## Contents

	Preface vii
	Overview of the ROI methodology 1
0	Prepare for the ROI project 15
0	Identify business opportunities 39
0	Prioritize the business opportunities 63
4	Construct the GIS program 83
6	Define project control 101
6	Specify and cost GIS projects 119
0	Estimate business benefits 145
8	Create a benefits roadmap 171
9	Calculate financial metrics 185
0	Build and present a final report 213