



Technology Advisory Case Study

Industry: Crop Insurance

Services: Interactive Mapping, Geolocation Solutions

Technologies: Microsoft .NET, Open-Source Mapping Libraries, REST APIs

Situation

A recent client in the crop insurance industry was relying on the ArcGIS Location Platform from Esri for interactive mapping and geolocation features. While powerful, the platform came with high licensing costs and restrictive contracts, making it difficult to scale and adapt to their needs. The client wanted a more cost-effective, flexible solution without sacrificing core functionality.

Solution



The Technology team at MarksNelson, a Springline company, developed a custom interactive mapping and geolocation solution that replicated most of the key features of ArcGIS without the heavy licensing burden. Using a combination of custom .NET code, open-source mapping libraries, and geolocation APIs, the team built a web app that showcased real-time map rendering, location tracking, and interactive features like zoom, pan, and data overlays.

This approach gave the client full control over its mapping solution, reduced dependency on expensive third-party tools, and allowed for future customization based on its business needs.

Results



The custom solution from MarksNelson delivered:

- Major cost savings by removing expensive licensing fees
- Most of the core features the client relied on from ArcGIS
- Flexibility to customize and scale without vendor restrictions
- Full control over data and integrations for better long-term sustainability

This approach gave the client a powerful, affordable alternative to a costly platform without sacrificing the functionality they needed.

