

Better, cheaper, faster

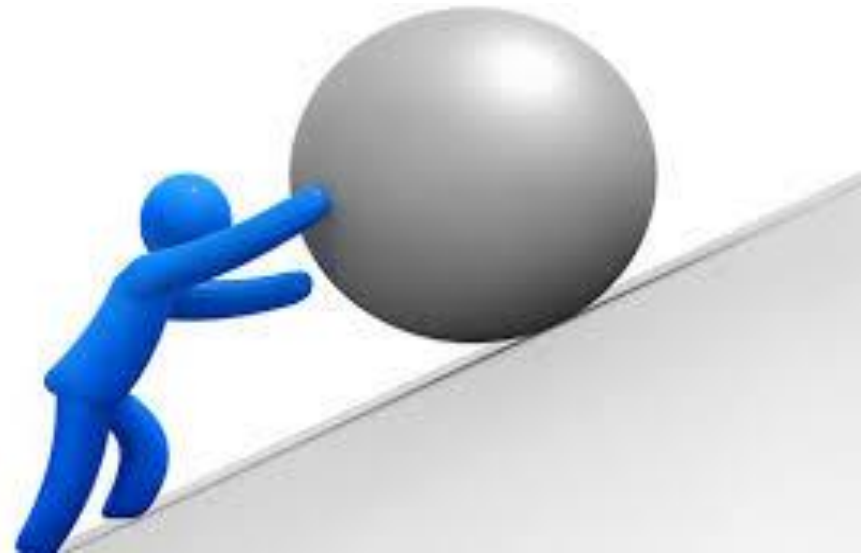
Enhancing government websites with  
location intelligence

Demelza Guy, Cadcorp

GIS Ireland 2015 Conference, Dublin, 2 October 2015

# Local government Ireland – the challenges

- Central control versus local autonomy
- Impact of the financial crisis
  - On staffing
  - On spending

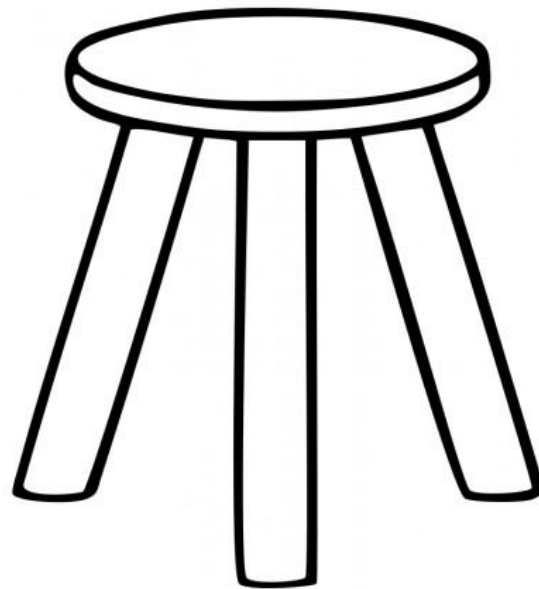


# Local government Ireland – the opportunities

- Efficiency gains
- Innovation through technology
- Local government reform



# Improved service provision through location intelligence



Map data

Prime2

Software

Address data

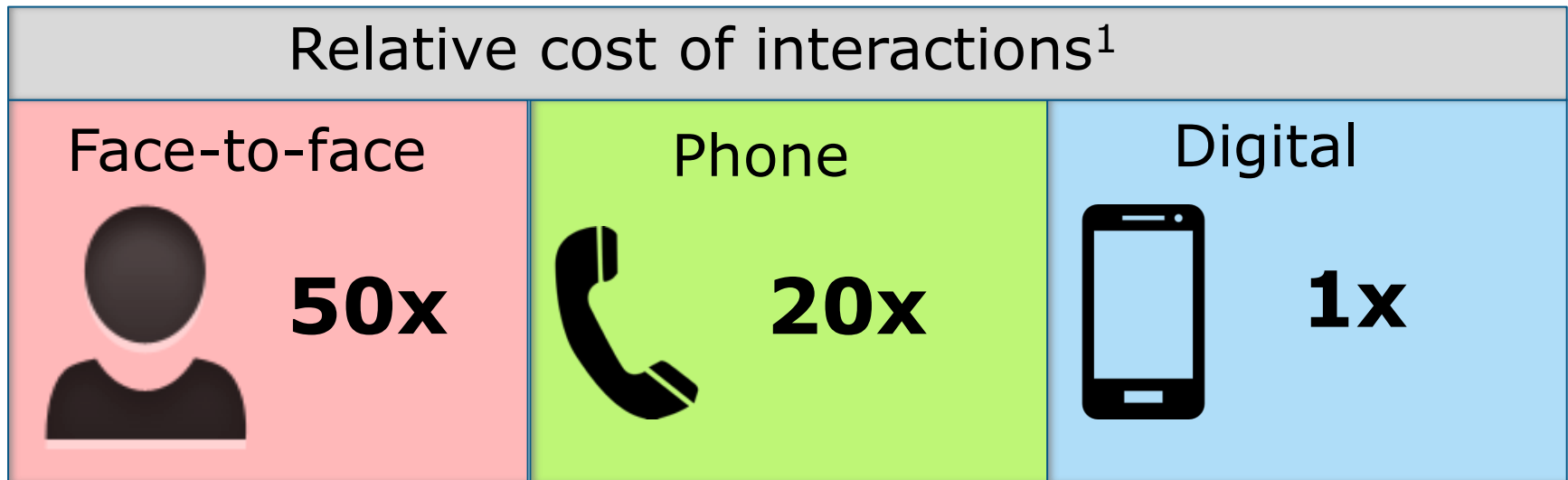
Eircode

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## It's not just about online mapping

- Eircode + Prime2 + geospatial software are **web-enabling technologies**
  - They have the capacity to dramatically improve a citizen's experience in accessing a council sector website, and to encourage online self-service
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# Why online self-service matters



1. **Digital Efficiency Report**,  
<https://www.gov.uk/government/publications/digital-efficiency-report>  
Cabinet Office and Government Digital Service, November 2012

See also **Better Connected, SOCITM 2013**. It estimated the cost of contact for face-to-face transactions averaged £8.62, for phone £2.83. but for web only 15 pence.

# Cheaper, but also better and faster

## Better

- Deliver information based on a citizen's needs
- Suited to a range of devices
- Simple, personalised and intuitive interface

## Faster

- Use advanced spatial database techniques behind the scenes
  - Automate data processing and searching
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## What to take away from the demonstration

- The difference between browsing and smart-searching
  - The role played by location intelligence in personalisation automation, and hiding complexity
  - Why it matters to design for mobile devices
  - When to show maps and when not to
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