Agenda

- Location Analytics
- Esri Maps for
  - SharePoint
  - Office
  - Dynamics CRM
- Pricing
- Road Map
- Q & A
Evolving the Geospatial Platform

A New Architecture for Geospatial Collaboration

Providing

- Geospatial Content Management
- Intuitive Mapping
- Sharing and Collaboration
- Web and Mobile Use
- Enterprise Integration
- Open Interoperability
- Customer Engagement

Workflow Integration

Collaboration

Customer Engagement

Executive Access

Work Anywhere

Content Management

Maps

Catalog

Apps

Content

Hosting

Services

A New Architecture for Geospatial Collaboration
Location Analytics
An Overview
Today’s Challenges…

Requires New Insights Into Your Data

- Managing Sales Information
  - Where, What, Why, Patterns, Quantity

- Understanding Customers and Markets
  - How, Where, Change, Impact

- Tactical and Strategic Planning
  - Changes, Tomorrow, Next Year
Location Analytics

Addition of complementary **mapping** and **geographic intelligence** to the mission-critical **enterprise business systems**
Map your Data
In rich and smart ways

- Easy … if you can make a chart, you can make a map
- Don’t leave your business system
- Map data to regions … your regions
- Make useful maps – even with tons of data
- You own and control your maps
Map-driven Analytics
Use the map as a tool for your analysis

- Connect your maps to your data
- Add a whole new intuitive way to perform analysis
- Use the map to select and query your data
- Find nearest, proximity searches, drive time areas
Maps
- Streets, Imagery, Topographic
- Demographics Maps
- Business Locations
- Administrative boundaries
- Authoritative maps from Esri community
- Authoritative maps from within your org

Data, Infographics & Reports
- Demographics
- Lifestyle & Spending
- Market Segmentation
- Supply & Demand
Infographics

- Dynamic, Interactive
- Populate with Demographic & Lifestyle Information
- Available in Office in March
- Available in ArcGIS APIs and additional apps in July
Work Smarter & Work Together
One map, available to everyone, anywhere, on any device

• Create a map and use it anywhere
  - On your iPad or smartphone
  - Add live maps to your PowerPoint
  - Embed in your web sites
• Control who can see it
• Control who can change it
Enterprise Class Solution
Secure, scalable, deploy in cloud or on-premises

- The maps you create belong to you
- Maps are always backed up
- 99.9% available
- Support for pure online, pure on-premises or hybrid
- Meets ISO 27001, SAS 70 Type II, and FISMA security certification requirements
Map your Data
In rich and smart ways

Map-driven Analytics
Use the map as a tool for your analysis

A World Atlas of Geographic Content
Use to gain new insight & turn it into action

Work Smarter & Work Together
One map, available to everyone, anywhere, on any device

Enterprise Class Solution
Secure, scalable, deploy in cloud or on-premises
Location Analytics is for Everyone

GIS or Non-GIS
All Industries
Commercial or Government
Esri Maps for SharePoint
Microsoft SharePoint

The Business Collaboration Platform for the Enterprise and the Web
Typical Use of SharePoint

Location Analytics Team Site

A team at Esri dedicated to spatially enable business systems using Esri capabilities and content. Products consisting of Esri Maps for:

- Microsoft Office
- Microsoft SharePoint
- IBM Cognos
- Business Analyst / Community Analyst
- BA Online
- BA Server
- BA Desktop

Shared Documents

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Getting Started

- Share this site
- Change site theme
- Set a site icon
- Customize the Quick Launch
But... did you know...

Sophisticated Web Sites

Document Flow and Processing
Esri Maps for SharePoint

- Map-enable the SharePoint platform with map web parts, Esri Location Field, Esri Locate Workflow
- Configurable and WYSIWYG design-time experience
  - Familiar SharePoint experience
- Supports
  - Mapping and Visualization
  - Spatial Analytics
  - ArcGIS Online and Portal/Server
- Extensibility SDK
- Localized
Map Web Part

Provides mapping visualization in SharePoint

- Interactive and configurable Web Part
- Easily and quickly create and implement GIS Web mapping on SharePoint page
- Access and use SharePoint data, Portal/ArcGIS Server and ArcGIS Online services
- Open and display published Web Maps from ArcGIS Online and Portal
What Maps are available to Esri Maps for SharePoint?

