# Introduction to ArcGIS Online

Miriam Schmidts

mschmidts@esri.com

Overview

- **What is ArcGIS Online?**
- **What's new at 9.3.1?**
- **ArcGIS Online Membership System**
- **ArcGIS Online Base Maps, MS Virtual Earth**
- **Licensing**
- **Supported item types for Sharing**
- **Layer packages**
- **Current status**

What is ArcGIS Online?

- A system for sharing, finding and using GIS content across the Web

- ArcGIS Online includes the following features:
    - A search engine for geographic information
    - A system for storing and sharing geographic information online
    - Base maps and GIS tools from ESRI and the GIS community
    - Simple Web maps, Web applications, and online SDKs
   - A community of users
    - Online resources
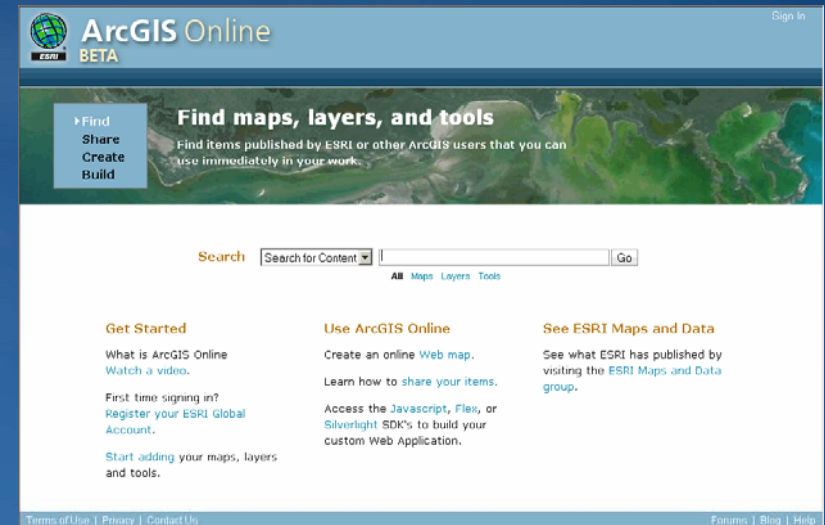
What's new at 9.3.1?

- **New Base Map Services**
  - Virtual Earth services for all ArcGIS products
  - Topo Maps and World Imagery
  - Demographics and BA reports
  - Image services
  - Map templates
  - Data downloads
- **New Location Services**
  - Geocoding, Routing, Drive Time services
- **New and Updated Online SDKs**
  - JavaScript, Flex, and Silverlight
- **New Community GIS Feature**
  - Explore, share, and create GIS resources
  - Lightweight, online GIS

ArcGIS 9.3.1 Layer Packages

- **Single compact file that is easily shared**
- **Create using ArcGIS Desktop (ArcMap and ArcGlobe)**
- **Use in ArcGIS Desktop and ArcGIS Explorer**
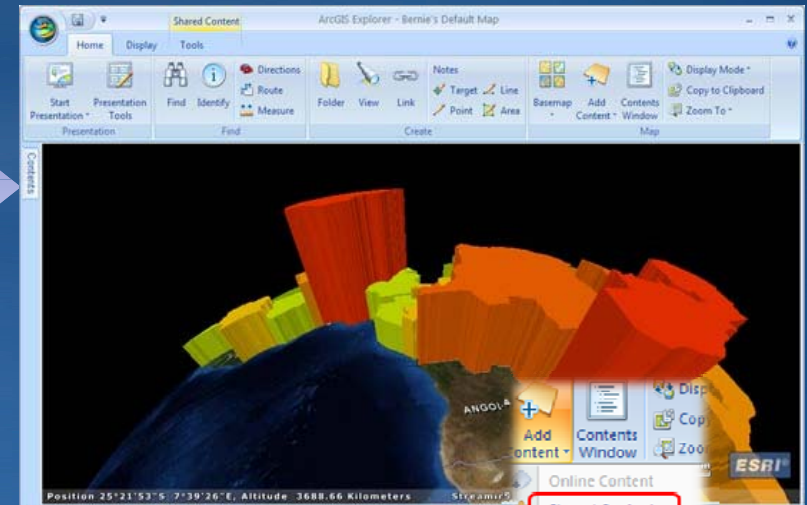- **Share via E-mail, network, DVD, or ArcGIS Online**
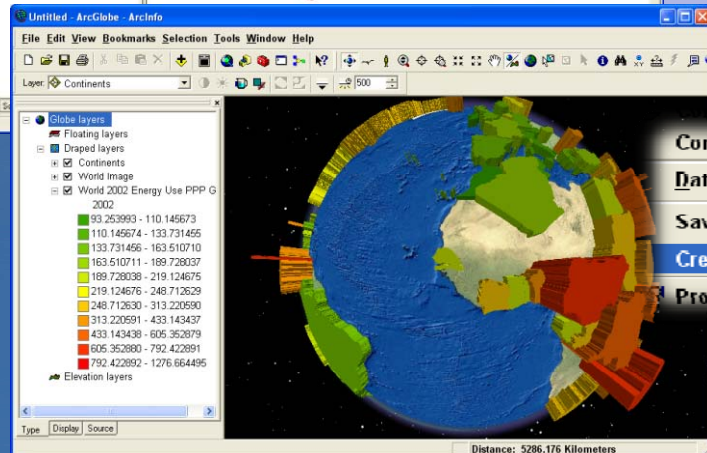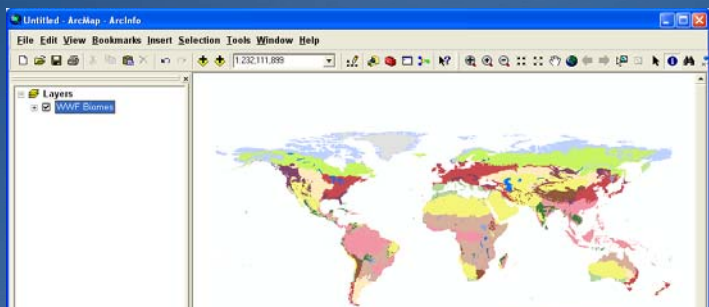
ArcGIS Desktop

