



GEO-WIRE

Quarter 2, 2009

A Publication for ADC Customers

INTRODUCING WG XTREME The Newest Version of Our Online Mapping Tool

By Ron Bruder, Director of GIS Technology

First introduced in 2002, WebGUIDE was developed to help local municipalities serve their data on the web. There are currently over 20 local government entities that subscribe to our WebGUIDE mapping product.

It has gone through three iterations as a result of enhancements and updates, and now it's gone through a fourth. We've changed the name to WG Xtreme to reflect the new technology that we employ in developing it.

Subscribers to the newest version will find seamless integration with external, important data systems resulting in an information-rich, mapping portal for citizens. Examples of the external systems include tax and assessment databases and survey and recorded documents. There have also been significant improvements in the ease of use of the site, as well as the speed and stability.

The following is a Q & A on the new WebGUIDE product:

Q: Are there any significant design changes that end users should be aware of?

A: There are number of design changes, but the most significant is the greater modular structure of the code base, which makes the addition of new functionality easier and more efficient. This will allow ADC to turn around custom requests, such as tie-sheet viewing, and do it more quickly and cost effectively.

Q: Will the functionality in WebGUIDE³ be carried over to WG Xtreme?

A: In line with the new modular design, the most common and widely used tools from WebGUIDE³ will be ported over to the core module in the new version, while the more custom tools will be added as part of extension modules following the initial release.

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PRESIDENT'S MESSAGE

INVESTING IN CUSTOMER SERVICE IS VITAL DURING RECESSION

By: Nick Stadnyk, President

With news stories about unemployment, financial failures, and rising debt on a daily basis, it's hard to stay positive and focused. These daily doses tend to create a vicious cycle where people panic and stop spending, which drives recession indicators even higher, causing more panic, and so on.

Individually we can't change the fundamentals of the economy and the associated political decisions. What we can do is get back to the very basics of doing business. One of these very basic things is customer service.

I strongly believe that the trend we currently see in many organizations is going to be regretted when the dust of all the turmoil settles. When companies want to reduce costs, they typically look at those parts of the organization that don't deliver obvious returns on investment. These include, almost on equal levels, expenses for training, and expenses and salaries for customer service.

One of the additional fallacies is the belief that a reduced number of customers means you don't need as many people providing services. CEO Jim

Ward and I believe that the opposite is actually true.

That's why we've increased our customer support staff, and are paying for web programming/application development training for our GIS technicians and support staff. We have 14 staff members who are participating in this training program.

While we recently earned a 96 on our Dun and Bradstreet report for Business Relations, we want to do better. We think training our staff is an essential part of keeping our customers happy, and in sustaining our business – especially during these harsh economic times.

One of these very basic things is customer service.

The bottom line is that we need to stay positive and focused, secure in the knowledge that the economy will recover, that recessions are a normal part of the economic cycle, and that even though the markets may decline in the short term, the general trend will continue to be one of growth and prosperity if we stick to our core beliefs and continue to realize the importance of customer service.

FOCUS ON TECHNOLOGY

New Web Mapping Service Created for Real Estate Database, Inc.

By Jen DeVries, Web Analyst
Marc Harter, Web Developer

ADC recently launched a new service for Real Estate Database Inc. (REDI) out of Balsam Lake, Wis. REDI provides services such as design, hosting, and administering of custom databases for the use of sharing, marketing, and researching a very large selection of real estate information. REDI can now add web mapping to its list of services.

Customers having the ability to visualize the location of the property they are searching in

relationship to the knowledge they have, making their searches quicker and more efficient. Having more than one search option is helpful because leads on parcels of interest don't always have a single label distinction. A customer might get a lead on property A by address and property B might be, "Hey there is this great development area with a nice creek and rolling hills in X County near Town Z."

With the additional information, people can search by the town's zip code and then zoom into an area where the terrain contains a creek and rolling hills. They can see that and save

the time of driving to the location to find more information.

Another benefit is that if a customer has a parcel of interest, they are able to zoom to it and discover information about the surrounding infrastructure (RR, HWY etc) and the surrounding properties from the imagery.

This new web mapping service allows users to search an extensive database that covers eight counties in the Minneapolis/St. Paul, Minnesota area. Users can search for parcels using PIN numbers, counties, addresses, and zip codes.

