Esri Maps for Business Intelligence (BI)

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Esri Maps for Business Intelligence

LOCATION ANALYTICS?
Location Analytics at Esri

Our ‘mission’

- ‘Geo-enable’ the Enterprise
- Do this by creating a portfolio of products that bring the ArcGIS platform to mission critical business systems
Location Analytics
Geo-enable the enterprise

- Map data
- Map-driven analytics
- Work together
- World atlas of geographic content
Location Analytics & Business Intelligence

Core values

- Augment business systems with mapping and analytics
- Non-disruptive
- Use existing workflows
- Enterprise ready

*Bring maps to where the users are!*
Location Analytics (2013)

Start simple

- Grow towards ‘spatial maturity’
- Leverage the ArcGIS platform
- Common user experience
Esri Maps for Business Intelligence

LEVERAGING ARCGIS
ArcGIS is a platform for Location Analytics
We take this …
ArcGIS is a platform for Location Analytics

... and this ...
ArcGIS is a platform for Location Analytics

... allow authors/designers to do this ...
Esri Location Analytics helps you to...

.... so that analysts can do this:

<table>
<thead>
<tr>
<th>Visualize &amp; Discover</th>
<th>Understand &amp; Predict</th>
<th>Find &amp; Locate</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Where are there patterns and anomalies?</td>
<td>• What is related to what (spatially)?</td>
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<td></td>
<td>• Why do things occur where they do?</td>
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<td></td>
<td>• What is likely to occur <em>where</em> in the <em>future</em>?</td>
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<td></td>
<td>• What areas meet the criteria?</td>
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<td></td>
<td>• Which location should I select?</td>
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</tbody>
</table>
Esri Maps for IBM Cognos
Esri Maps for MicroStrategy

[Image of a map and chart displaying online sales data, including top customers and revenue by month.]
Esri Maps for SAP BOBJ (tech preview)
No code solution
ArcGIS is a platform for Location Analytics
SaaS or Software
Location Analytics

Core capabilities

Mapping Visualization

Spatial Analytics

Geographic Information Enrichment

Profile
Location Analytics
Mapping visualization

- ‘Styling’ and ‘grouping’
- Heat maps
- Clusters
- Comprehensive symbol library
- Configurable pop-ups
- Etc.

More than dots on a map!
Location Analytics
Spatial Analytics

• Two-way communication with business system
  - Map-driven filtering tools
  - Drilling
ArcGIS content is growing rapidly
Location Analytics
Geographic Information Enrichment

- ‘Infographics’ are graphic visual representation of data
- Present complex information quickly and clearly
- Improve decision making by showing patterns and trends
- Populated with demographic & lifestyle Information
How does this all relate to BI?

- Esri Maps Framework (Esri JS API)
- Business Provider (JS)
- Business System Integration (Java)
- Business System SDK

ArcGIS (SaaS or Software)

Business Intelligence Platform
Location Analytics & Business Intelligence

Core values

- Augment business systems with mapping and analytics
- Non-disruptive
- Use existing workflows
- Enterprise ready

Bring maps to where the users are!
Core value: Augment business systems with mapping and analytics

• For the end-users
  - Esri Maps for IBM Cognos:
    - Drill-through
    - Prompting/Map as Prompt
    - Update Report Objects
  - Esri Maps for MicroStrategy:
    - Target/Selector
    - Drill links
    - Map synchronization and History List

Bring maps to where the users are!
Core value: Non-disruptive

- Familiar deployment patterns
  - IBM Cognos (congruent to Cognos deployment pattern)
  - MicroStrategy (integrate into plugin arch)
  - SAP Business Objects (integrate into Dashboards add-on model)
- Browser support matrix

System Administrators

*Bring maps to where the users are!*
Core value: Non-disruptive

Content Creators

- Familiar content creation workflows
  - MicroStrategy
  - IBM Cognos
  - SAP BusinessObjects

Bring maps to where the users are!
Core value: Use existing workflows

- MicroStrategy
  - Configuring target/selector
  - Configuring Drill Links
- Cognos
  - Configuring Set Prompts
  - Configuring Drill Through
- SAP Business Objects
  - Configuring Map in Dashboard Designer
Core values: Enterprise ready

- Enterprise authentication mechanisms
- Multiple deployment patterns of ArcGIS Platform
- Scalability and fail-over.
- Relies on security patterns of Business System.
Planned Esri Maps for IBM Cognos Integration Points

- V5.0
- V.Next
- TBD

IBM Cognos

- Report Studio/Report Viewer
  - Active Reports
  - Cognos Portal
  - Mobile*

- Cognos Workspaces
- Cognos Insight (Desktop)
  - Basic
  - Advanced

*Mobile Active Report integration is separate from basic Mobile support.
Planned Esri Maps for MicroStrategy Integration Points

- V1.0
- V.Next
- TBD

MicroStrategy

Web
- Reports
- Documents
  - Design Mode
  - Express Mode
  - Interactive Mode
  - Flash Mode

Mobile
- Documents
  - Application SDK
Planned Esri Maps for SAP Business Objects Integration Points*

* Currently subject to change
Road Ahead

Location Analytics & BI
Road Ahead – Version ‘next’ and beyond

Themes

• Localization release
• SAP BOBJ Beta
• More analytics
  - Leverage ArcGIS
  - Focus on simplicity
• “Borrow” good ideas from other LA products
• Deeper integration into BI systems
• New platforms
Analytics – “Under consideration”

- Summarize data
  - Aggregate points
  - Summarize nearby
  - Summarize within

- Find Locations
  - Find suitable locations

- Analyze Patterns
  - Explore correlations
  - Find hotspots

- Use Proximity
  - Create buffers
  - Create drive time areas
  - Find nearest

- Data manipulation
  - Dissolve boundaries
  - Extract data
  - Merge layers
  - Overlay layers
Thank you...

Please fill out the session evaluation

Offering ID: 1302

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Paper – pick up and put in drop box