Location Analytics and Business Intelligence

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WHAT IS BI?

Location Analytics & Business Intelligence
Business Intelligence (BI)

Value proposition

- Querying, Reporting, OLAP
- Single version of the truth
- Separation of roles
- For everyone in the organization
- Historical, current, predictive
- Available everywhere
- Rich Data Visualization and Interactivity
- Secure, auditable, scalable

“System(s) to organize, disseminate, and analyze information produced within an organization”
Business Intelligence
Eliminate Barriers Between Workflows and Disciplines

Single version of the truth
Location Analytics & Business Intelligence

WHAT WE DO
ArcGIS is a Platform
Provides Mapping and GIS Across the Entire Organization

Enabling Collaboration, Sharing, and Holistic Approaches
Location Analytics
The analytics blind spot

- 80% of transactional data has a location component
- Charts and graphs can’t always show what data is trying to tell you

*Put location data where it belongs … on a map!*
Location Analytics
What does ArcGIS bring to BI?

- Map data
- Map-driven analytics
- Work Together
- World atlas of geographic content
- Enterprise-class solution
ArcGIS is the Platform for Location Analytics

Geo-enablement of business systems

A geo-enabled business system enjoys the ‘geo-advantage over other business systems’
Location Analytics
Location Analytics is for everyone

ArcGIS 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!
Location Analytics

Start simple

- Grow towards ‘spatial maturity’
- Leverage the ArcGIS platform
- Common user experience
Location Analytics

Core capabilities
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
Location Analytics
Geographic Data Enrichment

ArcGIS content is growing rapidly
Content Release Schedule

March
21 Countries
Detailed Demographics & Boundaries for North America and Western Europe

United States
Canada
Austria
Belgium
Denmark
Finland
France
Germany

July
Greece
Ireland
Italy
Liechtenstein
Luxembourg
Netherlands
Norway
Portugal

Sept
Spain
Sweden
Switzerland
Turkey
United Kingdom

Nov
Content Release Schedule

March

July

Sept

Nov

82 Countries (61 additional countries)
Data update for North America

Albania
Australia
Bahrain
Belarus
Bosnia and Herzegovina
Botswana
Brazil
Bulgaria
Chile
China
Colombia
Côte d'Ivoire

Croacia
Cyprus
Czech Republic
Estonia
Ghana
Hong Kong
Hungary
Iceland
India
Indonesia
Israel
Japan
Kazakhstan

Kenya
South Korea
Kosovo
Latvia
Lithuania
Macedonia
Malawi
Malaysia
Malta
Mauritius
Mexico
Moldova
Montenegro

Mozambique
Namibia
New Zealand
Nigeria
Peru
Poland
Puerto Rico
Réunion
Romania
Russian Federation
Saudi Arabia
Serbia
Singapore

Slovakia
Slovenia
Swaziland
Taiwan
Tanzania
Thailand
Uganda
Ukraine
United Arab Emirates
Zambia
Content Release Schedule

- March
- July
- Sept
- Nov

113 countries (additional 31 countries)

Algeria
Andorra
Argentina
Azerbaijan
Bangladesh
Costa Rica
Egypt
El Salvador
Georgia
Guatemala
Honduras
Jordan
Kuwait
Kyrgyzstan
Lebanon
Lesotho
Mongolia
Morocco
Nicaragua
Oman
Pakistan
Philippines
Qatar
South Africa
Sri Lanka
Sudan
Syrian Arab Republic
Tunisia
Uruguay
Venezuela, Bolivarian Republic of
Vietnam

(subject to change)
Content Release Schedule

- March
- July
- Sept
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124 Countries (additional 11) Data updates

Angola, Bahamas, Bolivia, Cameroon, Guadeloupe, Jamaica, Macao

Martinique, Monaco, Panama, Paraguay

(subject to change)
Location Analytics
Geographic Data 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
Location Analytics & Business Intelligence

DEMO
Location Analytics & Business Intelligence
ROAD AHEAD
Location Analytics & BI

Road Ahead

Current:
- Esri Maps for MicroStrategy (http://beta.esri.com)

New Releases:
- Esri Maps for MicroStrategy (July)
- Esri Maps for IBM Cognos (July)
- Esri Maps for SAP Business Objects (beta July)

New platforms:
- Active R&D projects for mobile devices

Support back office workflows:
- Add Geographic Context to data warehouses

Push Infographics, enriched map services (etc) to ‘core’ APIs
Location Analytics
Re-use good ideas

Make it easier to get value from content:
- Smart Map Search (‘discovering ‘ geographic context)
- Custom variables
Location Analytics at the Dev Summit

Technical Session
- Location Analytics and Business Intelligence
  - Wed 2:30pm Smoketree A - E
- Esri Maps for Office, SharePoint & Dynamics CRM
  - Wed 4:00pm Smoketree A - E
  - Wed 5:30pm Smoketree A - E

Demo Theater
- The Importance of Location in Business Systems
  - Wed 5:30pm Demo Theater 1 - Oasis 1

Esri Showcase
- Mon 11:00 a.m. – 7:30 p.m. Oasis 1&2
- Tue 12:30 p.m. – 5:30 p.m. Oasis 1&2
- Wed 10:00 a.m. – 5:30 p.m. Oasis 1&2

Meet the Teams
- Tue 6:30pm Renaissance Pool
Questions

• Session ID: 98
• Offering ID: 273