Parcel Info: Parcel info will retrieve a parcel report for the user that includes information about the owner, parcel information, structure information, and tax information.

Measure Area: The measure area tool allows the user to measure segments and areas at the same time. This comes in handy when a user is curious about structure measurements and other various situations.

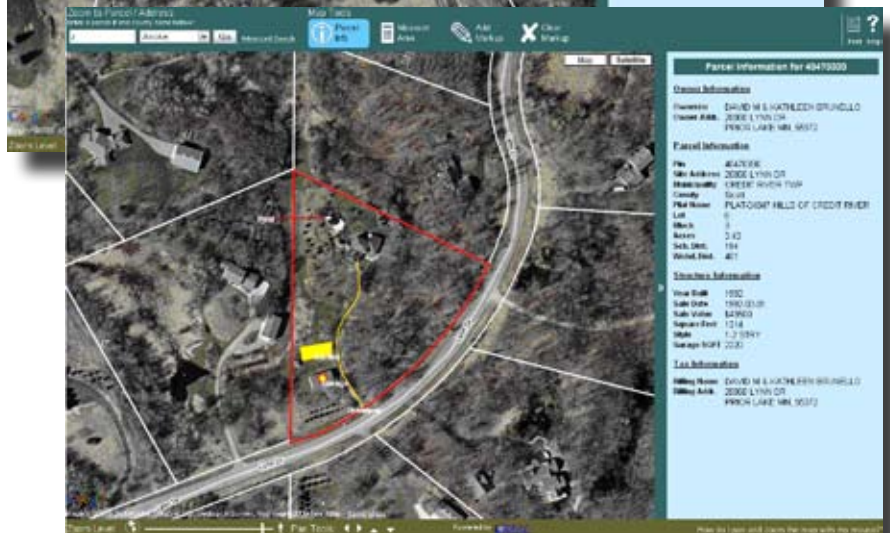
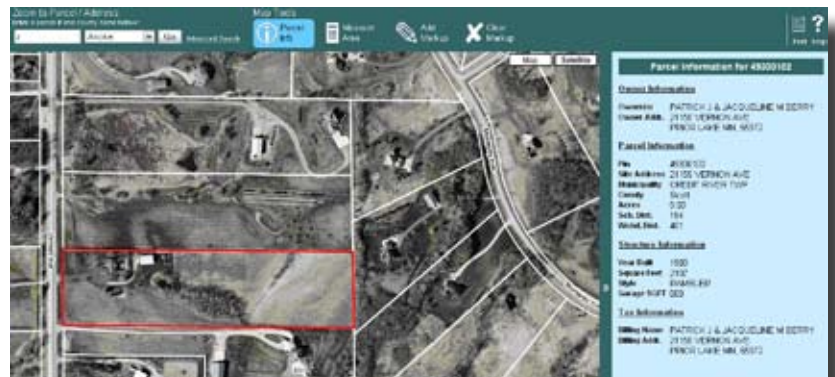
Add Markup: Users have the capability to add markup, which allows for easy identification of features on the map. Users have the ability to add polygons, lines, points, and arrows. They can also change the stroke width, point radius, opacity, font color, front weight and size, and they can label features.

TECHNOLOGIES USED

Open Layers JavaScript Library was used to handle most of the user interactions with the map in the browser. Open Layers has extensive vector support for quickly adding markup, highlighting, and selecting features that all runs within the browser. Google Base Maps are used and provide road and city data along with aerial imagery with a WMS (Web Mapping Service) parcel layer overlaid.

Geoserver is being used to serve the parcels WMS layer, which was provided by REDI. Geoserver also works to add watermarks that are visible at a certain extent. Tile data is cached for quick loading in the browser.

PostGIS/PostgreSQL is used, which allows for the storing and querying of map data in a spatial database.



ADC Launches New Restaurant Website Design Service

Earlier this year, we expanded our services to include web design and hosting through our www.adc4web.com division. With GIS migrating to the web, we saw a need for our programmers and software engineers to develop web design skills to enhance their skills in the GIS industry.

In making that shift, we became aware of the large fees that many design companies were charging small businesses, like restaurants, to get their information on the web. We knew we could do it better, and less expensively.

We've developed a template that allows restaurants to display their information on four main pages:

- Home, with a picture of their restaurant on the front;
- Menu, which displays their menu;
- Coupons, specials and promotions;
- Location, hours of operation and other information about the restaurant.

