ArcGIS Online Content

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ArcGIS Online Content

- ArcGIS includes a Rich Set of Ready-to-Use Geographic Content Available to All Users
  - Maps, Data, and Tools designed for ArcGIS
Content is Built-In to the ArcGIS Platform
Simple to Discover and Use in all of your ArcGIS Applications

Access through your Web, Mobile, and Desktop Apps
Content is Published by Esri, Users, and Partners
Built by and for ArcGIS User Community
ArcGIS includes a living atlas of the world
Maps and Layers from Esri and Thousands of Contributors

Growing Collection of Maps and Layers

Providing a Foundation for Your Work
Ready-to-Use Maps

The Mapping Platform for Your Organization

Create interactive maps and apps and share them with the rest of your organization. Be productive right away with ready-to-use content, apps and templates available for the web, smartphones, and tablets.

Reach Your Users
Share your maps and data on your web pages, blogs, social media, or custom apps.

Go Mobile
Access your maps and information from anywhere.

A Living Atlas of the World
ArcGIS includes a living atlas of the world, with beautiful and authoritative maps on hundreds of topics.
Esri Content
A collection of ready-to-use Maps, Layers, and Tools

- Maps & Imagery
- Demographics & Boundaries
- Geocoding & Routing
- Popups & Reports

Provides a Foundation to Support Your Work
Esri Community Maps Program

Esri initiative to enhance our content with user contributed data

- Supports Building Useful and Reliable Maps and Related Geographic Services
  - Hosted by Esri and freely available to users
- Best Available Data from GIS Community
  - Global, national and local agencies and suppliers
- New Community Maps Geodatabase
  - Global geodatabase with 20+ layers assembled from both community and commercial sources
  - Used to support authoring and publishing maps and related services, and update on frequent basis
Esri Content Portfolio

Content is organized into set of themes, using Esri & Community Data

- Imagery
- Basemaps
- Network Analysis
- Demographics and Lifestyle
- Geocoding
- Landscape Analysis
- Esri Community Map Data
Esri Content Portfolio
Content is organized into set of themes, using Esri & Community Data
Imagery
Global imagery services to support visualization and analysis

• World Imagery Map
  - High-performance basemap for visualization

• Global Land Survey Landsat Layers
  - Maps presenting different views of earth over time
World Imagery Status (Summer 2013)

- Expanding World Imagery Coverage
  - Continue publishing of DigitalGlobe imagery for Western Europe (0.6m) and Rest of World (1m)
    - Expansion ~75% complete worldwide
    - Complete by end of Summer
  - Additional Community Provided Imagery
    - Switzerland, Liechtenstein, USA and CAN Cities
    - Additional imagery in production (e.g. Denmark)
Imagery Update

Search “UC2013 Imagery” on ArcGIS.com for this Map Tour
Additional Imagery Offerings

Additional imagery services available to ArcGIS users

- Bing Maps Imagery
  - Now available to ArcGIS users with Bing key

- DigitalGlobe Imagery (*Coming Soon*)
  - Available by subscription through Marketplace
    - Global Basemap: current high-res imagery
    - Multispectral Service: 8-band 50cm imagery
    - FirstLook: before and after imagery for events

- RapidEye Imagery (*Coming Soon*)
  - Available by subscription through Marketplace
    - 5m basemap, multispectral, & mosaic imagery
Road Ahead for World Imagery

• Continue to Update Imagery and Fill Holes in Coverage with Additional Sources
  - High-resolution imagery from Community Map contributors, including USDA NAIP
  - Medium-resolution imagery from commercial sources (e.g. Spot Image, Rapid Eye)
Road Ahead for Imagery

• More Multispectral Imagery
  - **Landsat 8**: publish most recent scenes of Landsat 8 (~15m) imagery of the world as image service
  - **NAIP**: 1m or better resolution imagery for the United States published as 4-band image service

• Event Driven Imagery
  - Esri Event Imagery: publish new event imagery service using best available sources
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- Community Map Data
Basemaps
Suite of basemaps to support your web maps and applications

• Variety of Basemaps for Different Maps
  - ArcGIS now includes a diverse set of basemaps

• Reference and Foundation Maps for living atlas
Basemap Status (Summer 2013)

• Expanding Large-scale Coverage of Basemaps
  - New Coverage in Asia (South Korea, India, China)
  - New Coverage in Middle East and North Africa
  - New Coverage in Central and South America

• Transitioned to New 2.0 Factory Production
  - New Maps produced from Global Geodatabase
  - Improves Consistency of Maps across Geography
  - Enables use of Community data in More Maps
  - Will support Vector Delivery of Maps in future
Basemap Update

Search “UC2013 Basemap” on ArcGIS.com for this Map Tour
ArcGIS Content Usage Is Growing Rapidly
Usage is being driven by high quality content from the community

Streets: High Usage in Japan & Thailand
Topo: High Usage in Netherlands & UK
Basemap Usage Doubling Each Year

