



## Bing Maps & Government (Public Sector)

Bing Maps enables government agencies to leverage their existing investment in tools and data, and take advantage of the Microsoft investment in the cloud to deploy geospatial solutions that improve decision making, service, and communications. Bing Maps integrates seamlessly with Microsoft tools such as SQL Server and SharePoint to deliver broad access to GIS (Geographic Information System) data to key stakeholders within the familiar tools used in day-to-day work.

One of the emerging trends related to mapping in government processes is the shift to citizen-driven services. Bing Maps provides data visualization solutions for both constituent-facing portals and internal employee sites. Viewing information on a map helps speed up decision making and simplifies complex data into a view that makes sense. With a holistic view of information, government agencies gain more insight into constituent needs and spending priorities all in a cost-effective way.

### Improve Planning Capability

Government agencies face a wide range of planning challenges, including infrastructure, disaster response, or service routes and timing. In order to plan effectively and make the best decisions, they need easy access to a wide range of data in its most usable form, which is most often a map.

With Bing Maps, better planning and decisions are possible. Bing Maps makes information available to all stakeholders to ensure informed decisions on local planning matters. By overlaying information on a map, government agencies can use Bing Maps to improve communication and service levels with better resource and response planning. From this vantage point, they can analyze current infrastructure versus anticipated growth and future needs (i.e. traffic, land use, city planning).

Six ways Bing Maps help customers make better business decisions across their organization:

#### Marketing Performance

Inform field and marketing decisions with apps that analyze spend by location, compare store locations with competitors, or identify underserved markets.

#### Business Opportunity and Risk Analysis

Provide in-depth information on demographics, infrastructure, and other relevant data to inform capital investment decisions.

#### Supply Chain Management

Create transparent production and distribution lines from suppliers to customers, and help companies anticipate factors that may affect delivery schedules.

#### Mobile Asset Management

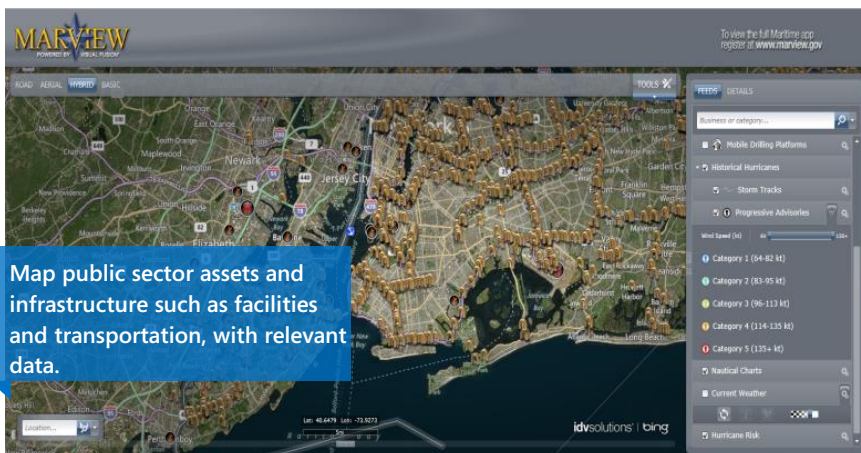
Monitor the development of critical needs and track the availability of assets from multiple sources.

#### Service Performance

Map customers, resources, and service requests to make effective operational decisions that enhance quality, improve efficiency and lower costs.

#### Customer and Constituent Portals and Applications

Engage your audience and bring locations to life with interactive maps in web portals and Windows 8 apps.



Map public sector assets and infrastructure such as facilities and transportation, with relevant data.