The template is just \$199, plus \$15/month hosting (or \$150 per year), and it is programmed and hosted at our Eau Claire, Wis. facility.



ADC Certified for Appraiser/ Assessor CEUs

ADC was recently certified by the Wisconsin Department of Revenue to present courses on GIS to Wisconsin Assessors and Appraisers.

Senior Web Administrator Dave Peterson and Wisconsin Business Development Coordinator Sue McDonald offered the first presentation at the Indianhead Assessor's meeting in Rice Lake on Thursday, April 9.

The title of the presentation was "Using the Latest Mapping & GIS Technology for Appraisal and Assessment Purposes."

Topics covered in the three-hour long presentation included: What Is GIS?; GIS On The Internet; What Map Layers Are Most Useful To Assessment And Appraisal?; SSE Of GIS Tools; and The Future Of Mapping.

This session was designed to educate the viewers on the mapping resources that are available for them that could assist in the efficiency and productiveness of their appraisal and assessment work.

ADC will be offering this class again from 9 a.m. to noon, Thursday, June 18 at our Eau Claire headquarters, 2985 58th St., Eau Claire.

For more information, please contact Sue McDonald at sue.mcdonald@adc4gis.com. Visit our website for future course offerings: www.adc4gis.com.

ADC Presents... "Mapping Your Next Meal"

ADC staff like traveling and fine cuisine almost as much as they like working on GIS applications. "Mapping Your Next Meal" is a compilation of our favorite recipes from throughout the United States.

We'll feature a recipe each newsletter from the book. If you'd like to receive a copy of our unique cookbook, please contact Business Coordinator Mari Pietz at mari.pietz@adc4gis.com.

Bon Appetit!

"GRAPES OF WRATH" SALAD

- 2 lbs grapes
- 4 oz cream cheese
- 4 oz sour cream
- ¼ cup sugar
- 1 tsp vanilla

TOPPING

- ½ cup chopped pecans
- ¼ cup brown sugar

Mix cream cheese, sour cream sugar and vanilla. Add grapes. Sprinkle brown sugar and pecans over top. Chill until serving. (*Double everything for 9 X 13 Pan*)

- John Elkins, GIS Technician



ADC Gives Back

ADC is actively involved in the community, contributing both financial support and time to various charitable entities throughout the year. Here are the charities that we've contributed to so far this year:

JUMP ROPE FOR THE HEART

ADC sponsored Colton Ward, son of CEO Jim Ward, at the annual "Jump Rope for the Heart" fundraiser in February. Colton, a 2nd grader at Elk Mound Elementary School, was the top pledge-getter for his school.

KICKS FOR A CURE

The Elk Mound High School Dance Team participated in "Kicks for a Cure" for the American Cancer Society in February. ADC sponsored Hannah Marcott, daughter of Susan Marcott, Marketing Director. Hannah, a sophomore at Elk Mound High School, kicked 847 times, the second highest number of kicks.

LITERACY VOLUNTEERS OF AMERICA

The Literacy Volunteers of America sponsored a Scrabble Bee on April 16 to raise money for their organization. ADC sponsored a team for the event, and finished 13th out of 29 teams in the final round.

FOOD PANTRY

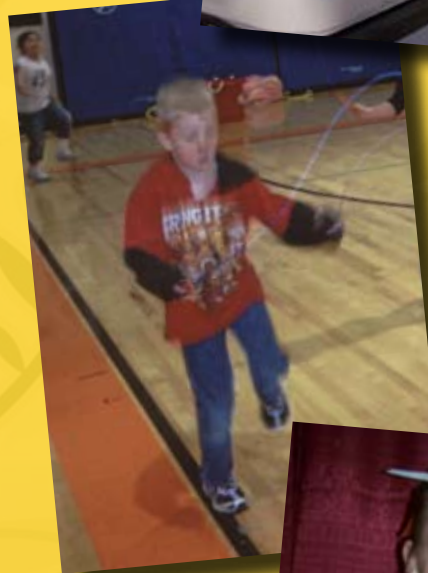
ADC employees held a Baked Potato lunch event to raise money to donate to a local food pantry. The event was organized by Vanessa Helland, GIS Technician, and Mari Pietz, GIS Business Coordinator.