2012
14 Billion+ Requests
Road Ahead for Basemaps

- Complete Transition to New Topo Map Design
  - Update all communities using new design (by Q3)
- Complete Global Expansion of Basemaps
  - Use of OSM data and other community sources
- Review and Refine Basemap Designs
  - New Imagery Hybrid design to be implemented
- Delivery of Basemaps in Vector Format
- Selected Basemaps published in Polar Projection
  - Starting with Ocean Basemap and Imagery
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Demographic Maps and Layers
Introducing New Location Analysis layers for use in ArcGIS Platform

• Previously Available only in Business Solutions
  - Business Analyst Online, Community Analyst
• Now Deeply Integrated into the ArcGIS Platform
  - Mapping, InfoGraphics, Data Enrichment, Reporting
  - Available with an ArcGIS Online Subscription
• Building a Global Solution
  - Foundation Data for over 120 Countries this year
  - More Detailed Data for Selected Countries
Demographic Data Accessible in Four Ways

Maps

Infographics

Geographic Data Enrichment

Reports

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Demographic Maps
Collection of Ready-to-use Maps and Layers

• Data for Four Themes
  - People, Housing, Money, Behavior

• Includes Popups

• Configurable

• Access through “Demographics and Lifestyle” Group in ArcGIS Online
Demographics

Search for “Demographics” Group for “Demographics and Lifestyle”
Esri Content Portfolio

Content is organized into a set of themes, using Esri & Community Data
Landscape Analysis Layers
Ready-to-use for visualization and analysis of earth’s landscape

Online Analytics

Online GP Tools
Desktop and Online

Location Analytics
Landscape Infographics
and Data Enrichment
What’s included in Landscape collection

• Landscape layers
  - Vector (Land ownership, geology, habitat, soils, etc)
  - Raster (Land cover, elevation, rasterized vector layers)

• Geoprocessing tools that work with the elevation service

• Web maps

• Data collections for use with Location Analytics

• ArcGIS for Landscape
  - Landscape Analysis
  - Landscape Modeler Sample Application

• Supporting material (documentation, sample models, use cases)
Value of Landscape Layers

- Saves time and money
  - Significant data assembly and processing done
- Esri provides ready to use content
  - Input to models
- You do not have to acquire, process, store, and maintain essential data
How do you get access?

- Available with an ArcGIS Online Subscription
- Discoverable through
  - ArcGIS Online
  - Featured groups (e.g. “Landscape Layers”)
  - Map viewer (Add “Esri Map Layers”)
  - Feature pages for “Ready-to-use-Maps”
  - Catalog for GP services
  - Samples, models published in Resource Center
Demo
Current Status

• Now in Public Beta
• All subscribers have access at no cost during beta
  - Business model to be announced later this year
• Welcome your feedback
  - Provide feedback through <ArcGIS Online forum>
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- Landscape Analysis
- Esri Community Map Data
Geocoding and Network Analysis

- Part of the ArcGIS platform
- Integrated in ArcGIS products and applications
- Available for use in APIs and SDKs
**Geosearch**
- Search – Find - Lookup
- Result is not stored for later use
- Requires no fee

**Geocoding**
- Primary purpose is to store results for use again later
  - In a database
  - In a map
- Requires a subscription
Key Features

- Worldwide coverage
- Locate places and addresses
- Multilingual
Network Analysis Services

- Capabilities available when using the Network Analysis Extension
- Now online
- Ready-to-use

Route
Closest Facility
Service Area
Vehicle Routing Problem
Location Allocation
Origin Destination Cost Matrix
Future
Key Features

- Time aware
  - Live and historical traffic
- Multilingual directions
- Support advanced options like truck routes
- Worldwide coverage
Demo
Business model

- Geosearch is free
  - No subscription is required
- ArcGIS Online Organization subscription with service credits is needed for:
  - Geocoding (i.e. batch geocoding)
  - All Network Analysis
  - Credit usage varies based on service
  - http://www.arcgis.com/features/plans/credits.html
Legacy Services

- Legacy geocoding and network analysis services will be retired on December 31, 2013
  - http://tasks.arcgisonline.com
  - http://premiumtasks.arcgisonline.com
Take advantage of the ArcGIS Online maps, layers and tools

- More and better coverage
- Integrated into products and applications
Resources

- **Maps** – www.arcgis.com/features/maps/index.html
- **Geocoding** – geocode.arcgis.com
- **Network Analysis** – route.arcgis.com
- **Content Resource Center** - resources.arcgis.com/en/communities/arcgis-content/index.html
- **Blog** - blogs.esri.com/esri/arcgis/tag/arcgis-content/
Thanks for attending!

- Please fill out the comment cards

- Session Title: ArcGIS Online Content
- Session Number: 724
- Offering ID Tuesday: 1233
- Offering ID Wednesday: 1355