Agenda

- Location Analytics
- Esri Maps for Office 2.1
- Road Ahead
Geo-enable the enterprise

- The power of location
  - There is a wealth of decision-support information hidden in your data that you cannot ever see when you look at it in systems like Excel, SharePoint, SAP
  - This is the information about location
    - Where are things happening?
    - Why are things happening there?
    - What is different about here vs. there

- The power of the ArcGIS platform
  - Content
    - Maps
    - Data about locations
  - Analysis
Esri Location Analytics core capabilities:

Mapping visualization
- See your data on maps in innovative ways, far beyond simple “dots on a map” solutions.
- Answers the “Where” question

Spatial analytics
- Why?
- Bi-directional communication between the map and other key business data enables analysis based on location.

Geographic information enrichment
- External spatial data including demographics, lifestyle, business, and weather.
- Here

(This slide really sets the stage for the demo)
Map Visualization is about putting your data on a map and letting it speak. It is visual analytics where patterns become apparent when you see your data on a map.

More than dots on a map:
- Clustered points – identify
- Heat maps
- Color coded thematic maps
- Graduated sizes
- Custom boundaries
Spatial analytics enables you to delve deeper into spatial patterns in your data To answer questions like:
- Find me the customers within 30 miles of an event I am planning so that I can market it to them: Select and Find nearby
- Where do I locate a warehouse based on customer locations and sales per customer: Find hot spots
ArcGIS includes a living atlas to the world, with beautiful and authoritative maps on hundreds of topics, including demographics, businesses, consumer lifestyles, and natural hazards.

You can use this information to enrich the maps you create
- enrich your data, like your spreadsheets
- Illustrate characteristics of your location using rich infographics

The benefit: by getting a more complete picture of your market you can make much more informed decisions.
Quickly and securely share the maps you create across business systems and devices.

Use this capability to collaborate and break down silos across your organization.

Deploy Esri’s mapping solutions in the cloud, on-premises, or a hybrid of both.
BI – microstrategy
CRM – Dynamics CRM
ERP – SAP
CMS – sharepoint and cognos
Democratizing and accessible
- Style and group based on attribute values

- Overlay data on maps with demographic and other location-based context

- InfoGraphics that display rich contextual information on your locations

- Locate your data using addresses, places and custom areas from your organization
- Enrich your data with location-based information
- Create reports for your locations with rich demographic, lifestyle and other location-based information
- Find statistically significant hot & cold spots

- Select and find nearby locations
- Show point distribution with heat maps
- Cluster features to find patterns

Spatial Analytics
- Use your organization’s base maps and default map
- Use custom locators from your Portal
- Share maps and layers
- Use on any device
- Use to build custom applications
- Filter rows to turn map data on/off
- Turn grouped map data on/off to hide/show rows
- Select rows from map & vice versa
Working with Geographic Context
Adding Geographic Content to your data
• ArcGIS provides access to a huge wealth of geographic information about places and areas
• It does this in a number of ways, for example through maps, map layers, InfoGraphics and reports
• ArcGIS also provides the ability to enrich your own data with this geographic information
**Demographic Map Services**

**Overview:** Esri intends to publish a set of demographic maps and data layers that can be used to create color-coded maps using a variety of demographic attributes that are available for different geographies. The maps would be symbolized by one attribute with standard symbology by default but users could modify the renderer to display different attribute or symbology and save as separate layers in a web map. The maps will be available to users with an ArcGIS Online subscription. Maps would include:

- **USA Demographics:** set of over 4,000 variables available up to 11 levels of geography
- **Canada Demographics:** set of over 2,000 variables available up to 10 levels of geography
- **France Demographics:** set of over 100 variables available at up to 5 levels of geography

Similar country demographic maps (e.g. Germany, Spain, etc.) would be published for a few dozen other countries where data is currently available. There are expected to be approximately 45 countries available for the initial release in March, with several more to be added later. We may choose to consolidate these map services as group layers in a smaller set of regional services (e.g. Europe Demographics) for the sake of service efficiency and performance.

**USA Demographics**
Maps presenting multiple levels of geography:
- County
- State
- Congressional District
- County
- County Subdivision
- ZIP Code
- Census Tract

Maps include over 4,000 current year and projected year variables for each level of geography. Will be built initially using 2012/2017 demographics, tapestry, and consumer expenditure data. Map service will likely need to reference separate FGDB datasets that each contain up to 2,000 attributes. Maps are configured so that users can view either:
  - **All Scale Levels by Multiple Geography:** zoom in from national view displaying states to detailed local view displaying block groups. The default levels of geography to be displayed as visible are the ones in bold above (e.g. state, county, zip code).
  - **Multiple Scale Levels for a Single Geography:** select a single geography (e.g. counties) and view across multiple scale levels. Some geography levels (e.g. ZIP Codes, block groups) may only be available at a minimum scale less than national coverage (e.g. statewide).

