

Business Case for MapSpeller™ for ArcGIS®

MapSpeller™ for ArcGIS® is unique. It is the only spell-checker that understands both maps and GIS data. It is integrated into ArcMap and is the world's only geographic spell-checker (U.S. patent No. 7,681,126).

MapSpeller helps all organizations:

1. Enhance or protect the credibility of their map and data products with the public, media, courts, legislators and within the organization
 - What's the cost of a map being discredited in a court case?
 - What's the cost of not looking professional when appearing in the media or requesting support or funding from legislators, or selling products and services?
2. Produce the highest-quality maps and geodatabases, thereby supporting a high-quality enterprise brand
3. Gain efficiencies and reduce cost
 - Save time reviewing maps and databases for typographic and spatial errors, and correcting such errors
 - Save the cost of expensive reprints. A single error printed on hundreds or thousands of large size maps is very costly.
4. Avoid delays and meet deadlines
5. Save the embarrassment of errors on maps.
6. Comply with [Section 508 of the Rehabilitation Act](#) in the U.S.A. by supporting employees with disabilities such as dyslexia. Ten to 15% of the population suffers from dyslexia (Dyslexia Research Institute).

In addition, MapSpeller helps federal governmental departments and agencies in the U.S.A meet regulatory objectives such as:

1. [Executive Order EO 13423 - Sustainable Operations](#)

By significantly reducing the number of reprints due to spelling or geographic labeling errors, MapSpeller reduces organizations' operational footprints in at least the following two focus areas:

 - a. Waste Prevention and Recycling
 - b. Energy.
2. [Executive Order EO 13589 - Promoting Efficient Spending](#), which includes reducing printing costs
3. Meeting Small Business purchasing goals and requirements
4. Complying with the U.S. Board of Geographic Names (Public Law 80-242).

Broadly speaking, GIS offers three benefits to most organizations:

1. The framework, space and time, in which to bring eclectic data together
2. The tools for performing powerful analyses and designing realistic models
3. Very powerful yet friendly way of communicating large amounts of information.

Those three benefits are in jeopardy when typographic or positional errors exist in textual objects. MapSpeller corrects both types of textual errors.

In general, paper or dynamic maps are the end products of a long process. Therefore, they are often created in a hurry and thus are prone to typos or mislabeling. These errors reflect poorly on the cartographer but also on his/her organization. Furthermore, such errors damage the credibility of all the work that has been invested in building the GIS database and in analyzing the data.