Go2It Product/Business Plan

January, 2012

**What is “Go2It”?**

Go2It is a map location and query tool designed for 9-1-1 and Public Safety users. It is a Windows program built for desktop and laptop computers, installed on individual PCs with supporting GIS and imagery data accessed from each PC or from a central server. The program features the ability to link to a database of incoming 9-1-1 calls or dispatcher-created “incidents” so that caller locations can be automatically plotted without rekeying location information.

Go2It requires geospatial data in ESRI “shapefile” and standard imagery formats. The data must have a specific data format with required field headers and content. The data is typically maintained and provide by the local government(s) serving the public safety/E9-1-1 communities. The ability to use locally created, maintained and provided data, updated at will, is a hallmark of the Go2It product offering.

SDR created an early version of Go2It in 1998 and has been maintaining and selling the current version since 2001. Go2It is now in version 2.3 and is sold as a “core” or “basic” product as well as “Go2It Dispatch” (with links to ALI or CAD databases) and as “Go2It Responder” with a GPS interface. SDR customarily sells the program in “bundles” with significant discounts for multiple licenses purchased.

Go2It is sold in three formats:

1. Go2It Dispatch with ALI or CAD interface
2. Go2it Responder (currently without ALI interface) with GPS tracking and recording
3. Go2It Core (no ALI interface/no GPS)

**Define Target User:**

The Target User for the Go2It product line is an individual or office in the Public Safety/E9-1-1 sector seeking to quickly and efficiently locate an address, road, coordinate, key location or intersection on a map in order to provide some level of service.

The typical Go2It user has a high school or greater education, is not necessarily map “proficient” and has low to moderate technical abilities and experience.

The buyer/decision maker includes:

1. 9-1-1 Director
2. 9-1-1 Supervisor
3. Emergency Management Director
4. Police Chief
5. Sheriff
6. EMS Director
7. Fire Chief

**Justification for version 3.0**

1. SDR’s overall business plan calls for a move to bring a greater portion of overall revenue in from software sales and software as a service sales/leases. A decrease in the number of service opportunities from new addressing/GIS projects partially drives this plan, as well as market trends affecting how the public uses and accesses geospatial data.
2. Current MapObjects Go2It platform is outdated and not supported in Windows 7
3. Current program may or may not load and/or be functional inn Windows 8
4. Changing trends in industry, moving toward regionalization, require programmatic and design changes to accommodate data in different formats and from different sources
5. Market trends indicate that sales of dispatch and in-vehicle mapping solutions will escalate in the next 3 years.
6. Sales of mapping solutions using user-created and maintained data are trending.
7. Price point must be pushed as low as possible for multiple sales/installations with volume discounts so open source platform is attractive
8. Current version (2.3) is based on product originally developed more than ten years ago. The product needs a facelift as well as redesign of some “patched-together” features that were added to the product.
9. Go2It brand is well-known and established in the community, has a good following and has customer loyalty.
10. SDR’s growing relationship with Huber and Associates (Enterpol Division) opens additional markets for the “mapping end” of their CAD product. SDR could potentially become the sole mapping vendor for Huber and Associates with the Go2It Product line.

**Operating Systems**:

Go2It in its current version is supported by SDR on Windows XP and Windows 7. It is a desktop application, installed with an installer package on each desktop or laptop on which the program is to be used. The program itself as well as all the program and settings files are installed and set up on each computer.

Go2It 3.0 should be operational of Windows 7 and 8 (XP?) in the desktop environment. SDR should attempt to stay current with the two most recent Windows operating systems, or one if it has been in the market and generally used and accepted for (X) years.

As other devices and operating systems gain prominence in the industry, SDR must consider producing a version of Go2It Responder for tablets or smart phones. However, this product, while it will have similar functionality and be produced for the same or a similar user base, may or may not be based on the same platform as Go2It 3.0. Fundamentally, it may be a different product all together.

SDR will keep the product operational on new versions of these operating systems (service packs) and will create and maintain a testing regimen so that required fixes can be made and fixes, if needed, distributed.

**Go2It 3.0: XP, 7 and 8**

Support of Windows XP will be sun-setted after the release of version 3.0. Incremental versions 3.1, 3.2, etc. will not necessarily support Windows XP. These decisions will be kept in-line with Microsoft’s XP support, whether or not Microsoft is still selling Windows XP, etc.

**Development Schedule**

*Initial release of Version 3.0 will be July 1, 2012. Target Development Finalization date is May 1, 2012.*

Risk factors that may affect this date include dotSpatial’s schedule to include large-format imagery support in its product release. Currently, only small images are supported by dotSpatial.