EARTH DAY

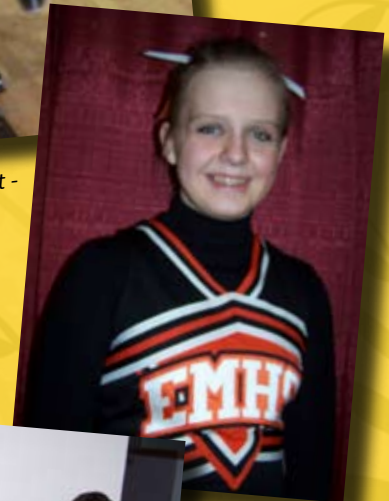
ADC was a sponsor of Beaver Creek's annual Earth Day celebration, which was held at Owen Park in Eau Claire on Saturday, April 25.



Food Pantry - Jen DeVries



Jump Rope For The Heart - Colton Ward



Kicks For A Cure - Hannah Marcott



Earth Day 2009 - Jen DeVries



Literacy Volunteers of America - Sue McDonald, Zach Felling, JoAnn Parks, Levi Felling, and Colin McHugh

customer spotlight:



ADC is proud to serve a diverse group of clients – from local municipalities to national corporations. To honor our clients, we are featuring a segment each quarter that will highlight a client, discuss how the customer has used GIS, and will include other interesting information.

In addition to being featured, the client will receive an appreciation gift from ADC. If you would like to be spotlighted, please contact Susan Marcott at Susan.Marcott@adc4gis.com.

By Mari Pietz, GIS Business Coordinator

Founded in 1972, infoUSA is the leading compiler of several proprietary databases, and serves over 4 million customers. These databases capture detailed information on the majority of businesses and consumer households in the United States and Canada.

All of the databases are compiled under one roof in Omaha, Neb. infoUSA employs over 600 professionals to compile and update the databases from thousands of public sources such as yellow pages, white pages, newspapers, incorporation records, real estate deed transfers and various other sources.

infoUSA is the only database compiler in the world to place over 24 million phone calls and invest \$50 million annually to verify their business records. They also garner additional information such as the number of employees,

number of PC's, fax numbers, and website and e-mail addresses. As with most modern companies, infoUSA has transitioned to selling their data products via the web by developing proprietary software.

“ADC possesses a team of talented, knowledgeable and business focused professionals who have worked with infoUSA group very closely in devising some of our successful online mapping products. It has been a pleasure working with this team and I wish ADC all the success going forward.”

Saby Panda - VP, Product Integration & Services
infoUSA

However, the methods implemented on their web commerce site for geography selection were inefficient and very inflexible. Selection was list-based and non-graphical, requiring the user to know which geography they wanted, and was limited to a single geography selection type at a time.

In 2008, infoUSA hired Applied Data Consultants to develop a software application with a mapping component. Saby Panda, Vice President

of Product Integration and Services at infoUSA, has led the campaign for the development of the Mapping Online application.

This map-based web component provides graphical, robust methods for searching and selecting leads lists to purchase. The mapping component is integrated into infoUSA's existing commerce sites and is comprised of both ADC-hosted and InfoUSA-based elements that work in conjunction during execution.

Currently, seven of infoUSA web commerce products along with a handful of private label products utilize the mapping application to define the leads list for infoUSA customers. This proprietary software enhances the value of infoUSA databases to the customer by allowing users to navigate nationwide and drill down as far as street level. Once the desired scale or predefined geographical area is chosen, a leads list is returned. In addition to predefined geographical areas such as zip code or carrier route, customers are able to create custom-drawn areas with a robust tool set that is easy to use.

With an easy to use, visual and flexible method for data selection, infoUSA has gained a competitive edge over rivals and enhanced their effort to increase their share of the data list market. Further, through ADC's implementation of open source technologies, infoUSA realized critical savings on software purchases and yearly licensing fees.

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Q: Has the overall design of the site been changed dramatically or has design of the old site been retained?

A: The goal in designing the new version was to retain the rich elements of the previous site while incorporating features available in the new Web 2.0 design frameworks. The site offers users the simplicity and rich interaction they've come to expect in sites such as Google Maps and Live Search Maps from Microsoft.

Q: Is the new version compatible with all popular browsers?

