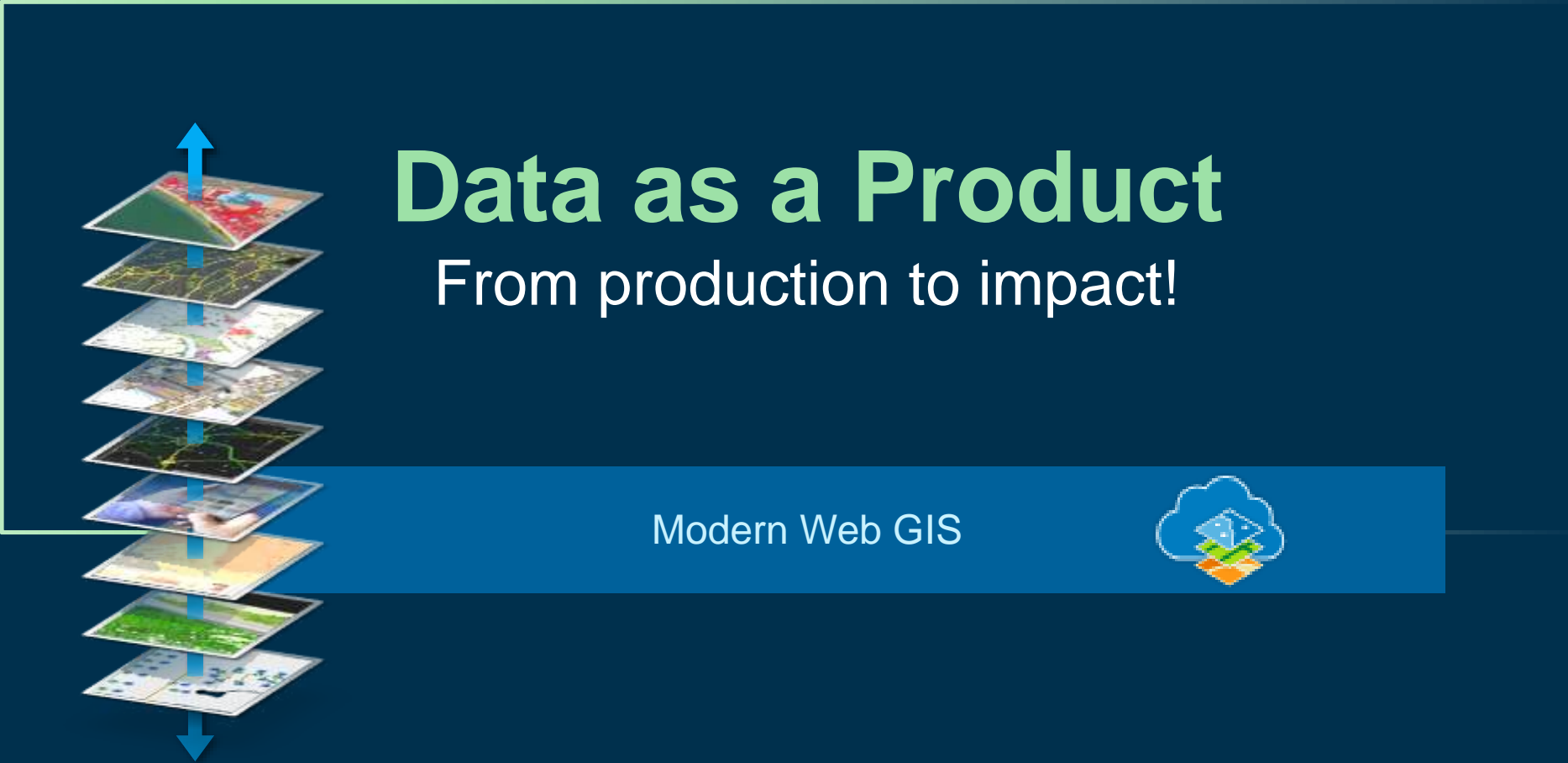




Data Product Thinking: Mapping Agencies as Key Enablers of GKI

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Esri



When data isn't ready to use

The experience
frequently breaks down.

For data consumers



- Bring data to your own environment
- Multiple unofficial copies
- Versions diverge

... Confusion, frustration, and unnecessary duplication.

For data providers

The challenge is just as real



- Limited visibility
- Few usage metrics
- Return on investment?

Product Thinking



Marc Andreessen "The only thing that matters is getting to product/market fit."

Who are today's customers?

Data consumers
Information consumers

Trend / Expanding consumer/customer base




Machines



Humans

- AI Assistants / ML
- Digital Twins / Smart Cities
- Sensors
- Data Spaces / Ecosystems
- Professionals (e.g., AEC)
- Decision-Makers & Public
- Data Intermediaries / Open Data / SDIs
- Developers
- **Researchers / Students**
- **GIS Analysts**
- **Cartographers**

What are
their requirements?