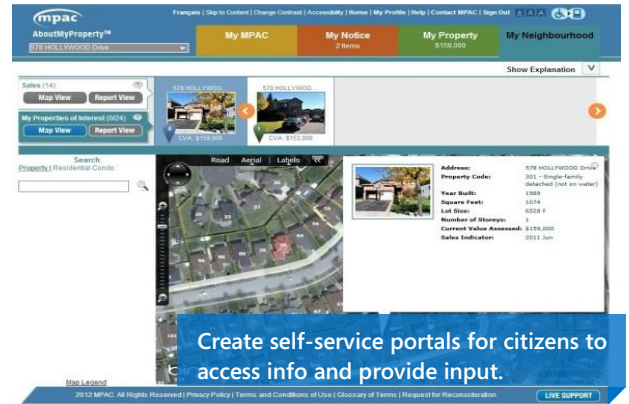
## Optimize Performance

**Inform Broadly** Bing Maps is a cost-effective way for government agencies to deliver broader access to geographic information system (GIS) data to key stakeholders within the familiar tools used in day-to-day work. When Bing Maps is integrated with other technologies such as SQL Server, Azure, or SharePoint, agencies can collaborate more efficiently, provide better service, and make more timely decisions.

**Enable Collaboration** Through accessing GIS information in the cloud, the public sector can work more effectively across departments or agencies enabling more efficient collaboration for faster and more informed decisions, all at a lower-cost.

**Empower the Community** Self-service citizen portals means everyone wins. Government leverages citizens' eyes and ears whether it's a crime or a service outage, and citizens are empowered to report issues by using familiar tools in the context of a map. This is accomplished, all while saving money and increasing constituent satisfaction.

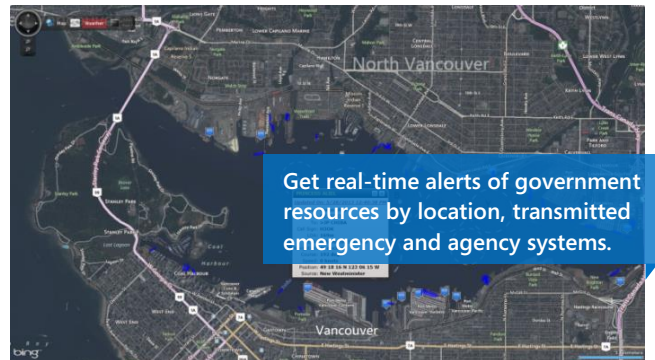
Bing Maps as the data visualization layer helps organizations make smart operational decisions that enhance quality, improve service levels and optimize efficiency.



## Monitor Results and Real-Time Events

With all the data that government agencies manage, they must be able to effectively monitor results to understand the impact of current programs and future changes needed. Seeing the data on a map allows government agencies to visualize KPIs by location or demographic and monitor performance versus commitments made to the community.

When disaster strikes, it's critical that agencies are able to see where emergency services are needed, which roads are closed, where disease outbreaks have occurred, and other essential information. Bing Maps helps agencies build stronger constituent connections today and make better-informed strategic decisions for the future.



## Solutions from Microsoft

Bing Maps provides seamless integration with Microsoft® software including Windows 8, SharePoint, SQL Server, Dynamics, and Office, as well as external data feeds and third-party software. Bing Maps is a flexible, familiar platform with tools designed for rapid application development and low upfront investment. Customers who deploy Bing Maps have the ability to work with a robust ecosystem of partners around the world who are ready to help strategize, build, and implement solutions.

## Learn More

Explore the following resources to learn more about Bing Maps.

**Bing Maps Website** [www.microsoft.com/maps](http://www.microsoft.com/maps)

**Webcast** [www.eventbuilder.com/microsoft/event\\_desc.asp?z=8f1c1q&eventid=c6e0z7h4](http://www.eventbuilder.com/microsoft/event_desc.asp?z=8f1c1q&eventid=c6e0z7h4)

**Licensing Advice** [www.microsoft.com/maps/Licensing/licensing](http://www.microsoft.com/maps/Licensing/licensing)

**General Questions** [www.microsoft.com/maps/contact-us](http://www.microsoft.com/maps/contact-us)

**Contact your Microsoft Reseller or  
Visit our website for licensing advice at**

**[www.microsoft.com/maps/  
Licensing/licensing.aspx](http://www.microsoft.com/maps/Licensing/licensing.aspx)**