

Client: Vicinity Solutions, a geospatial consulting firm

Project: Customer case study on Waimakariri District Council

Objective: To demonstrate client satisfaction & the effectiveness of Vicinity Solutions' approach

Sample from Julie Wuthnow's portfolio

Excerpts from case study

PROJECT SUMMARY

To provide a recommendation on server-based software to support web-based GIS, services and data

THE CHALLENGE

To make the best software choice for diverse web mapping users during a critical planning phase.

Gill Lawrence [Manager of Spatial Information Programme] identified several factors that needed to inform the Programme's decision on its web mapping upgrade.

1. A clear understanding of the needs of staff across the organisation, because 'we realised a number of staff weren't satisfied with our internal browser'
2. A review of the best software currently available on the market. 'We . . . wanted to make the most of our current and continuing investment'

PROJECT SOLUTION

A review of four product bundles, including the staffing and resource implications of each

Having identified and prioritised the goals and requirements of the WRC and conducted up-to-date market research, Vicinity Solutions realised that no single software solution would suffice. . . . They gave the Council four different product bundle options . . . [since] each option had unique implications for staffing and resource allocation. . . .

BUSINESS BENEFIT

A clear pathway to making the best decision

While the WRC has not yet implemented their software upgrade, they . . . now have the necessary information to make a good choice. As Gill puts it, 'this is a highly useful report that will allow us to make a well-informed decision'.

Clear, scannable structure with highlighted summaries

Multiple customer quotes to confirm authenticity and reduce perception of marketing 'spin'

Consistent use of clear and accessible language within a discussion of highly technical material