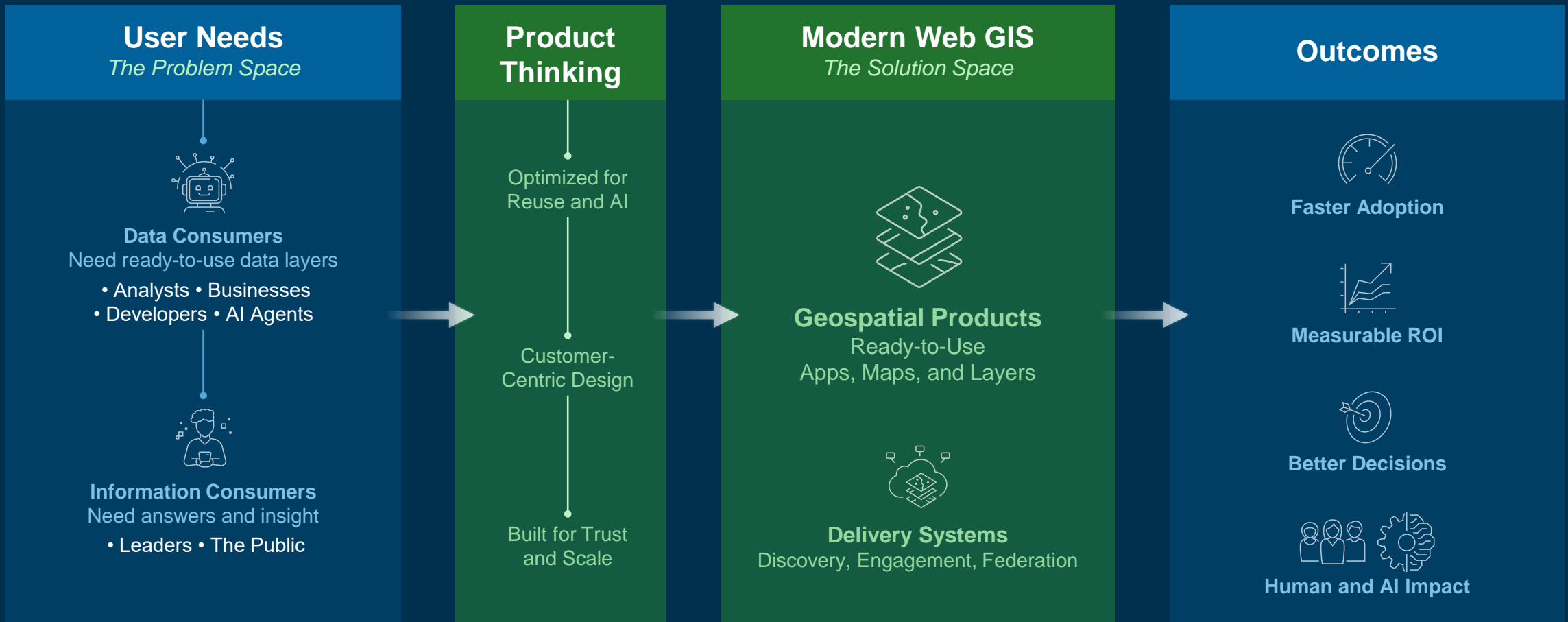


Data as a Product

Optimized for
discovery, reuse,
& AI-readiness

- **Easy to find**, search engine optimized, and discoverable in a self-service global ecosystem.
- **Easy to understand**, symbolized, and configured for quick visualization.
- **Easy to use**, self-describing, interoperable, and licensed for reuse.
- **Relevant**, analysis-ready data, enabling access to quality features with well-documented attributes and key fields for joining with other data.
- **Reliable**, persistent, and optimized for scalability and performance.
- **Accessible** in various forms that serve broad audience requirements, including humans and machines, via APIs, downloads, and user-friendly applications for non-technical users to explore.

Data product thinking...



... From production to impact.

Keeping communities safe

Making decisions impacting property and lives is mission critical...



Local and State Fire Response Agencies

Common Operating Picture



Securing energy

Meeting business and community needs



Private energy companies

Constructing pipelines,
expanding facilities



Growing national economies

Supply chain logistics



Marine traffic

Highways

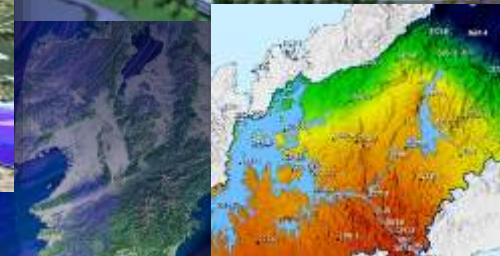
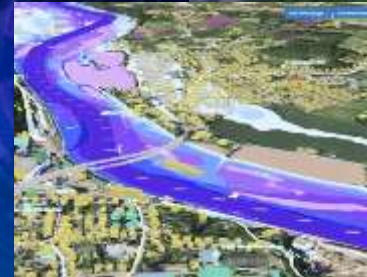
Rail

Census

Weather

Thousands of companies
moving goods

Business intelligence



Are our data meeting
untapped customer demand?

Adopt a product thinking mindset

Your customers are already there.

Web GIS helps you meet
them where they are.



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