A: Yes, WG Xtreme is compatible with Internet Explorer 7 and higher, Firefox 3.x, Safari, Opera and Chrome. In fact, the application takes full advantage of the memory management, vector graphics and JavaScript capabilities in these modern browsers.

Q: Can users expect a difference in the performance with the new version?

A: Yes. WG Xtreme is built upon powerful and streamlined web map serving technologies as well as sophisticated client-side scripting, reducing server load and providing better

performance and stability in all testing to date. Advanced data caching and vector graphic display approaches also provide a fast, interactive experience.

Q: What geospatial technologies are behind the new version?

A: While WebGUIDE3 and prior versions were built solely upon ESRI's ArcIMS technology, this version is engineered using the industry best geoweb components and thus takes advantage of both proprietary technologies (ArcGIS Server) and open source solutions (GeoServer, GeoWebCache, PostGIS). ADC has always implemented the best available technologies and has concluded that a hybrid approach provides the best performing, feature rich and user friendly solution at this time.

Q: Will the cost of the new version be comparable to that of the previous?

A: ADC's WebGUIDE product has long filled a market need for a low-cost, yet feature-rich web mapping solution. We feel strongly that it will continue to serve that need and thus do not expect significant increases in the cost of the core product at the new release.

ADC News Briefs

GISP CERTIFICATIONS

Five ADC employees recently earned the title of GIS Professional (GISP) through the GIS Certification Institute:

- Nick Stadnyk, President;
- Ron Bruder, Dir. of GIS Technology;
- Dave Peterson, Senior Web Administrator;
- Matt Rantala, GIS Consultant; and
- Zach Felling, GIS Consultant.

NEW ARRIVALS

Congratulations to **Jeremy Holt**, GIS Consultant, who welcomed daughter Elianna Elise, on Sunday, March 15. Elianna joins big sister Isabella Marie and mom Gina.

Congratulations also go out to **Brandon Thatcher**, IT Director, who welcomed son William Brandon on Saturday, April 18. William, big brother Braedon, and mom, Tricia are all doing great.



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GEO-WIRE IS A PUBLICATION OF ADC

Please send any comments, questions, or feedback regarding our newsletter to Susan Marcott, Marketing Director, at Susan.Marcott@adc4gis.com.

ADC's Mission:

- To be the recognized leader in our profession
- To deliver the best possible GIS solution to suit each client's needs
- To consistently exceed the expectations of our clients and our staff

1.888.WeDoGIS

www.adc4gis.com

INTRODUCING

www.adc4web.com

TIPS FOR TECHS

Google Docs is an easy and efficient way to manage projects.

Reminiscent of Microsoft Word and Excel, Google Docs lets you create forms and presentations. **Best of all, it's free!**

Use Google Docs to keep track of current projects or proposals. Instead of passing along one document to 4 or 5 people to edit, keep it all in one place. Google Docs allows a number of users to share one single document, make edits, and even view the revision history. Now you won't have to worry about who has the most up to date version of a document as you all have access to it.

To make sure your team is staying on task, create a Google Spreadsheet. To keep track of these tasks we use columns such as: Priority, Assigned To, Task Description, Comments, % Complete, Date Added, and ETA. To show if a task has been completed select the cells in the % Complete column and right click. Select "Change colors with rules. Here you have the option to change the text or background depending on what rule you select. For our % Complete column 1-50 could be yellow, 50-99 could be orange, and 100 could be green.



Did You Know?

- **Senior GIS Project Manager JoAnn Parks** recently became a Thousand Miler by hiking the entire Ice Age Trail.
- Trivia (singular: trivium) are unimportant (or "trivial") items, especially of information. In the late 19th century the expression came to apply more to information of the kind useful almost exclusively for answering quiz questions: a perfect "trivia question" is one that initially stumps the listener, but the answer subsequently sounds familiar once revealed. The study or collection of trivia is known as spermology, which literally means collection of seeds.
- **ADC built an automated system to streamline routes for greenhouse deliveries.**
- In 2001, there were more than 300 banana-related accidents in Britain, most involving people slipping on skins.
- On May 5, 2009 the Milwaukee Brewers won their 17th consecutive victory over the Pittsburgh Pirates, the majors' longest winning streak by one team against another in nearly 40 years.
- **Todd Wascher, Omaha Business Development Manager,** has participated in *Rock Band* competitions. His band advanced to the Regional competition last month.