ArcGIS as a Platform – Putting it all Together

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What’s covered in this session

• What is ArcGIS as a platform?
• Case Study: Bald Eagle count
• Exploring key sharing components
ArcGIS
A Complete Geospatial Platform…

Easy, Open and Cloud-Enabled . . .
. . . Providing Transformational Opportunities
ArcGIS as a platform...

Provides Geospatial Capabilities Across the Entire Organization

- Mapping
- Analysis
- Visualization

Cloud

Citizens

Managers

Knowledge Workers

Deployed Users

Enterprise Integration

Professional GIS

A Framework For Sharing, and Collaboration
ArcGIS as a platform...

Breaks down barriers to communication & collaboration

...Anyone can gain access to the information they need
ArcGIS as a platform...
Leverages existing GIS assets and connects them globally...

Pervasive Apps

Enterprise

Desktop

Server

Cloud

Making GIS Easy and Accessible
ArcGIS as a platform...
Empowers and enhances many common workflows

- Modeling and Analysis
- Design and Planning
- Asset Management
- Situational Awareness
- Cartographic Design
- Field Collection
- Collaboration and Transparency
Solving a GIS problem…

Bald Eagle Counting

Big Bear Lake, California
Case study: Bald Eagle counting

ArcGIS Online Organization

Browser access

ArcGIS Desktop

Esri Maps for Office

MS Excel

ArcGIS Server

Web clients

Organization Properties

Featured Content

Beth

Gina
At the hub of the platform…

ArcGIS Online Organization

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ArcGIS Server
Organize geospatial content

ArcGIS Online Organization: A common user interface

- User and content management
- Cataloging & searching
- Grouping & access control
- Hosting of GIS services
- Accessing subscription services

...A New Architecture
...For Managing and Providing Easy & Secure Access
Hosting services online
Custom GIS services without the GIS server....

- **Publishing**
  - Tiled or editable features supported
  - Easy ArcMap sharing interface

- **Access**
  - Universally available on the web
  - Groups all for secured configuration

- **Administration**
  - No server to buy and maintain
  - Scale resources as needed
ArcGIS Server: Deliver GIS as a service

ArcGIS Online Organization

Featured Content

Browser access

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Web clients

ArcGIS Desktop

Esri Maps for Office

MS Excel

ArcGIS Server

ArcGIS as a Platform - Putting it all Together
Web service infrastructure

Provides an open web sharing model

- Fast
- Scalable
- Protocol rich
- Standards-based
- Secure

Dramatically Improving GIS Infrastructure
Functionality based on service types

- **Map**
  
  View or query a 2D map

- **Feature**
  
  Edit, view, or query features

- **Geocode**
  
  Find address locations

- **Geoprocessing**
  
  Run a tool or model on the server and get the results back

- **Image**
  
  Provide access to raster data
Sharing the power of ArcGIS Desktop

ArcGIS Online Organization

- Featured Content
- Organization Properties
- Beth
- Gina

Web clients

ArcGIS Desktop

Browser access

Esri Maps for Office

ArcGIS Server

MS Excel
Leveraging desktop power
Authoring authoritative content…
Web maps & apps: Easy & powerful

ArcGIS Online Organization

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ArcGIS Desktop

Esri Maps for Office

- MS Excel

ArcGIS Server

Browser access
One map for any device

On the ArcGIS platform the web map format is ubiquitous…
Apps enhance and customize the map

Templates, builders and custom development...

Rich Functionality

Multiple APIs

- iOS
- Flex
- Silverlight
- Android
- JavaScript
- Java
- WPF
- HTML 5
- .NET
- C++
Expanding beyond traditional GIS
Location Analytics
Geo-Enable the Enterprise with Esri’s Open Mapping Platform

Breakdown barrier – increase collaboration
GIS for business intelligence
Turning addresses and locations into maps…

ArcGIS

CRM

IBM Cognos
MicroStrategy

Office
Productivity

CRM and Salesforce

BI

EAM

Other Systems

SAP

ERP

CMS/DMS

SharePoint
Thank you...

Please fill out the session evaluation

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