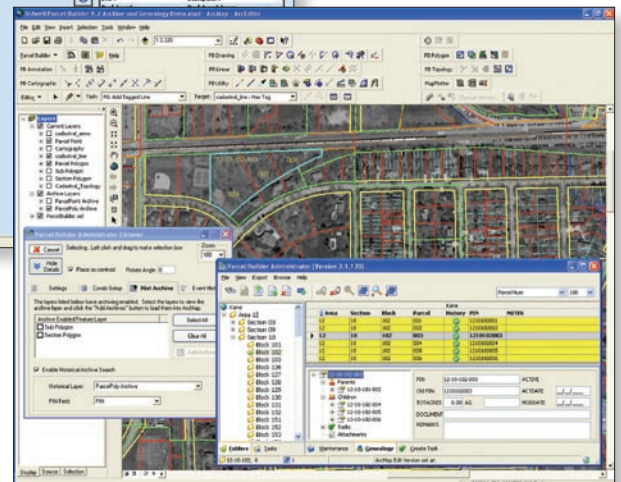
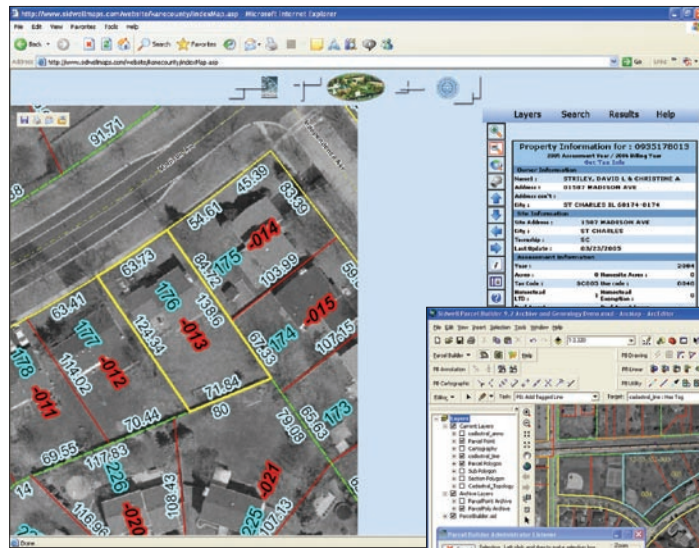




Thought Leadership from ESRI

Keeping Pace with the Economy

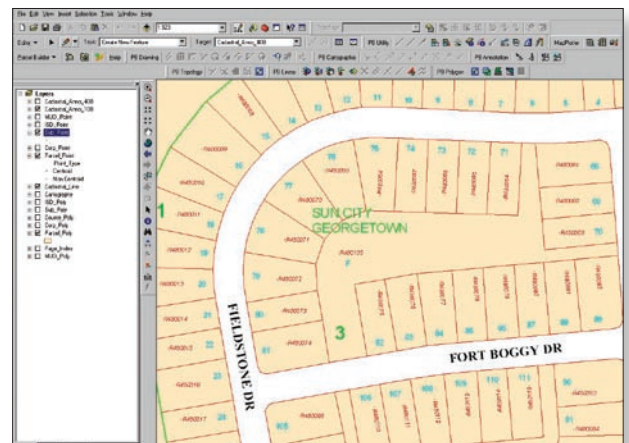
GIS Solutions for Land Records



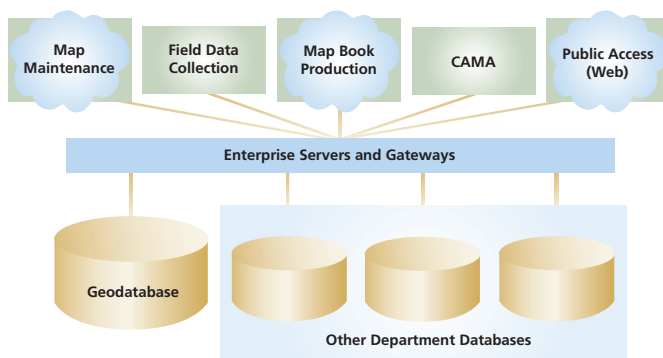


Sustain Revenue by Using an Enterprise GIS

A geographic information system (GIS) can help sustain forward thinking when the economy is tough. A GIS enables organizations to respond to requests for information faster, serve clients better, and respond to government issues, all while reducing costs. GIS software provides assessors with a comprehensive solution for efficient and accurate mapping; fair and accurate property assessment; and timely access to ownership, assessment, and map data. With GIS, entire organizations can have a comprehensive and highly integrated platform for sharing, converting, editing, mapping, managing, analyzing, and disseminating land records data as well as providing Internet access to that data to the public, businesses, and governments.



System Architecture Supporting Shared Data and Applications



A GIS geodatabase provides an integrated workflow for creating and updating land records that can be shared both within and between organizations and be easily published on the Web.

A GIS allows you to

- Shift from a mapcentric to a geocentric data approach.
- Reuse data.
- Create a foundation for analysis.
- Leverage existing personnel resources.
- Increase map production.
- Provide citizen services online.
- Minimize revenue shortfalls.
- Identify escaped assessments.
- Integrate mass appraisal.
- Sustain revenue.

Creating accurate data, maintaining maps, and using intelligent analysis translates into more revenue for your county.

ArcGIS by ESRI Provides the Geographic Advantage for Your Organization



All over the world, organizations have become more productive by sharing geospatial data with the focused, easy-to-use applications of ESRI's ArcGIS®. Whether you need to perform spatial analysis, manage large amounts of data, or produce maps to aid in decision making, the functionality in ArcGIS allows your organization to use one common platform to meet your GIS needs. And because ArcGIS is built using technology standards, it will integrate well with your existing systems.

