



June 30, 2014

David Broztman
Executive Director
Vermont Center for Geographic Information
58 South Main Street
Waterbury, VT 05676

Dear David,

The State of Vermont and Esri have recently begun discussing the benefits of an enterprise license agreement (ELA). As part of this discussion, Esri was asked to provide questions that the state can answer to better understand the value of the ELA. These answers will help us structure and price the ELA so it reflects the true benefits that it brings to the state.

Esri's goal is to develop an ELA agreement that both meets your needs and expectations and aligns with the state's goals and priorities. To accomplish this, we typically conduct a series of meetings where we discuss the elements of both the ArcGIS platform and the ELA itself. However, we're happy to present this information in writing as a starting point, and we look forward to continuing the discussion soon.

With VCGI becoming subsumed with ACCD, you have a unique and timely opportunity to improve service levels, enhance collaboration, and better share GIS resources across state government. The ELA will allow you to take advantage of your previous investments in Esri technology, your accumulated intellectual capital, and the evolving platform capabilities of ArcGIS to bring great advantages and benefits to the State of Vermont.

An Esri ELA provides many benefits including:

- The flexibility to deploy software products when and where needed
- Simplified enterprise-wide GIS administration and procurement
- Maintenance on all Esri software deployed
- Cost savings for licensed software as the enterprise grows

Typically, good candidates for an ELA:

- Make broad use of GIS across their organization, and sometimes deploy GIS to meet mission-critical needs
- Regard GIS technology as key to their organization's success
- Regard GIS as an enterprise technology used to enable and extend existing systems
- Intend to centrally manage the administration of GIS

Esri's ArcGIS platform will enable all State of Vermont employees and contractors to discover, use, make, and share geographic knowledge on any device, anywhere, at any time. The platform also enhances data sharing and collaboration across state, local, and federal stakeholders.

Below we have provided a series of questions to help us better understand the state's intentions, goals, and priorities when deploying GIS technology through an ELA. The answers you provide will help us properly structure the agreement to meet those needs. The structure of the agreement will take into account your historical and current licensing as well as future implementation plans; we will also use your business needs, technical deployment/environment, and procurement elements for context.

Business Needs

- How do you feel an Esri ELA will benefit the State of Vermont?
- What current challenges are you looking to address with GIS?
- What opportunities will broader access to GIS create within the state?
- What is your current enterprise GIS architecture design?
- How do you envision meeting the sharing and collaboration needs outlined in VCGI's long-term business plan?
- What are the primary business patterns you support using ArcGIS technology (e.g. data management, analysis, field enablement, operational awareness, or constituent engagement)? Are any of these business patterns considered mission critical?
- Who are the primary stakeholders that ArcGIS will support, and how do they measure success?
- Can you describe the current governance model of your organization's IT enterprise? Where does GIS fit in the overall IT strategy?

Deployment

- Does Vermont own unmaintained Esri products that should be included in the ELA? Similarly, are there any Esri products that Vermont does not currently own that should be included?
- The long-term business plan states that staff training is a high priority. How will VCGI develop and deliver training?
- To what degree would the state require outside support for implementation, application prototyping, knowledge transfer, and similar services?
- During our call, you mentioned several companies with whom you have enterprise agreements. Can you share the complete list?
- Are you currently using any BI, ERP, or CRM solutions (e.g. Cognos, MicroStrategy, SAP, Salesforce, or Dynamics CRM)?

Procurement

- What is the state's typical procurement process for enterprise agreements, and are there specific milestones or rules we need to be aware of?
- How might an allocation or funding model work among agencies?
- Some states bundle licensing with services contracts. Would the state object to having a Master Services Agreement (MSA) along with the ELA, so terms are established for Esri professional services in the future?
- Are there other considerations we should know about?

Esri and the State of Vermont have a long and rich history working together. We appreciate the opportunity to explore how an ELA can help you meet the state's goals and priorities as VCGI moves into state government. We commonly partner with states to help define how the platform can be architected and deployed to meet priority business needs and expectations, and we would like to extend that same offer to Vermont.

Please let me know if you have any questions. I'll reach out within a few business days to arrange a time to discuss this further.

Best regards,



Christopher French
Senior Account Manager
Esri

CC: Anthony Puzzo, Esri Account Executive
Seth Van Aken, Esri Northeast Regional Sales Manager

The Esri Enterprise Advantage Program

Many enterprise customers bundle an ELA with the Esri Enterprise Advantage Program (EEAP). The EEAP allows customers to take advantage of Esri's market-leading experience and capabilities to help with visioning and geospatial enablement across their organization.

The EEAP is an annual subscription program that offers focused technical advisory support, annual planning and review meetings, and a collaboratively developed technical work plan. The program also provides access to a combination of consulting services, premium technical support, training, and other exclusive offerings such as a quarterly technology webcast.

All program components are included as part of the subscription, and you can leverage any of those components that best meet your needs. Program components include:

- **Technical advisor**—Esri will assign a Technical Advisor to work with you and act as your technical advocate within Esri.
- **Annual account planning session**—Your Technical Advisor will facilitate a one-day annual account planning or review meeting attended by key stakeholders from both your organization and Esri. The session focuses on discussing your overall vision, goals, and objectives, resulting in a collaborative technical work plan.
- **Technical work plan**—This collaboratively developed work plan will help drive the program's implementation by defining your GIS vision, goals, and objectives.
- **Learning and services credits**—You can use these credits to address the work plan's objectives through focused consulting, training, and Premium Support services.
- **Quarterly technology webcasts**—You will be able to access quarterly technology webcasts delivered by specialists representing geospatial technology topics that are relevant to your business and technology requirements.

In particular, the EEAP offers exceptional value by flexibly providing:

- **Consulting support**—You can use the EEAP to access a range of industry and technical domain consulting capabilities, such as enterprise architecture design, sizing, performance, and health checks.
- **Training**—You can use the EEAP to access instructor-led training at Esri facilities or online. An Esri training consultant will help you develop an organization-wide training plan, which will provide education on the latest ArcGIS technology, promote the most efficient use of the platform, and deliver the highest return on investment. A complete list of Esri training facilities and course catalog are available at www.esri.com/training.

More information on the EEAP is available at: www.esri.com/services/eeap.