



Esri International Developer Summit
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Getting Started with ArcGIS Online

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Presentation Topics

- Platform and Included Features
- What Customer's Value and Examples
- Resources
- Questions and Feedback



ArcGIS Is a Platform

Enabling Web GIS and Locational Services Everywhere

Simple
Integrated
Open



*Available in the Cloud . . .
. . . and On-Premises*

Ready to use...



- **Maps**

- Imagery
- Base Maps
- Demographic
- Life and Earth



- **Apps**

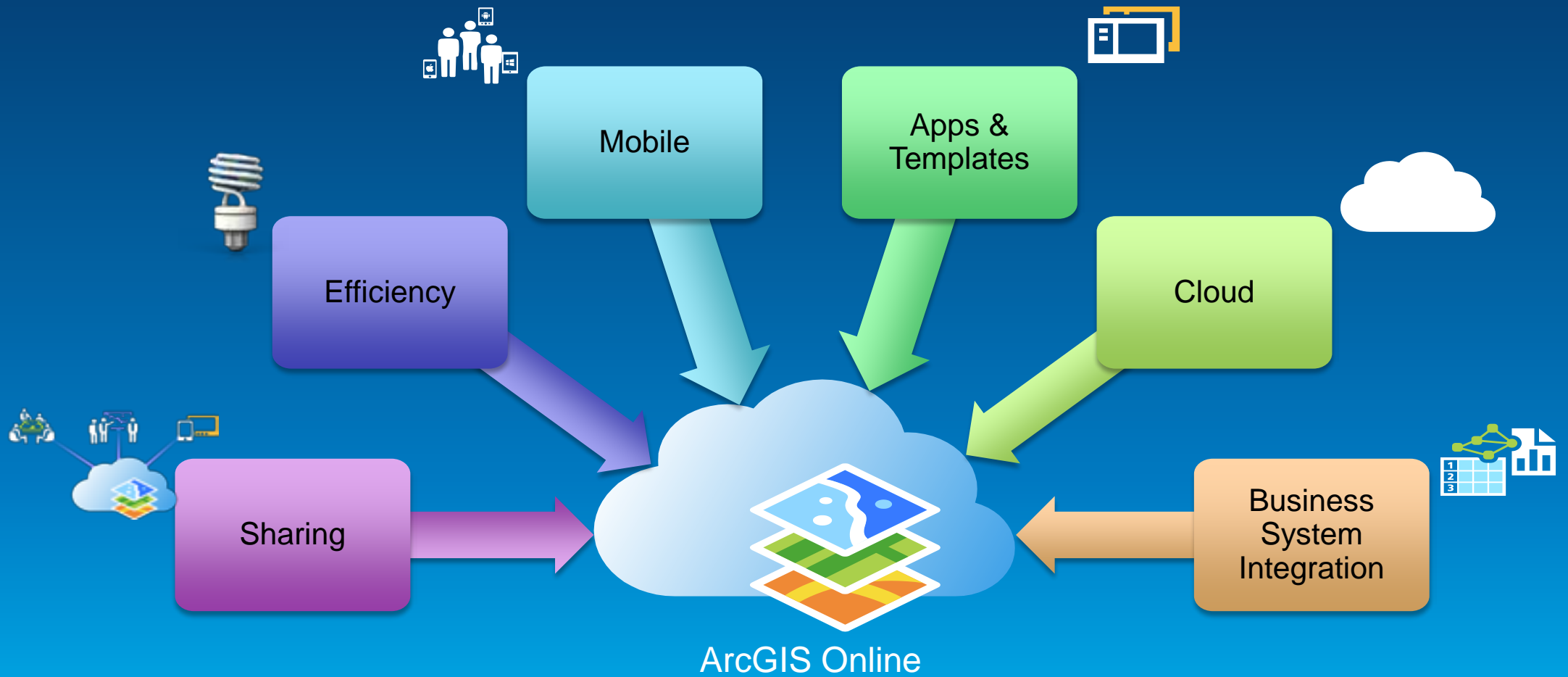
- Web
- Mobile
- Desktop
- Business Intelligence



- **Analytics**

- Reveal New Patterns
- Find Suitable Locations
- GeoEnrich Your Data
- Find Out What's Nearby
- Summarize Your Data

