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Cameron Kring
Director of Business Development



ABOUT GOOGLE MAPS FOR ENTERPRISE

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By integrating Google Maps for Enterprise, Enkon provides up-to-date aerial imagery and unparalleled mapping features to better serve its global customer base

Business

Overseeing a vast number of properties can be daunting to land and facility management professionals. There are environmental concerns, compliance issues, agreements to sign, and assets to track. Since 1998, customers such as Lafarge, Amtrak, and the Government of Western Australia have relied on enviroLIS – a groundbreaking application from Enkon Information Systems of Victoria, BC – to help them identify, solve, and manage long and short-term issues and challenges around land and facility use.

By simply clicking on a map location, environmental and land managers can visually access an extensive range of statistics related to their company’s physical locations, facilities and properties all over the world. With a robust, real-time mapping solution powered by Google Maps for Enterprise, Enkon’s global clients are supplied with up-to-the-minute, sophisticated, spatial data access, quickly and cost-effectively.

Challenge

While mapping has always been a central function of the enviroLIS application, and Enkon has continually added new features and enhancements, the company wanted to provide its growing list of international clients with more sophisticated, up-to-date mapping functionality, along with an elegant, easy-to-use interface.

According to Director of Business Development Cameron Kring, access to location data often required a substantial investment of clients’ time and money. “We wanted to enrich the user experience by providing the same information we had offered in the past, but in a faster and more effective manner,” Kring explains. The ideal mapping utility would have to be low-cost, intuitive, and integrate easily with the enviroLIS Application Programming Interface (API).

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Solution

Without hesitation, the Enkon team turned to the robust functionality of Google Maps for Enterprise. “Google is the dominant leader in mapping solutions and services,” explains Kring, pointing to Google’s superior level of satellite imagery and frequency of updates. As customers are already familiar with the Google user interface, Kring adds, “It made perfect sense for us to align ourselves with Google Maps.” Users can simply input their spatial coordinates into the Google Map viewer and immediately call up their sites and review relevant statistics.

Results

By seamlessly integrating Google Maps functionality into enviroLIS, Enkon has dramatically enhanced its clients’ decision-making and analysis capabilities. “Our

customers are integrating their land and environmental information with road networks and aerial imagery in ways that could never be done before,” says Kring. “The quality of the Google Map images, especially in urban areas where most of our clients’ facilities are located, provides a tangible value-added service that we can pass on to our clients.”

The next step for Enkon is to extend the application’s map viewer feature to expand GIS functionality. “We’d eventually like to replace all of our existing GIS functionality with Google’s API,” says Kring. “We are very excited to partner with Google as we know that Google Maps are only going to get better, continue to evolve and be enhanced. We feel fortunate to be associated with a company that has become a part of popular culture and helps us improve our bottom line.”

