The difference between "GIS" and "Locational Intelligence"

SUMMARY

By itself, Geographic Information Systems (GIS) are empty tools, much like Word, Excel, or SQL Server. What matters is what you do with the tool and your enterprise strategy to derive value from all your spatial data.

KEY TOPICS

- Difference between a tool and a strategy
- What is Location Intelligence, as part of an organization's strategy
- Elements of Locational Intelligence
- Where does spatial data fit in an organization

ABOUT THE SPEAKER

Allan Pickering
Solutions Consultant

Allan Pickering, PMP, is a Solutions Consultant at Bartlett & West and has over 25 years of experience in the railroad industry. His focus on understanding client needs has allowed him to complete successful spatial projects throughout the freight rail sector. Allan specializes in project management, software development lifecycle, business analysis and needs assessments, application design and GIS/GPS/LiDAR technologies.

DURATION: 35 minutes

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