LBC to implement a web based GIS, based on iSMART, a highly configurable, off-the-shelf software suite specifically tailored to the needs of public sector customers who wish to deliver a web-based corporate GIS in a standard non-proprietary environment, with a Central Oracle based spatial repository and associated Intranet and Internet mapping systems. Applications developed on iSMART enable LBC to deploy innovative new services within a single framework. The solution enables council workers to organise and understand complex business processes, answer questions, solve problems and plan ahead by looking at data in a way that is quickly understood and easily shared as digital maps.

The public facing website includes a customised online interactive mapping solution allowing users to view a variety of the council's location based information online, therefore improving online customer services. The solution will deliver GIS functionality across all council systems via a number of channels including legacy GIS applications.

## Benefits for Croydon Borough of London

- Open standards platform allowing for greater internal and external spatial data exchange.
- Fast & economic to deploy.
- Open industry standards enable simple existing application integration.
- Flexible – what you need is what you get (WYNIWYG) and ongoing product direction is driven by input from both existing and future Public Sector customers.
- Scalable architecture provides support for an enterprise grade system, designed to scale as required by the customer.
- Reduced total cost of ownership through corporate approach to both data and applications.
- Reduces the dependency on costly, departmentally managed desktop GIS tools.
- Satisfies key government and business drivers.

*“The efficient and effective use of Geospatial data is a key enabler for LBC’s essential planning and management activities and this solution will greatly improve critical decision making. We’re excited about the capabilities, in particular how we can support both existing and new applications in a single data store, removing data duplication and enabling us to roll out applications that improve internal processes and enhance our public service delivery. The significant cost savings, especially in these times of budget cuts and restraints, is also very welcome.”*

*Kevin MacKay, Head of ICT, London Borough of Croydon*

## About iSMART

iSMART transforms data with a geographic component into easily-understood maps, charts and graphs that can be interpreted to provide actionable business insights.

Combining the latest innovations in software delivery and usability with the full functionality of a Geographic Information System (GIS), iSMART makes location intelligence available to any organisation.

iSMART is an affordable, predictable, and scalable location intelligence tool, suitable for both GIS experts and newcomers to location intelligence alike. It also provides an ideal enterprise grade hosted services delivery platform for geospatial applications.

## About eSpatial

eSpatial is a leading provider of Geographic Information Systems (GIS), and a pioneer in the provision of location intelligence delivered via Software-as-a-Service (SaaS).

Our flagship product, iSMART, has pioneered the availability of a full-function GIS or location intelligence tool with SaaS delivery.

As an established presence in the GIS and location intelligence space, eSpatial has developed considerable expertise and intellectual property in spatial software use and development.

We are proud to work with leading technology partners such as Oracle, NAVTEQ and Digital Globe; and to count many leading organisations amongst our global customer base.

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