

Case Study

April, 2009

Georgia Power - Georgia Resource Center Economic Development

Microsoft
GOLD CERTIFIED
Partner



Orion is an authorized
ESRI Developer & Business Partner

This document contains information proprietary to Orion Technology (Orion). Transmittal, receipt, or possession of this document does not express license, or imply rights to sell, design, manufacture, or have manufactured from this information.

Copyright © 1998 – 2009 Orion Technology, a Division of Rolta Canada Ltd.

All Rights Reserved

All trademarks referred to in this document belong to their licensed and/or registered owners

The Situation

Georgia Power is a company that serves electricity in 155 of Georgia's 159 counties. Through the Georgia Resource Center (GRC) of Georgia Power's Community and Economic Development organization, Georgia Power pursues a key element of its business strategy; to help industries recognize the advantages of establishing themselves in Georgia. New industry brings with it secondary and tertiary businesses, along with new residents employed in these new companies. All this of course adds to the market base for Georgia's core business of selling electricity.

The solution had to offer all the search capabilities the GRC was accustomed to with the existing application, with the added flexibility to reconfigure the application as demands of the day dictate. Further, it would have to bring in that essential "WOW" factor.

In today's global economy, the ability to attract industry grows more and more competitive. The GRC knows Georgia has a lot to offer, but the biggest challenge is in getting the message out. For the last several years, the GRC has been using a custom built application to accommodate site and building searches, aiming to pair up a prospective company with the right location for them. However, needs vary dramatically, needs change over time, and technology continues to evolve. There is an ever present need

to bring in a sufficient "WOW" factor that will raise eyebrows, and truly drive home the value for a company to call Georgia "home".



The Georgia Resource Center

In the summer of 2005, Georgia Power issued an RFP, looking for a new vehicle through which it could showcase all that Georgia has to offer. The solution had to offer all the search capabilities the GRC was accustomed to with the existing application, with the added flexibility to reconfigure the application as demands of the day dictate. Further, it would have to bring in that essential "WOW" factor.

The Choice

Georgia Power decided to implement a configurable, commercially available web-based GIS, which would give them all they had been accustomed to with their original custom built application, in addition to having the flexibility to adjust to an ever changing economic development landscape. The application selected was Orion's OnPoint™, along with its Redlining, Web-Editor and Cartographic Quality Map extensions. Orion, together with its partner Rolta International, would meet GRC's need to implement a web-based GIS that would "WOW" their prospective customers.

The Challenges

Having been accustomed to the fixed state of their previous custom built application for performing site and building searches, the GRC approached the implementation of OnPoint with the same routine of describing each and every function they wanted to a meticulous degree of detail. This was done with the expectation that the configuration could all be passed to Orion implementation staff; GRC would outsource the initial configuration.

Unfortunately, with the magnitude of detail envisioned, the challenge of satisfying each detail was huge. Fortunately, witnessing this configuration effort fed new ideas in the minds of some very forward thinking GRC staff. It soon became essential, even irresistible for GRC staff to apply the OnPoint training they had received. They broke away from their strategy to outsource the configuration, and began to drive it. With this new “driver” to administer the OnPoint configuration, the implementation began to leverage OnPoint functions in ways never imagined when the original requirements were laid out.

The Process

The process began with Georgia Power’s GRC creating a detailed set of requirements for how their new application would operate. Naturally, this would reference the existing application as a benchmark. It also referenced existing data resources utilized.

After the contract award, the first step in this effort was to remodel the GIS database (both spatial and non-spatial data). This modeling exercise was performed by Orion staff in consultation with staff from Rolta International and Georgia Power. The final model built was an ESRI SDE Geodatabase, housing much of the data required for the OnPoint implementation. Next, Rolta International staff developed scripts to populate the database. Some would only require a one-time load. Others would require a script that could regularly load updates to data the GRC subscribed to.

The implementation of OnPoint began smoothly enough. However, as the implementation came close to completion, the GRC staff adopted an increasingly “hands-on” approach. Their anxious involvement gave the entire implementation process an incredible boost that continues today. They had received OnPoint training early on in the project, and found it too irresistible to sit on the sidelines as they saw the implementation mature. It is this direct involvement by GRC staff that has made their OnPoint implementation the showcase it is (and will continue to be).

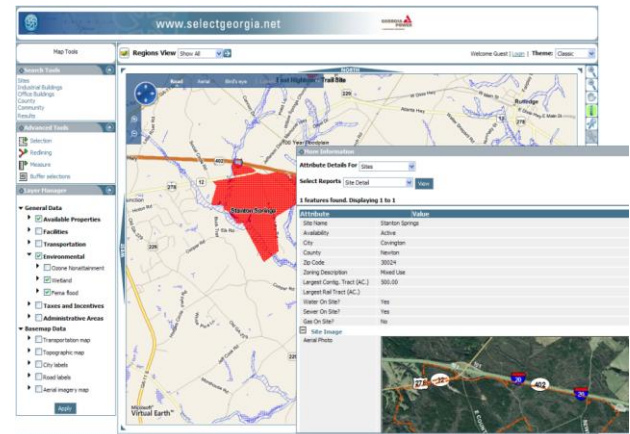
The Result

Teamwork was a key factor in the success of the project and helped to overcome a number of challenges during the implementation phase of the project. Looking ahead, Georgia Power and the Georgia

Resource Center staffs now have their own personnel behind the wheel and a clear picture of all they can do with OnPoint. It will give them search capabilities they always had, plus a whole lot more with OnPoint multi-level join capabilities, and links to external web services such as Google Earth and Microsoft Virtual Earth.



*OnPoint in the field,
on a "ruggedized" laptop*



*Multiple levels of attributes (a multi-level join)
for a site using OnPoint*

With ruggedized laptops, they've taken all this in the field, taking prospective companies out to see the site, with the ability to compare on the spot using this OnPoint implementation. In their hands, it brings that "WOW" factor. GRC has now embraced OnPoint as an application that exceeds their needs of today, and has

the flexibility to continue to do so in the years ahead. Through the magic they make in configuring OnPoint, they see industry looking at Georgia, and knowing they've found their new home. Orion has remained a close partner to Georgia Power. In June of 2008, they launched their SelectGeorgia.net OnPoint internet application to the public. From its launch in June through the end of that year, SelectGeorgia.net was used to support economic development projects that resulted in 9,700 average visits per month, bringing more than \$1.3 billion in new capital investment to the state, and created more than 5,800 new jobs for Georgians.

The Response

"Our old model for development was to create an application from scratch and expect it to "do-it-all", but we no longer have time to write code for needed updates. We much prefer the "configuration" approach; that is, purchasing a proven product and configuring it to meet our needs. Although we've always been impressed with OnPoint 5, we are blown away by the capabilities of OnPoint 6. The administration tools are very powerful, yet intuitive. We'll be able to simply adjust our OnPoint configuration as needed over time and use its extensive interoperability to link our system to other existing resources. This approach should save significant time and money AND multiply our effectiveness by taking advantage of other great applications and databases available to us. It has been a pleasure working with the Rolta / Orion team. They have become our partners in innovation."

Stan Vangilder Team Leader, Georgia Resource Center

**Orion Technology,
A Division of Rolta Canada Ltd.
80 Whitehall Dr, Suite #3
Markham, Ontario
Canada, L3R 0P3**

**Tel: +1.905.754.8100
Fax: +1.905.474.4486
Email: info@oriongis.com
www.oriongis.com**