Other risk factors potentially affecting release date are other internal projects within SDR that may affect the Go2It 3.0 lead developer’s time, including SDR*Horizons* migrations or new project set-ups and existing Go2It 2.3 issues, support, installations and fixes.

Finally, the effort around the testing and production of the product may affect release. An aggressive testing schedule will be developed and the SDR team must effectively manage to that schedule.

**ALI Interface(s) and ALIServer**

SDR has created a spreadsheet showing how each client is interfacing Go2It with their CAD or ALI. SDR will then prioritize these installations, and will roll out ALI/CAD interfaces on a pre-determined schedule.

SDR must determine the most effective way to develop interfaces to ALI and/or CAD that utilize existing network hardware and software components wherever possible. SDR will continue to encounter a wide variety of ALI formats and equipment and network configurations in our Go2It Dispatch applications.

At minimum, SDR will continue to interface with Huber and Associates Enterpol CAD product and will interface directly with ALI by building an ALI Server that will receive incoming ALI data via serial connection, parse it out and compile it into a database. Go2It will access this database to retrieve recent call information and auto-plot incoming 9-1-1 calls.

MEETING JANUARY 25, 2012

1. What can SDR expect/demand from clients in the way of equipment, PCs, network, IT assistance, etc.?
2. What level of “sameness” should we offer in the 2.3 to 3.0 upgrade—will we by default “keep” their current configuration?

Circuits come into PSAP to Point of Demarcation. From there, through ALI gateway to ALI controller. Serial ports from here where we can grab the ALI.

Do we want to sell/support hardware?

We provide PC/Information Server. We take the ALI feed to this box, produce our database and work stations with Go2It are networked to this box and read the ALI db we produce from this box. This box must be on a network that the machines running Go2It are on/can read.

VARIOUS INTERFACE SOLUTIONS

1. SDR interfaces with a CAD output file of some sort that can be accessed from an existing network
2. SDR interfaces with an ALI database that we build and store on a device on the network (this could be one of the dispatch work stations running Go2It).
3. SDR installs SDR ALI Server on the Go2It PC and creates a database on that PC from the ALI feed that that specific PC accesses to map calls.

Need to determine DB platform for our output file.

SQL Server Express: requires more management and admin but it’s robust. CAD and ALI providers use it. Free. Have to manage updates, patches.

SQL Lite: Open source, small footprint—can access it with SQL. Not sure if it has multi-user capabilities.

**NEXT STEPS: (From meeting January 25, 2012)**

1. Decide how Go2It will interface with ALI/CAD
2. Prioritize development of these interfaces
3. Decide on restrictions/requirements
4. Are there any interfaces that exist now that we don’t want to re-implement?

**Release Sequence**

**Product—Upgrading Existing Customers**

SDR will send quotations to any customer interested in upgrading from 2.X to 3.0. The quotation will include a price per seat to upgrade (minimum 50% discount) plus a cost for on-site set-up and installation. SDR will assume that an on-site visit will be necessary to migrate customers from 2.X to 3.0 in the dispatch environment and probably in Responder, and that there will be a charge associated with this visit and with off-site time associated with the set-up.

**Distribution:** Because we will require an on-site visit to install and set-up the product, we will deliver media (on CD, DVD or USB key) at the time of install. If customer wants to pre-install the program in preparation for our on-site visit, or the customer is able to set-up the product on their own, we will use FTP, e-mail or DropBox to deliver the install program and documentation.

**Set-Up:** SDR will schedule on-site installations of the program. However, SDR will acquire the Go2It GIS data as well as current INI/setup data in advance of traveling to the customer site and will set up the program to be workable on the trainer’s computer. Trainer/Installer may interface with the client, directly or through marketing, to assess the desired data layers, desired symbology, etc. Trainer/installer will also assess computer operating system and other data relevant to the installation.

**Resources (on-site/web-based):** SDR anticipates that the process to move clients from Go2It 2.X to 3.0 will require SDR assistance remotely and on-site. The remote assistance will be to acquire existing data from the current Go2It or other GIS applications. The on-site assistance will be to install the new program, set it up, register it and train the users.

At this time, SDR does not have enough data to assess the number of hours required for these upgrades (on a per license or per site basis).

**Training:** Clients will need to be retrained on Go2It 3.0. Training can potentially be delivered via web or on-site/in person.

**Price:** All clients who have current maintenance agreements will get a 50% discount on the retail purchase price of the software. Clients who have purchased Go2It 2.3 within 12 months of the release date of Go2It 3.0 will receive an additional discount.