**France Demographics**
Maps presenting multiple levels of geography:
- Country
- 1st Order Admin (e.g. Province)
- 2nd Order Admin (e.g. County)
- Postal

Maps include over 100 current year variables for each level of geography. Maps may be combined with other demographic data for all other countries in the region. Maps are configured so that users can view either multiple geographies or single geography like described above.

**Boundary Maps**

**Overview:** Esri intends to publish a set of boundary map services that can be used to create color-coded maps using user-provided attributes or as simple boundary layers that would be displayed on top of a basemap (e.g. imagery) or operational layer (e.g. federal lands) for reference purposes. The maps would be symbolized with boundary layer symbology by default but users could modify the renderer to display different symbology and save as separate layers in a web map. The maps will be available to users with an ArcGIS Online subscription.

The plan is to re-purpose the demographic map services to be used to display the corresponding boundaries. Esri will create boundary map service items symbolizing the polygonal data used in the demographic map services as boundary layers with labels. Users will also be able to symbolize the polygonal data using their own data and the unique codes (e.g. FIPS code for US states and counties) available with the polygonal data. This will ensure that the boundary layers are consistent with the demographic data that is published, and reduce the need for additional maps to be published.

**Map Items**

Esri will create several dozen unique map items on ArcGIS Online (arcgis.com) that display different demographic attributes (e.g. median income, population density, median age, etc.) and boundary data (e.g. states, counties, zip codes). The map items will be used to persist different renderings of the demographic maps described above, rendering based on different attributes and with different classifications and symbology. The map items will be available for users to add to web maps and use in various ArcGIS applications.
- Dynamic and Interactive
- HTML Based
- Works in any browser
  - Desktop, tablet, phone
- Populated with Information
  - Demographic & Lifestyle
  - Landscape Data
• Add new columns of information to your data

• Use to slice, dice and analyze your data in whole new ways

• Demographics, Lifestyle and Landscape data
The Preformatted demographic and lifestyle reports are available today via Business Analyst and Community Analyst.

In most countries we’ll have at least one report

In the USA and Canada we’ll have many more.

By July the reports will be available via other apps and will be accessible to developers via our APIs.
All of the solutions will integrate seamlessly with ArcGIS Online and Portal for ArcGIS,

so that you can access all the content, groups and basemaps from your organization

And so that you can securely save the maps you create back to ArcGIS Online or to your Portal
Sharing your work

ArcGIS

Maps & Slides

E-mail

Share Map on ArcGIS Online

Share map
Enter the map data to be shared on ArcGIS Online.

Title:

Type:

Description:

Share with:

- Everyone (Public)
- Organization (Shared)
- These groups:
  - My Group
  - Esri Groups
  - Add another group or group

Host:

- My Location Services
- Host Location Services
Welcome!
¡Bienvenido!
Welcome!
Bienvenue!
Добро пожаловать
Willkommen!
ようこそ
Benvenuto!
Bem-vindo!
15-20 minutes
Descriptive and Predictive Analytics

Discover the pattern: Where do things occur? Where do I sell more?

Understand the pattern: What’s special about these places? Why do I sell more here and not here?

Predict patterns: What is changing about this place? What will this place look like in the future?

Find and locate: Now that I know I do well in places like these, find me more places that fit these criteria
Fall 2013
• Outlook Integration?
• 3D?
• Let us know: #EsriMapsOffice
PLEASE INCLUDE THIS SLIDE

Presenters:

Offering ID
– this is in your presenters schedule or the printed agenda (not in the online agenda this year)
- please be sure to update the slide with both IDs if you have more than one session

For attendees: Here are the instructions for users to access the system.

The UC surveys can be accessed from:
1. My UC Homepage > Evaluate sessions
2. www.esri.com/ucsurveysessions

The MyUC login is on the back of their badges.

The session can be found through:
1. My planner listings on survey search page
2. Using the Search based on:
   • Topic, Date, workshop type and event
   • Offering ID – this is in your schedule or the printed agenda (not in the online agenda this year)

There are 6 quick multiple choice questions plus a space for comments
Thursday: 952/1402
Friday: 952/2195