

the Horizon

May 2016

What is GIS and What Can It Do For Me?

"It's a big deal! It has the ability to transform your entire organization!" That's what people are saying about GIS.

But what is GIS? What can it do for me? These two questions are the most commonly sought out in my opinion. GIS needs to be explained, not told. GIS needs to be conveyed in a manner that is not confusing or otherwise too "techy". To do so, let's dive into these two questions separately.

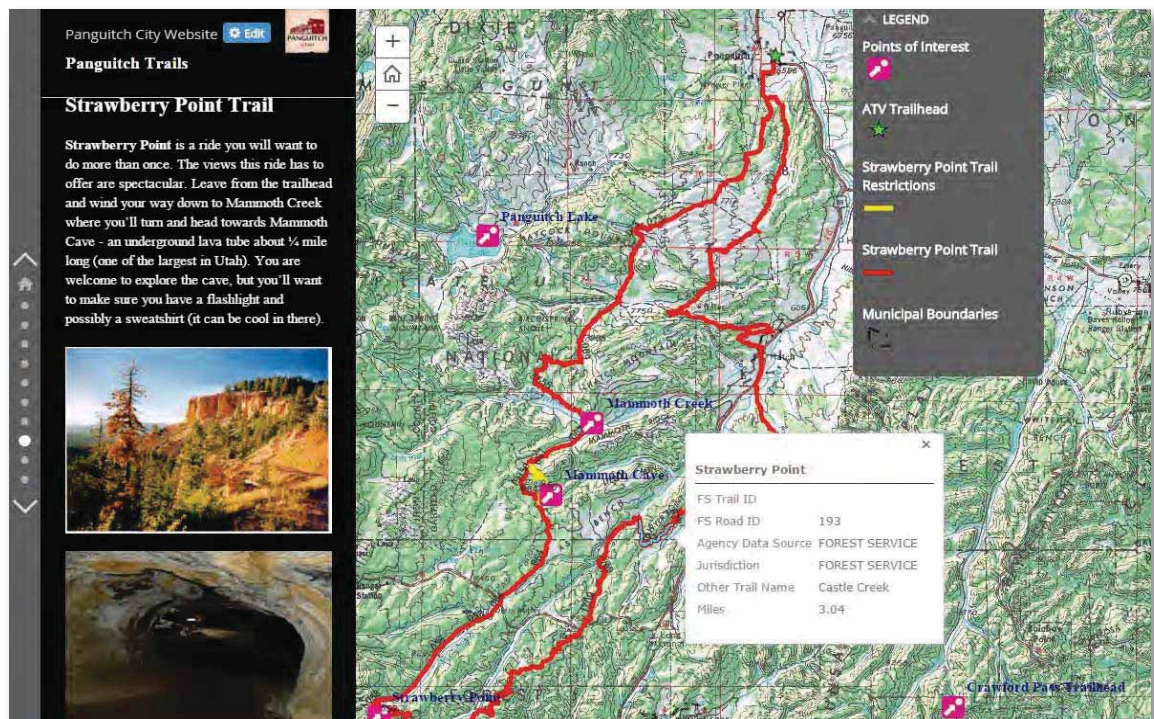
What is GIS?

The technical definition for GIS is a Geographic Information System but that really does not answer the underlying question. It is more than an acronym. Some may refer it as being "Google Maps on steroids". Esri, the leader in providing GIS software, commonly supports the phrase: "The Power of Mapping." Though

both of these interpretations are correct in nature, we like to think that GIS is simply SMART information that can

us information that is relative to what we are looking at. They deliver us direction and material. However, most maps

map for example. We pull out our hardcopy map of Utah and need to find our way to Phoenix from Salt Lake City.



Arts, Parks and Trails Management

be mapped and understood.

