



SPRING 2015 SPEAKER SERIES EVENT

(Free and open to the public)

***The Criticality of GIS Basemaps:
Quality as the Key to Success***

Wednesday, March 11, 2015

6:15 pm – 7:30 pm (Preceded by dinner at 5:30 pm)

Casa Loma Room, University of Redlands Main Campus

Register for this event by March 1, 2015 by contacting Karen Kraker at 909-748-8769 or
karen.kraker@redlands.edu



ABSTRACT

The old adage “garbage in, garbage out” is still pretty much alive and well in today’s “big data” world. Geospatial data is one of the critical components of all Geographic Information System (GIS); without it, there would not be a need for GIS. It is estimated that 80% of all data collected has a geospatial component; furthermore, a similar estimate is attributed to GIS total costs for data acquisition and maintenance.

GIS maps lose freshness as the underlying roads and their attributes change. In addition to spatial changes, map freshness is also impacted as road attribution is added or updated to improve the accuracy and utility of the map. At HERE, accurate map attribution is a serious challenge when over 1,000,000 spatial and attribute updates are made on a daily basis to HERE Maps worldwide. Updated street maps, for example, can result in improved routing capability for E-911 applications. HERE’s focus on basemap quality is making a difference in the GIS market space, as well as helping companies, organizations and government agencies successfully power their GIS enterprise applications. Examples and use cases will be discussed.

Speaker: Mr. Milton Ospina, Business Development Manager, HERE, a Nokia Business

Milton Ospina has been actively involved in the GIS industry since 1988. He spent 15 years working at Esri as a software instructor and Industry Marketing Manager. Mr. Ospina joined HERE, a NOKIA Business, in 2008 as Business Development Manager. His focus has been on marketing and selling HERE’s GIS data solutions to the enterprise and in supporting Esri and their customers worldwide. In 2004 he co-authored *Measuring Up: The Business Case for GIS* (Esri Press). Mr. Ospina is a frequent US and international speaker on the use of GIS for urban planning, community development, and the critical role HERE Map Content plays in the development of Enterprise GIS Systems.