



# Measuring Up: The Business Case for GIS

*Christopher Thomas, Milton Ospina*

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## **Measuring Up: The Business Case for GIS** Christopher Thomas, Milton Ospina

Featuring 75 case studies representing six industries and 22 sectors in business, this analysis measures the benefits of implementing geographic information systems (GIS). Thirteen ways that implementing GIS increases productivity and efficiency are outlined, including saving time and money, generating revenue, automating workflow, and increasing accuracy, communication, and collaboration. How to visualize and track the benefits of GIS is also addressed.

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