Most of us are familiar with the term map. Maps provide

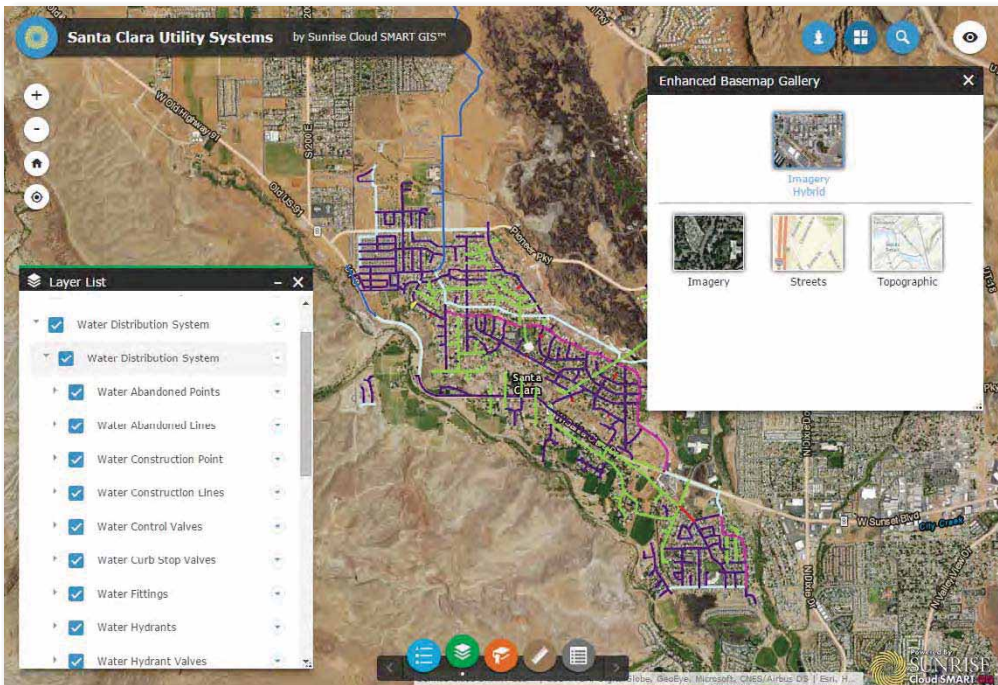
are one-dimensional. They only create an environment of "What you see is what you get!" Let's take a street

We can find both cities on the map as well as trace the road with our fingers that connects both of them together - one



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Utility System Management

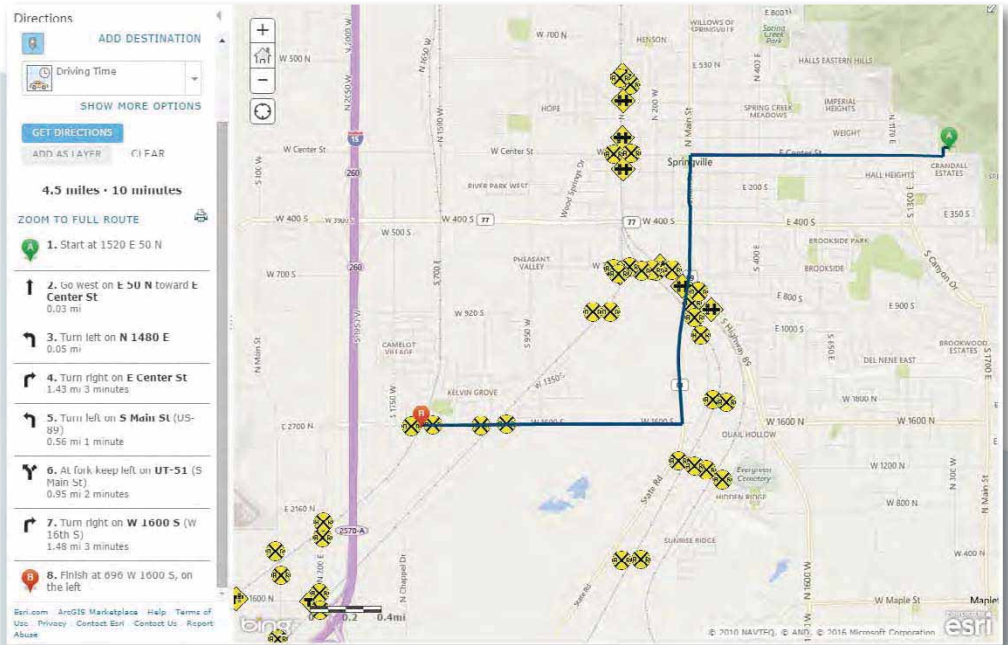
dimension with no depth and detail. SMART mapping takes it a step further. Using maps provided on a phone or GPS unit, you can type in an address or location of a beginning and ending destination. The software uses street information to accurately plot out step-by-step directions, providing you a visual output that is easily understood. This is GIS!

We all use GIS in our lives and most of the time are unaware that we are. Think of the coupons you get in the mail or digitally through an app such as Groupon. How do these vendors know what might interest you? They use location information (your city/address) to find the best deals, or create deals for that matter, and present that information to you in a form that is enticing. Location, location, location is the fundamental principle of SMART information that is mapped and understood.

What can it do for me?

This is usually the question of the day.

What can GIS really do for me or my organization? How can it help us make better decisions? How can it improve our communication and efficiency? The answers of course depend on what you actually do.