20+ USA Demographic Maps

1000’s of Maps Published by Esri User Community

Maps published by your organization

Bing Maps (BYOK*)

Can be customized
Map Web Part functionality

- Add and configure
  - Geoprocessing services
  - Editing of Features
- Export selected features to .csv or .txt files
- Extend using the Extensibility SDK for Silverlight
Esri Location workflow

*Spatially enable your SharePoint data*

- Geocode addresses in SharePoint lists or libraries
  - Workflow can be automatically applied when item is added or changed
- Based on SharePoint workflow
  - Familiar UE for SharePoint users
- Interactive candidate match
- Locators are configurable

![Diagram showing SharePoint data, workflow, and layers](image)
Location field

• Custom data type available to SharePoint
  - Added when a geocoding workflow is applied to SharePoint data

• Stores geographic location of associated SharePoint spatial data
  - Displays on basemap

• Geographic location can be edited
Welcome!

¡Bienvenido!

Bienvenue!

Добро пожаловать

ようこそ

Willkommen!

Benvenuto!

Bem-vindo!
What’s new in Esri Maps for SharePoint v3.0

• Support for multiple SharePoint versions
  - SharePoint 2010 (on-premises) [2010 ON-PREM]
  - SharePoint 2013 (on-premises) [2013 ON-PREM]

• Multiple application architectures
  - Updated Silverlight-based map web part supporting developer extensibility and latest release of ArcGIS API for Silverlight (v3.1) [2010 ON-PREM], [2013 ON-PREM]
  - New HTML-based map app part which shares a UI/UX common to Location Analytics products [2013 ON-PREM]
What’s new in Esri Maps for SharePoint v3.0 (cont’d)

• Tighter integration with the Esri Platform
  - Ability to share/publish feature layers and maps to ArcGIS Online
  - Updated geocoding services and UI
  - Geographic Data Enrichment/Context options
    - Updated demographic and lifestyle map layers
    - Interactive Infographics

• Enhanced Location field support for multiple geometry types as Esri JSON
How to Get It:

- Esri Maps for SharePoint 3.0 Beta
- Join Beta program
  - At the ArcGIS Beta Community

http://betaacommunity.esri.com
Extending Esri Maps for SharePoint
Extensibility SDK

- Shares with ArcGIS Viewer for Silverlight
- Silverlight API 3.1
- Microsoft Silverlight 5
Demo
Extending Esri Maps for SharePoint
Tools

- Logic initiated by the user, e.g. on button click
Behaviors

• Logic that is invoked as a result of an event

```csharp
[Export(typeof(Behavior<Map>))]
[DisplayName("Simple Behavior")]
[Category("My Behaviors")]
[Description("Shows a message box with the current extent when the extent changes")]
public class MyBehavior : Behavior<Map>
{
    protected override void OnAttached()
    {
        base.OnAttached();
        // Add a handler to the map’s ExtentChanged event.
        this.AssociatedObject.ExtentChanged += OnExtentChanged;
    }
    private void OnExtentChanged(object s, ExtentEventArgs args)
    {
        // Show a message box with the new extent.
        MessageBox.Show(this.AssociatedObject.Extent.ToString());
    }
    protected override void OnDetaching()
    {
        // Remove the handler from the map’s ExtentChanged event.
        this.AssociatedObject.ExtentChanged -= OnExtentChanged;
    }
}
```
Demo
Esri Maps for Office
Esri Maps for Dynamics CRM
Esri Maps for Office
Esri Maps for Microsoft Office

ArcGIS Online

Maps
Catalog
Groups
Hosting
Content
Services
Mapping Your Data

- Point Maps
- Clustered Point Maps
- Color-Coded Maps
- Heat Maps
Spatially Enabling Your Data
Lookups using common geographies