ArcGIS is a complete system for authoring, serving, and using geographic information. It is an integrated collection of GIS software products for building and deploying a complete GIS wherever it is needed—on desktops, servers, or in custom applications; over the Web; or in the field.

Enterprise License Agreement: A Big Program for Small Government

Small municipal and county governments within the U.S. can take advantage of ESRI's new Enterprise License Agreement (ELA) program that gives them authorization to make unlimited deployments of ArcGIS software to internal users during the term of the ELA. The ELA program gives small governments with populations of 100,000 or less access to the GIS technology they need in a straightforward, tiered pricing schedule. For a program overview, benefits, and eligibility requirements, visit www.esri.com/smallgovela.

Parcel Builder, the Premier Mapping Solution for ArcGIS

Maintain Cadastral Maps with the Advantage of a Geodatabase

A parcel mapping extension of ArcGIS developed by Sidwell, Parcel Builder provides users with a comprehensive GIS software-based land records management solution. Parcel Builder features simplified ArcGIS interfaces; performs cadastral mapping tasks; and provides complete integration for GIS, tax, and CAMA workflows, all supported in an ESRI geodatabase. Parcel Builder has been successfully implemented by more than 100 counties throughout the United States.

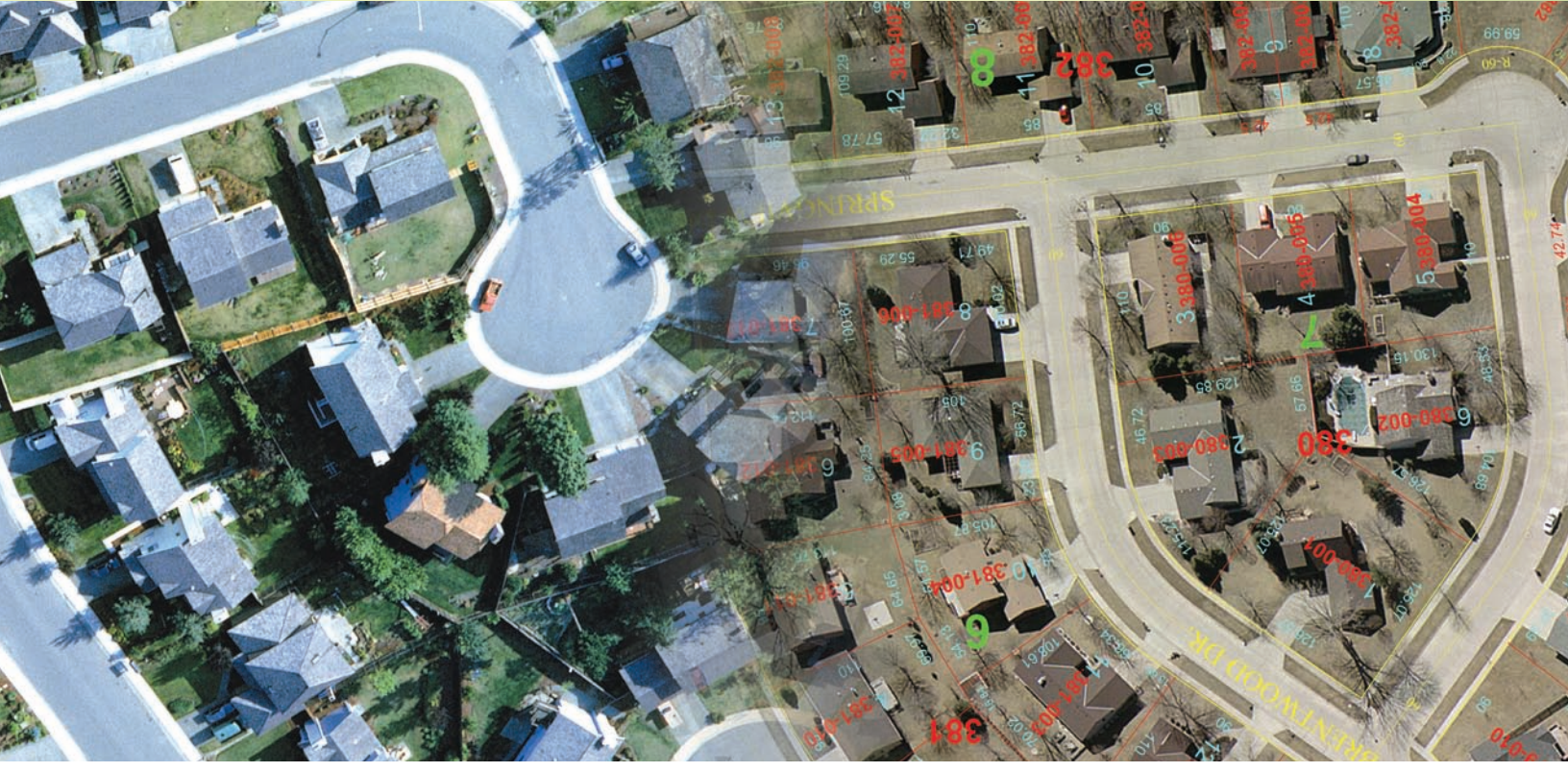
New Pricing Arrangements

Sidwell is now offering special pricing arrangements that will make your migration to ArcGIS easy.

For more information on how you can develop a geographic approach to optimizing revenues, visit parcelbuilder.com/optimize or call **877-743-9355**.



Keeping Pace with the Economy GIS Solutions for Land Records



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