

Milwaukee County Integrates Pictometry® Image Navigator™ with Geocortex® Essentials



Located in the state of Wisconsin, Milwaukee County is situated on the western shore of Lake Michigan. Including the city of Milwaukee, the County has an estimated population of 953,000 residents and encompasses over 19 different municipalities. Since 2009, they have integrated and deployed Pictometry® Image Navigator™ with Geocortex® Essentials to serve the collective GIS needs for all of these municipalities.

The Challenge

The primary challenges faced by Milwaukee County surrounded the method of delivery of GIS services to over 19 separate government entities. Specifically, they needed to decide between central management versus stand-alone deployment of Pictometry Image Warehouse.

Case Study Summary

Client:

Milwaukee County

Location:

Wisconsin

The Challenge:

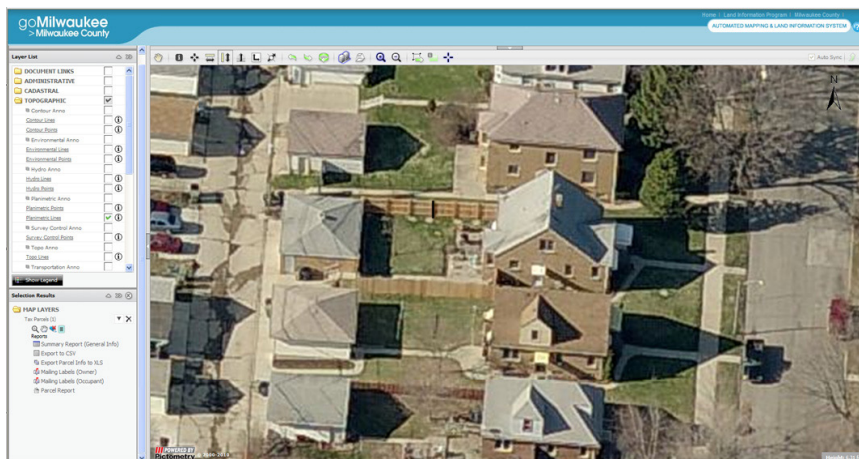
- » Delivering GIS services to over 19 different government entities
- » Deciding between central management vs. stand-alone deployment of Pictometry Image Warehouse

The Solution:

- » Geocortex Essentials integrated with Pictometry Image Navigator to capitalize on broad industry potential

The Result:

- » Streamlined workflow and simple interface generated greater efficiency, eliminating hours of labour and headaches
- » “Wow” factor from integration level enhancing user experience



Milwaukee County uses oblique imagery to remotely investigate zoning and by-law issues.

The points favoring a central management model for deployment included the simplicity of a singular point of management for the image warehouse, GIS overlays and search indexes (address, name, PIN). Meanwhile, the negatives associated

with this approach included variable WAN performance using a vpn client, intermittent availability and indirect management of resources across multiple local/remote points of failure.

Conversely, the argument in favor of a decentralized (stand-alone) deployment approach for Pictometry and Geocortex Essentials included the thought that LAN performance would be generally acceptable, depending on local server/network resources and/or management. On the downside, maintenance of a GIS overlay and search indexes required scheduled updates to each client. They were faced with variable technology and expertise at each client's location - some clients were self-supporting while others enlisted nonresident (hourly paid) support, and there was also the issue of variable client willingness and schedule conflicts.

Generally, existing technologies and deployment options had resulted in overall client dissatisfaction and variable (sometimes high) resource commitments at remote sites. As a result, a centralized deployment approach was chosen.

The Pictometry / Geocortex Essentials Solution

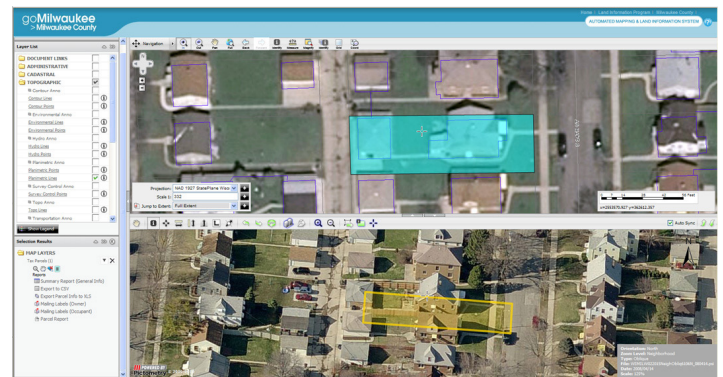
Geocortex Essentials was selected through a competitive bid process to support Milwaukee County's deployment of web mapping services. Following an assessment of various application development strategies during late 2007, Milwaukee County selected Geocortex Essentials.

In 2008, the County began deployment of Pictometry Image Warehouse. At that point, Pictometry was still working on their web service technology. Pictometry On-line and Pictometry Image Navigator became available in spring of 2009, which happened to coincide with the initial production deployment of Geocortex Essentials.

Milwaukee County began to closely consider the combination of Pictometry Image Navigator and Geocortex Essentials in late 2008. They brought it to the attention of Latitude Geographics, which saw broad industry potential for this capability and embraced it. A win-win for everyone, the project gained momentum in the coming months.

The Result

Following implementation, Milwaukee County experienced the many benefits of bringing these two technologies together. The advantages were numerous and, for the most part, immediate. They included: no deployment issues; no extraordinary support requirements; proprietary licensing is honored through administering site security methods; self-hosting and hosted options (they use hosted); availability and performance is excellent, and; usability through a site administration and customizable toolbar has been greatly simplified.



Integration of Pictometry and Geocortex Essentials allows a split screen of ArcGIS Server-delivered data and Pictometry oblique imagery.

Usage through a streamlined workflow has been a major improvement. Simple use of the interface allows operators to quickly validate site conditions and above-ground features through simple observations, along with the ability to do more complex horizontal and vertical measurements. With access to Pictometry, a user can better establish the true location of objects such as utility poles, signs, manhole covers and porch and deck additions, and transcribe measurements into the mapped view.

“When users experience the level of integration that this capability represents, they are simply stunned. ‘Wow!’ is often their first impression” according to William Shaw, Milwaukee County Automated Mapping and Land Information System (MCAMLIS) Project Manager. “There are definitely possibilities beyond the current deployment, but for now what was once a major headache requiring hours of planning and support is now a matter of simple configuration through Geocortex Essentials.”