

# Media Release

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## Location intelligence leads VicRoads success

*Esri Australia supports VicRoads in the rollout of its Connect Maps system to ensure more accurate planning and resource allocation*

**Melbourne, Australia – 22 November, 2010** - Esri Australia is nearing completion of an innovative mapping application for VicRoads, a government agency charged with the maintenance and management of Victoria's road network. The application - known as Connect Maps - is designed to improve the management of VicRoads program of works, and enhance the organisations' use of location intelligence.

Connect Maps is an online solution providing a common platform for spatial data capture, integration, presentation and management. It will provide critical support to VicRoads' existing location intelligence (LI) infrastructure, by providing users with access to maps and spatial data to support the development and approval of VicRoads program of road maintenance works and network upgrades.

VicRoads recognised the need to increase its use of location based data to ensure effective management of its integrated road network and service upgrades. LI offered the organisation a more accurate system to collect, manage and use information to better support decision making across its broad transport remit. VicRoads manages an extensive asset inventory (including 52,871 road lane kilometres and 3,140 bridges) and has to deal with a network that grows and changes every year.

VicRoads approached Esri Australia to provide a custom GIS solution that would deliver a user friendly interface to access the location based information already available. The new solution will enable staff access to a wide range of datasets from one central location, including new organisational wide base maps and project bid information.

GIS has been used broadly across VicRoads for close to 20 years. Spatial information has been centrally managed and delivered to the organisation via a number of channels, but it recognised there were limitations in both the way location information was recorded against the network and in the online delivery methods.

VicRoads lacked a common platform for location information management. To address this, Esri Australia and VicRoads worked together to provide widespread access to location based data throughout the entire organisation via the Connect Maps system.

"Connect Maps provides the extra layer needed to complement VicRoads' existing location based data. It sits at the front end, providing staff with a view into planned activities on the road network," said Neil Killick, Technical Lead, Esri Australia. "During the planning process for example, a quick analysis via the map view shows other work that is planned in the same or surrounding area. The work is then programmed concurrently and disruption to road users can be minimised."

Evan Quick, VicRoads Spatial Project Manager on the Connect Project, commented "the system provides different departments with a common picture of operations across the entire organisation. No longer are departments siloed in their set roles and they are able to work together more collaboratively. One example of the systems functionality can be seen in the transparency it provides in the internal bidding process.

"Through Connect Maps, individual departments can now see all funding bids submitted under other programs by different parts of the business, right across the Victorian road network. This way, departments

can work together to coordinate projects and deliver network improvements more efficiently and effectively, and with minimal impact on road users”

Connect Maps will initially have 500 users, and will be targeted towards staff involved in the bid management process. Long term plans involve roll out of the solution across the entire organisation.

“We are looking to expand the reach of Connect Maps to support other business processes throughout the organisation, such as asset management, traffic management and road crash analysis,” said Quick. “The new solution provides VicRoads with a highly effective system to increase efficiencies across the management of our road network.”

According to Killick “location based data plays an important role in any organisation, especially in terms of planning and development processes. Esri Australia’s business model focuses on educating end users about the value of location intelligence and providing concrete examples of how it can be used day to day across the organisation.

“By increasing understanding of the level and ease at which location data can support business processes we see far greater take up and usage of GIS, which ultimately delivers significant efficiencies back to the business.”

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#### **About Esri Australia**

Esri Australia has a 33 year history of providing location intelligence expertise to help organisations make smart business decisions. The combination of local expertise and world-leading Esri GIS technology has helped thousands of government departments and commercial organisations to turn their data, information and knowledge into collective insight to reveal opportunity. Drawing on its expertise, knowledge, vision and technical capability, Esri Australia helps its clients turn possibility into reality.

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