Transportation System Management

Sunrise Engineering has invested in the GIS technology to provide unique solutions for its clients. Sunrise has

created Cloud SMART GIS™ to tackle this pursuit, offering more GIS services than ever before. GIS can encompass every realm of business venture out there; however, let's highlight eight common avenues Sunrise Cloud SMART GIS™ currently provides solutions for in the Engineering and GIS Industry.

1. Utility System Management – we understand the necessity of mapping all utility systems found within a local government. Out of all the GIS services we provide, utility system management is our forte. SMART mapping of water, sewer, power, and other utility systems greatly optimizes operations. Don't just know where your assets are located, fine-tune your systems with your last inspection dates, pictures, and as-builts. Analyze water leak locations, understand flow direction, communicate with customers, and integrate work orders. Above all, promote efficiency by handling common workflows out in the field on any smart phone or tablet device.

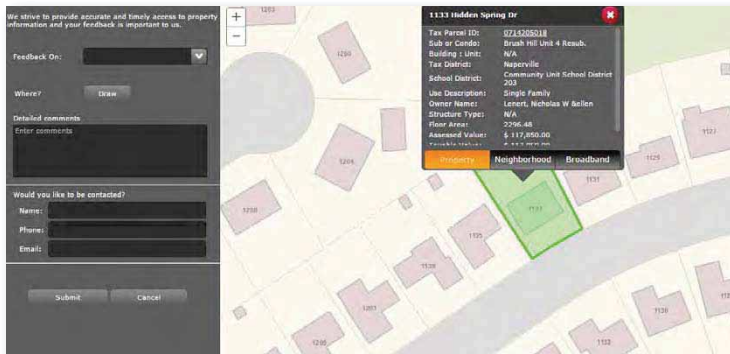
2. Transportation System Management – SMART GIS of any transportation network can save massive amounts of time when planning pavement maintenance or

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What is GIS? *(continued)*

to cemetery management not only maps the burial plot data but also allows for incorporating images and documents, map books and wall maps, online public access, the planning of future expansions, as well as the management of facilities and grounds. The goal is for the client to manage its cemetery because the client knows it best. We provide simplicity and the tools to do it.

7. Parcel Management – our experience in parcel creation and management enables us to understand what is



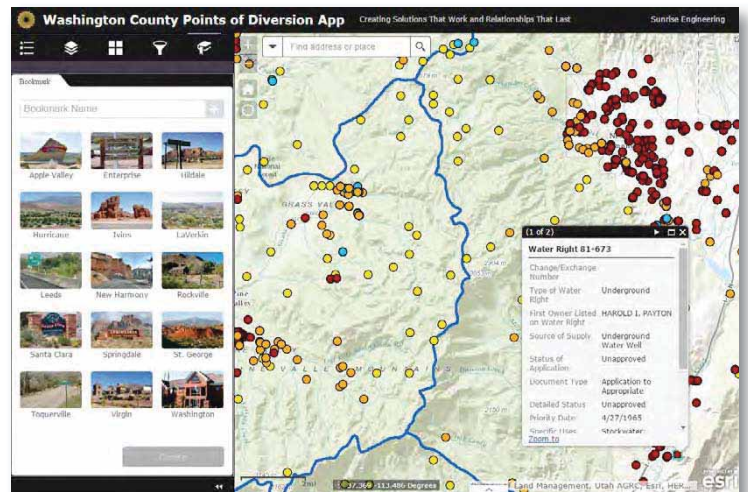
Parcel Management

expected and the level of detail needed. After the foundation has been set, we can provide unique solutions such as linking to property deeds, survey records, storing the appropriate property tax information, and address management. Accessibility of this SMART information is key to those using it. Quickly search by name or address in an online application and understand the value of this information presented in a manner that is easily interpreted. Parcel management can also be subdivided to create appropriate voting and precinct boundaries. This too can help citizens locate polling places based on their current location.

8. Water Resource Management – we offer a very unique solution with regards to water resource management. We provide inventory of surface and groundwater resources and allow the client to maintain it in a searchable GIS application environment. Managing water rights has never been easier. We can also delineate hydrographic basins and can provide the tools for watershed analysis. Water is critical and the ability to record source production and groundwater levels is very useful when planning for water consumption and distribution systems.

Sunrise Cloud SMART GIS™ is simply a better way to visualize, manage, and access SMART information that is easy to use from any device. Sunrise has the tools to help any organization become better at what they do on a daily basis. GIS houses opportunity and opportunity cultivates growth!

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Water Resource Management