**Production—Manuals, Graphics, Icon, Distribution**

A revised logo will be designed for Go2It 3.0, based on the current logo. The manual will be produced jointly by Marketing (Susan/Kathleen) and Programming (Mike) and will be incorporated into the product as “on-line” help. Graphics within the program (tool icons, etc.) will be designed by the programmers based on current icons, with input from sales and marketing.

The SDR logo will be featured on the product itself, probably in the upper right of the program window.

New Products will be distributed by FTP with backup media distributed upon request. (Should we even do this???)

**Pricing—New Installations**

**Pricing—Upgrades, Existing Customers**

Existing Go2It 2.X users who have active maintenance/support agreements will be able to purchase Go2it 3.0 for 50% of retail price plus cost of set-up, installation and training. At this time, we believe that an on-site visit will be required to install and configure the program and to train users.

Customers who have purchased Go2It 2.3 in the twelve month period prior to the release of Go2It 3.0 will be eligible for further discounts for the upgrade.

**Product Life Cycle**

**Features in Initial Release**

The initial release of Go2It 3.0 will include all the go-forward features in 3.0 plus several new features that will give existing users a reason to upgrade.

The new features include:

*Go2It Dispatch*

Display linked photo/image through identify tool

Link to NOAA weather/radar

*Go2It Responder*

Improved, easy-to-use GPS interface

**Planned Upgrades and Fixes (Schedule/Features)**

New releases will occur three or more times in the first year (12 months) following release of Go2It 3.0. Release 1 will be bug fixes. Releases 2 and 3 will add additional modules and will be a “for purchase” upgrades. These modules might include crime analysis, GPS incident tracking, call location statistics or AVL. Additional bug fixes will be released as required.

All releases that contain bug fixes or minor enhancements will be distributed to all existing users via FTP (?) in a timely fashion. SDR will assist all customers with the product load under their ongoing maintenance agreements. This assistance will occur through our sales engineering team on a scheduled basis.

Users will be notified of upgrades via e-mail and contacted by SDR to schedule their upgrades.

**Product “end of life”**

?? Three-five years?

**Warranty**

SDR needs to rewrite our software warranty for this and all products.

Branding: SDR logo on the product

Upgrade Visual Studio: order those (Brian) two copies (budget $1000) Sean manages software licensing for SDR/work with Brian through Sean. Does Sean need to give access to this on W?

Mike: Windows 7 upgrade (Mike will call Sean, Susan will e-mail Sean)

**Notes on Meeting January 11, 2012**

Mike: Will do a product lifecycle chart to show when all versions sunset.

Go2It 1.4: Support/Maintenance sunsetted 12/31/2011

Go2It 2.0 Developed in 2006. Sunset support with release of 3.0

Go2It 2.1 Developed in 2008 to include Go2It Responder/GPS Interface Sunset *support with 3.0*

Go2It 2.2 Developed in May 2009 to include writing GPS breadcrumbs to Responder and Vista support. *Sunset support with 3.0*

Go2It 2.3 Developed in 2011 to include Photo Support, other features, and registration codes

Upgrades from 2.X to 3.0

Letter to all customers before release of 3.0—maybe in March/April:

1. SDR will release a new version of Go2It (3.0) with targeted release in July, 2011
2. This version will be a total rewrite, will have all current functionality and some additional functionality.
3. List that functionality if possible (i.e. link to NOAA weather, easy GPS interface)
4. Only 3.0 will support Windows 8—upgrade required if they go to 8
5. SDR will not be supporting any 2.X version on Windows 8
6. Clients with current/active maintenance/support contracts can purchase 3.0 at 50% of retail
7. As of July, 2013 SDR will only offer support on versions 2.3 and 3.0

USING DROPBOX: Kathleen

IDAHO GUYS/dotSPATIAL

Imagery support: even though it is moved up on their priority list, we can’t control the timeline

Risks: Schedule… Go2It 3.0 schedule based on move of current sites to 2.0 on rack space (do we need to move the current sites to 2.0 before we are at 3.0. What about using contractor—Chris?)

Meeting February 1st: install program on my computer and Kathleen’s

Product Life Cycle: Begin charting for next meeting.

Possibly having a contractor do the ALI Server piece (.NET not .SPATIAL)

Features to go into the product to encourage sales

Brian: is there a way to add utility to broaden the market? (add functionality to serve utilities?)

Other publicly available data: should SDR look into applications that use non-locally maintained and created data.

Brian: Global Mapper—“Access online data” State and National Web Map Services and Horizons Web Map Services OR SDR can add state data onto Horizons web map services.

Is this data stored on the PC or is it only available with internet connectivity?