Government Use Cases

MapInfo® Stratus™: Enhancing citizen communications

Keeping citizens informed—at a lower cost

For many local government agencies, answering citizen inquiries is an important, but often distracting, responsibility that diverts employees' attention from their daily scheduled tasks. And many citizens express frustration with office-hour-only access to basic government information and community services.

With MapInfo Stratus, government agencies can publish maps and distribute information online, making it easy for their citizens to access current and relevant information 24/7. This includes a wide array of information, such as the location of schools, hospitals, doctors and police stations, as well as transportation services, property information, construction sites, traffic delays and more. Some municipalities have even added interactive reporting for problems such as street light outages, potholes, crimes and more.

Improving online services

Many local governments already employ some type of mapping tool and provide mapping services—but often, these are static maps offering very limited functionality and becoming quickly outdated. In order to serve citizens more efficiently while reducing the level of incoming phone calls, today's maps must be easily accessible, more interactive, and provide more detailed information.

MapInfo Stratus enables local governments to leverage their location intelligence and deliver seamless and intuitive online citizen experiences. Stratus offers more control and customization than standard internet mapping services, eliminating the requirement for lengthy web development and complex configurations. It can be quickly and easily deployed for both internal and external viewing or integrated within existing web sites.

Local governments today are benefiting from the ability to utilize their location intelligence data assets by publishing maps directly to their websites for enhanced citizen communications and self-service.
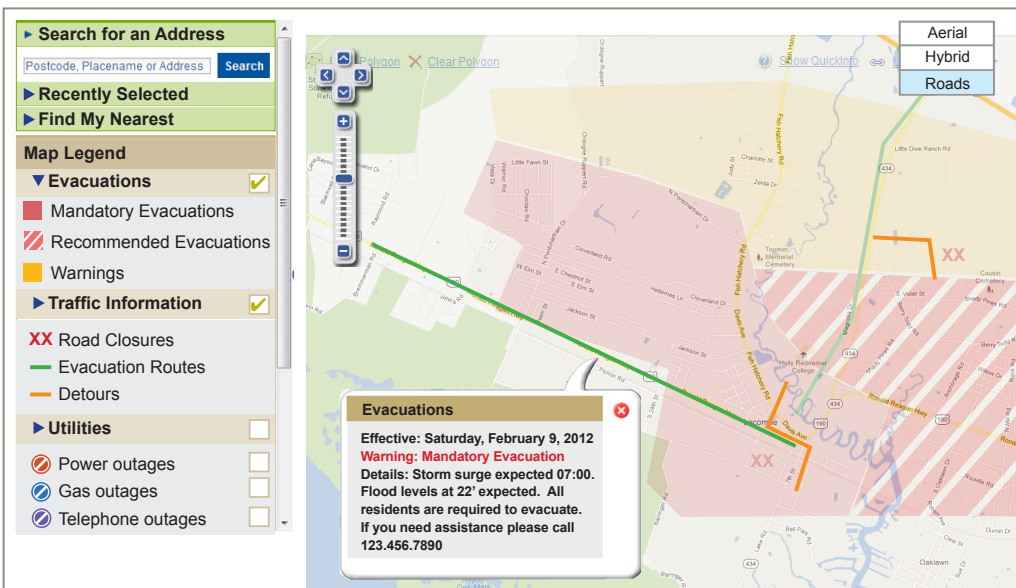
MapInfo Stratus is a SaaS-based solution that makes it easy to provide intuitive interactive online maps designed specifically for servicing local citizens' information needs as well as internal users.

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Benefits

MapInfo Status provides a number of benefits for local governments and the citizens they serve:

- Empowers citizens to discover more about what is located in their vicinity and the local services available to them

- Provides an instant self service information and problem reporting portal to illustrate services geographically for citizens

- Enhances customer relationships by improving communications with local citizens

- Reduces call center volume and costs by providing 24/7 online access

- Enables distribution of spatial and location intelligence to both external and internal audiences providing greater efficiencies for users through more informed decisions

- Decreases the strain on departmental resources by adding interactive web-based mapping and address-based searching to websites.

Stratus is easy and economical to deploy. And, with its flexible, scalable design, local governments can create various map configurations for both internal and external use. New layers of information, such as planning maps, street works and seasonal information can easily be added as needs arise.

EXAMPLES OF POTENTIAL GIS FOR GOVERNMENT APPLICATIONS INCLUDE:

- **Create an application that allows citizens to report and record the location of potholes, noise and crime complaints using an online map.**

- **Collect detailed location information from mobile work crews and police force in order to deploy the best staff to a worksite.**

- **Show constituents where stimulus and tax money is being spent for a better understanding of projects close to home.**

- **Help citizens save time and money by creating a comprehensive mapping application showing the locations of road construction projects that might cause traffic delays.**

MapInfo® Stratus™ from Pitney Bowes Software offers easy-to-use, web-based creation and access to interactive maps. Its customizable control panel provides rich location insights to your constituents when and where they want. With Stratus, both GIS and non-GIS experts can take their internal location intelligence and deliver highly professional, business-branded custom maps online in an interactive format for their constituents 24x7. For more information and further examples how local governments are harnessing the value of location intelligence, go to **www.pb.com/stratus**

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Every connection is a new opportunity™