

# CASE STUDY | GISi

GISi is a provider of highly technical customized geographic mapping services and applications. Their core customers include municipal governments and the US military.

## PROJECT ONE

**An ad promoting GISi's application for planning military exercises.** Exercises during which ground troops might be shooting bullets at one another on one plot of land—while jet fighters are dropping bombs from 30,000 feet onto a second plot of land *right next door*.

## PROJECT TWO

**GISi's positioning strategy and brandline.** During the research and interview phase of this project, we had something of an epiphany—and it went like this: GISi isn't really a technology company. It's a relationship and solutions company. Technology just happens to be the tool they use in developing practical solutions for (and maintaining solid working relationships with) their clients.

## PROJECT THREE

**Handouts to introduce three software products** at an industry trade show (months in advance of their formal release dates). Since GISi didn't have their own booth (where prospects would come to *them* for materials), we recommended simple, high-impact cards small enough to fit in a shirt pocket. In other words, Playing Card size.



hare communications

1400 21<sup>st</sup> way south  
birmingham, al 35205

t 205.939.4001

harebrains.com

SOME PEOPLE PLACE A LOT MORE THAN  
JUST THEIR REPUTATIONS  
IN OUR HANDS



Imagine you're responsible for the safety of hundreds of troops engaged in multiple training missions—involving weapons ranging from handguns to air-to-ground missiles; all operating concurrently on adjoining base lands. Imagine the complexity of calculating blast footprints and danger zones in a dynamic environment with multiple factors to consider.



**GEOGRAPHIC  
INFORMATION  
SERVICES, INC**

Now, if you can imagine a GIS solution that condenses the planning process for an operation of that magnitude from weeks to a matter of hours, then you can certainly imagine what GISi can do to help you to achieve your objectives.

We offer more than just the technical skills it takes to transform your needs into practical solutions. We have the listening skills it takes to actually hear you, and the vision to take your ideas further than you imagined—without ever taking your projects into the danger zone.

So whether it's lives on the line, or just reputations, call GISi for solutions and support you can count on.

205 941 0442 x 35  
www.gis-services.com

- **Federal, State and Local Government experience**
- **Enterprise GIS solutions that integrate with your business systems**
- **Full service consulting services—from strategy and planning through development, implementation, training and onsite support**
- **Expertise in geodatabase, desktop and web-based architectures**
- **An award-winning, trusted ESRI Business Partner since 1991**

**EMPOWER YOUR PLANNING DEPARTMENT! ASK ABOUT OUR ZONING ANALYST™ AND BUILDOUT SIMULATOR™ SOFTWARE.**



hare communications

1400 21<sup>st</sup> way south  
birmingham, al 35205

t 205.939.4001

harebrains.com



**GEOGRAPHIC  
INFORMATION  
SERVICES, INC**

---

**LET'S GET DOWN TO EARTH.**

**NOTE:**

Hare Communications did not design GISi's logo.  
(Although we certainly recommended they consider re-designing it!)



hare communications

1400 21<sup>st</sup> way south  
birmingham, al 35205

t 205.939.4001

harebrains.com

COMING FALL 2008



**ArcGIS SERVER MUSCLE.  
POINT & CLICK SIMPLE.**

**MAP BOOK®**

"Hey! When will my map books be ready?" Imagine never hearing that question again.

With Map Book®, anyone can create their own maps—from select tiles to entire map books. Customized to display only the department-specific layers requested, and printable to PDF in multiple sizes and layout templates.

**SERVING-UP YOUR WORLD, ON DEMAND:**

- Enables users to author maps online.
- Choice of desired tiles or entire map book.
- Multiple sizes and layout templates.
- Prints to industry standard PDF.
- Frees-up valuable GIS staff time.



**GEOGRAPHIC  
INFORMATION  
SERVICES, INC**

Let's Get Down To Earth

[www.gis-services.com](http://www.gis-services.com)

**REGISTER FOR PRODUCT NEWS  
AND DEMOS AT OUR WEBSITE.**



hare communications

1400 21<sup>st</sup> way south  
birmingham, al 35205

t 205.939.4001

harebrains.com