- Worldwide
- By Region
- By Country
- By Postal Codes
Spatially Enabling Data With “Custom Geographies”
Lookups using any map shared in ArcGIS Online
Sharing your work

ArcGIS

E-mail

Maps & Slides
Dynamic Presentations
New at 2.0

- Demographic and Lifestyle Information
  - “Enrich Layer”
    - Add fields
  - Map layers
    - Provide spatial context
  - Infographics from popups
    - Provide graphical context
New at 2.0

- Analytics: Select and Find Nearby
- Configuration options
  - Heat maps
  - Clustering
New at 2.0

- Global geocoding
- Improved ArcGIS Online coordination
  - Base maps
  - Default maps
- ArcGIS Portal
  - Preview Support
How to Get It

- Download links from ArcGIS Online > Features

http://www.esri.com/software/arcgis/arcgisonline/features/download
Esri Maps for Dynamics CRM
What is Dynamics CRM?

- **Customer Relationship Management**
- Decision Support in
  - Sales
  - Marketing
  - Customer Service
Esri Maps for Dynamics CRM
1.0 Beta

- Visualization
  - Views
  - Dashboards
- Analysis
  - Select & Find Nearby
- Geoenrichment
  - Map Enrichment
  - Infographics
Esri Maps for Dynamics CRM
1.0 Beta

- Settings
- Map Gallery
  - Designer
- Geocoding
Versions Supported

- Microsoft Dynamics CRM 2011
  - Rollup 12
- Microsoft Dynamics CRM Online
  - Rollup 12
How to Get It:

- Esri Maps for Dynamics CRM 1.0 Beta
- Join Beta program
  - At the ArcGIS Beta Community

http://betacommunity.esri.com
Pricing
Pricing – ArcGIS Online Subscriptions

Free 30 day trial available

- **5 Users**
  - $2,500 per year
  - Includes $250 worth of service credits.
  - *(2,500 credits)*

- **50 Users**
  - $10,000 per year
  - SAVE 60% PER USER
  - Includes $1,000 worth of service credits.
  - *(10,000 credits)*

- **100 Users**
  - $17,500 per year
  - SAVE 65% PER USER
  - Includes $1,750 worth of service credits.
  - *(17,500 credits)*

- **Need Even More Users?**

  We offer larger plans that include more users and service credits.

For U.S. Customers Only

Call us 1-800-447-9778

For U.S. Customers Only

Add more users for $2,500 per 5 users.

Add more service credits for $100 per 1,000 credits.

Buy Online

http://www.esri.com/software/arcgis/arcgisonline/purchase
Pricing – ArcGIS Online Service Credits

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<td>Map Tile Generation</td>
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<tr>
<td>Feature Services</td>
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<tr>
<td>Tile and Data Storage</td>
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[http://www.esri.com/software/arcgis/arcgisonline/credits](http://www.esri.com/software/arcgis/arcgisonline/credits)
Roadmap
Esri Maps for Office - Road Map

- Support for
  - ArcGIS “Portal”
  - Variable-level Data Enrichment
  - Office 365
- Support for Shapefiles
Shapefile Support
- a sneak peek

Shobana Suresh
Gareth Walters
Esri Maps for SharePoint - Road Map

• Add support for
  - ArcGIS “Portal”
  - Enriching lists with demographics and lifestyle information
  - External lists (BCS)
  - Web part connectivity

• SharePoint Online / Office 365
Esri Maps for Dynamics CRM - Road Map

- Add support for
  - ArcGIS “Portal”
  - More geocoding options
  - Enriching entities with demographics and lifestyle information
  - Routing
Rate Us!
Rate This Session
Your feedback is important

• Quick Link from www.esri.com/devsummit
Esri Maps for Office, SharePoint & Dynamics CRM
Tony Howser, Sentha Sivabalan, Scott Ball

Enter Offering ID: 274
Rate This Session

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**Comments**

Please provide suggestions as to how the presenter can improve this workshop. (500 character limit)

SEND FEEDBACK