Developer Opportunities



Sharing

To the organization, public and between organizations



- **Public**

- [State of Colorado - Division of Homeland Security](#)
- [Metra - Transportation Authority of Chicago](#)
- [Maryland fiscal year 2014 enacted capital budget](#)
- [WA State Capital Improvement and Transportation](#)
- [DTE Energy Outage Map](#)

- **Within the Org**

- Utilities connecting engineering to billing departments

- **Org to Org**

- PA and MA Counties emergency preparedness
- [Water utility to fire department](#)

Self-service mapping

Make and access maps



- Users making maps with *their* data
- Empowering users without access to ...
 - Desktop
 - Server
 - or maybe IT resources
- Including data in projects and reports
- Map viewer
- Esri Maps for Office
 - Excel
 - PPT
- Apps

Greater efficiency

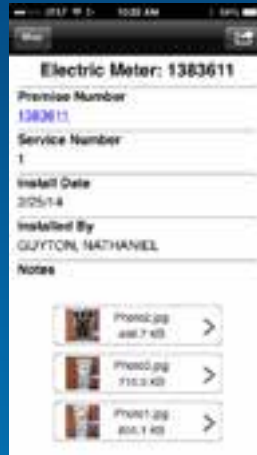
Easier, faster, few resources and leveraging what they have



- **Telco & Cable**
 - Limit duplication of maps and data
 - Increased revenue per call for call centers
- **Rapid deployment**
 - Minneapolis apps healthcare and assessment departments
 - Invasive pest control traps in CA - support mandated inspections
- **Governments**
 - Using existing services, servers
 - Alaska - Replacing outdated FTP data collection in tobacco and immunization programs
 - Citizen submitted service requests
 - Water utility paper map replacement with mobile - faster, up-to-date

Mobile

Access, collection and editing



- **Government**

- waterschap Scheldestromen data collection
- Austin - Code enforcement during an F1 race
- Texas – Coastal inspections
- New Orleans – Property inspections
- Vermont - Railroad crossing inspections

- **Disaster management**

- Mobile damage assessment and verification
- + Dashboards to monitor mobile activity

- **Commercial**

- What store to visit, locate competitors

- **Other**

- Pensacola, FL – Assets: street signs, park benches
- Atlanta airport - On the spot information anywhere on any device
- Assistance with missing persons searches

Templates and Apps

Focused information sharing and for encouraging interaction



- **Apps**

- [USPS Post Office locator](#)
- [Minneapolis Star Tribune Snow Fall Forecast](#)

- **Story Telling Apps**

- [San Bernardino Public Works](#)
- [San Benito County CA Polling Places](#)
- [Sacramento Flood Channel Maintenance](#)
- [Sonoma County Beer, Cider, and Spirits](#)

- **[Operations Dashboard](#)**

Cloud Advantages

Scalability, availability, short time to information, flexibility



- **Colorado floods**
 - Cloud-hosted web apps moved to meet demand
- **Ft Collins**
 - Publically available maps picked up by media mosquito spraying
- **Utah DNR**
 - Ease of implementation and fewer resources to provide org and public map services
- **Texas Education Agency**
 - Moved their school district locator app to AGOL and now have a scalable solution with better uptime

Business System Integration

Map and analyze data in the business systems organizations already use



- **Utilities/Telco's**
 - Customer locations, market boundaries
 - Map service availability on the phone
 - Midcontinent Communications and Horry Telephone cooperative - Map-enabling their CRM's showing service availability, customers
- **Government**
 - Texas Parks - Maps as the front end to their reservation system

Success – Things to Build and Things to Do

- **Things to do:**
 - **Integrate ArcGIS identity into your apps**
 - **Leverage the three major components:**
 - **Desktop**
 - **Server**
 - **Portal and its apps**
 - **Use SDKs and APIs to build focused apps to fill in gaps**
 - **Leverage your industry expertise**
 - **Create productivity tools**
 - **Contribute your IP to the platform**



Additional Resources

- developers.arcgis.com
- Online Doc, Forums and blogs
 - <http://www.arcgis.com/home/support.html>
- Training (Free) Admins+Publishers+Users
 - <http://www.esri.com/training/main/arcgis-online-training>
- marketplace.arcgis.com



Questions and Feedback



Understanding our world.