Product Overview
One of Esri’s Location Analytics Solutions
Location Analytics
Bringing Esri to Your World

Benefits of Esri maps directly inside your business systems
Focused Solution for Market Planning & Site Selection
You have to make a multi-million dollar real estate decision.  
Where is the best place to locate?

You need to maximize the performance of your store network.  
Which ones should be doing better?

The Market is changing.  
You need to plan for the future.  
How can you stay competitive?
Who Uses Business Analyst?

Individual Commercial Real Estate Practitioners

City Planners

Insurance Companies

Commercial Real Estate Firms

Small Retail Chains

Extremely Large Retail Chains

Economic Development Agencies

Retail Banking
Economic Gardening
Greater New Orleans

Urban & Regional Planning
Community Needs Assessment

Utilities & Telco
Network Planning

Facility Site Selection
Hospitals, Parks, Fire Stations et cetera

Recruiting
US Air Force

Public Safety
Emergency Management

Other Uses | Not Just Retail & Commercial Real Estate
Sizes of Organizations

Varies Enormously

1 User

20,000 Users
Web App
Business Analyst Online ("BAO")
No training required
Basic but powerful site analysis

Desktop App
Business Analyst Desktop ("BA Desktop")
The power tool for professional analysts.
Build models. Use with SAS/SPSS
Extension to ArcGIS for Desktop

API
Cloud API: BAO API
On-Prem: BA Server
For any area...

Find out what's nearby

Get rich facts about the area
Information for Any Location or Area
Block Group: 060750103.003
Drank beer/ale/6 mo, imported: 464

2 minutes
Coverage:
  • July: USA + Western Europe, Brazil, India, Japan, Russia
  • November: 124 Countries

Content:
  • Everywhere: 100+ variables
  • Canada: 2,900+ variables
  • USA: 4,000+ variables
Business Analyst Use Patterns

Using the Components Together

- Centrally Managed Location Data
- Market & Demographic Data
- Business Focused Tools + APIs
- Reports & Report Templates
- Workflow Templates

Desktop Client
- Analyst
  - Ad Hoc Analyses
  - Custom Report Development

Server

Web/Mobile Clients
- Manager Office 1
- Manager Office 2
- Executive Dashboard
- Admin
Product Update: BAO
Announcing a Brand New Business Analyst Online!
Dozens of New Features
Data Browser

Find the variables your looking for fast!
Create Custom Variables

e.g. “Males, ages 13-19”
Annotate Your Maps

With text, shapes and images
1-Click Access to Reports
Directly from the map
Instant Smart Map Search | Map updates on the fly
Step-by-Step Guided Tours

With this guided tour you can:

- Generate a report for an area.
- Generate a report for your city.
- Generate a color-coded map from data that interests you.
- Find areas that meet specific criteria.

Skip this in the future.

Guided Tours  Step-by-Step Guide to Get You Started
“Click-on-Map” Area Selection

Build Trade Areas Quickly
Mask Color-Coded Maps by Site Boundaries
Great New Search Bar

Search for places & businesses. Anywhere in the app.
Distance & Area Measurement

Find out how big that lot is!
Benefits of ArcGIS Online

Esri Maps for Office
Included with your subscription
Create maps in seconds
Share to ArcGIS Online and use in BAO

ArcGIS Content
Rich maps & authoritative content
Share & collaborate

5 Users Included
Demo
Product Update: BA Desktop
BA Desktop 10.2 Releasing with ArcGIS 10.2
• Model Builder Framework

• Python Scripting Framework

• Access Hundreds of Tools:
  • Geo-Analysis
  • Business Analysis
  • Spatial Statistics

• Designed for Analysts!

“Power Tool” For Analysts
Tight Integration with ArcGIS Online

Global Data

New for 10.2  BA Desktop
Demo
Product Update:
BA Server
BAO API
Focus on Quality and Performance

Last Release of BA Server

BA Server 10.2 Releasing with ArcGIS 10.2
• Functionality to become standard part of ArcGIS for Server

• Increasing use of cloud to access demographic data
Being Retired
March 31, 2014

Being Replaced with
ArcGIS Online APIs
Trends
Increasing use of cloud for demographic data
Local data still an option for BA Desktop users

ArcGIS will have all the content of BA and more
Demographic maps, reports, infographics, geographic data enrichment

Access Demographics, Reports in other Apps
Esri Maps for Office, SharePoint, BI systems, CRM systems, GIS apps

This is all happening NOW!