ArcGIS Desktop
ArcGIS Explorer

ArcGIS Online Membership System

- **ArcGIS Online is a membership system**
  - Register your global account
  - Login to use it
- **Membership has privileges**
  - You control access to items you share
  - You are granted access to items shared by others
  - You join and share information using groups
  - Organizations self-administer their own users and groups
- **Anonymous use supported**

ArcGIS Online Licensing

- **ArcGIS Online is a product that you license and pay for. Some aspects/levels of the product are free, but others are not.**

- **Available to all ArcGIS users for free are:**
  - Base map services and layers from ESRI and the GIS community
  - Online SDKs for developing web maps with JavaScript, Flex, Silverlight, etc.
  - Search, item storage (limited), and group membership (requires registration)

- **For purchase are:**
  - Subscription services to maps and GIS tasks
  - Additional storage for geographic information sharing
  - Access to Web Mapping APIs (free for ArcGIS Server users)

ArcGIS and Virtual Earth (Bing Maps) services

- **Global high-performance base maps and services seamlessly integrated with ArcGIS**
  - At 9.3.1 seamlessly integrated into ArcGIS
- **Up-to-date, multi-scale base map (aerial imagery, roads, hybrid)**

- **Included at no cost with ArcGIS Desktop as part of maintenance**
- **Free, built-in, 90-day evaluation for ArcGIS Server**
  - Free 90-day built-in evaluation
  - Includes .NET ADF and Web SDKs (Java Script, Flex and Silverlight)
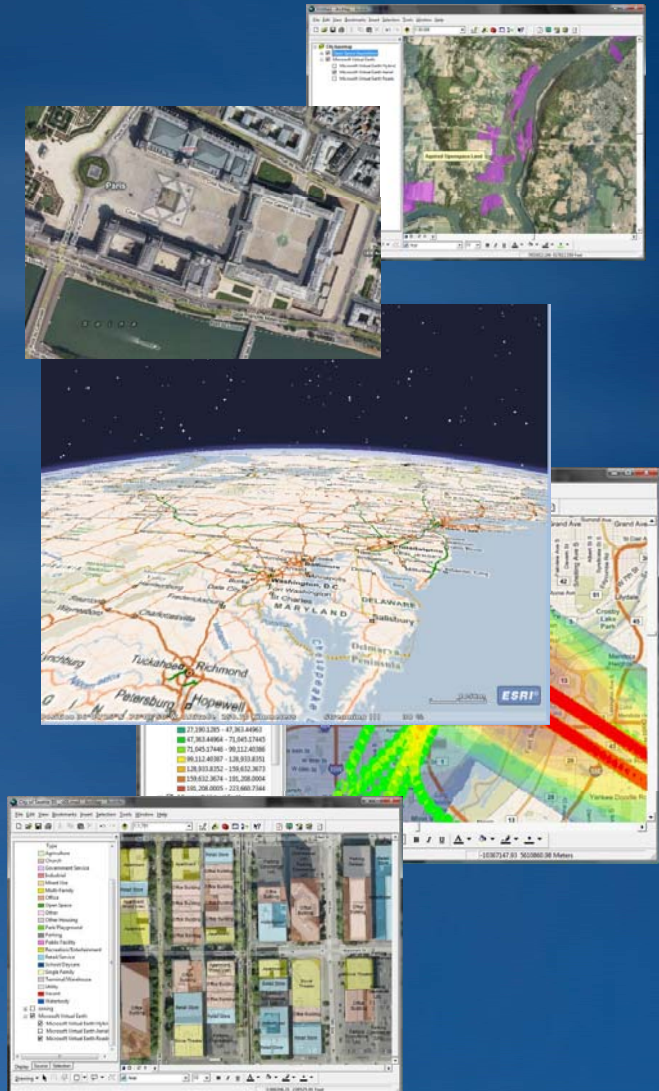
ArcGIS Sharing

- **Explore and Use** maps published by ESRI and ArcGIS users
- **Upload** maps and register ArcGIS Server map services
- **Share** maps and data
- **Create** online maps
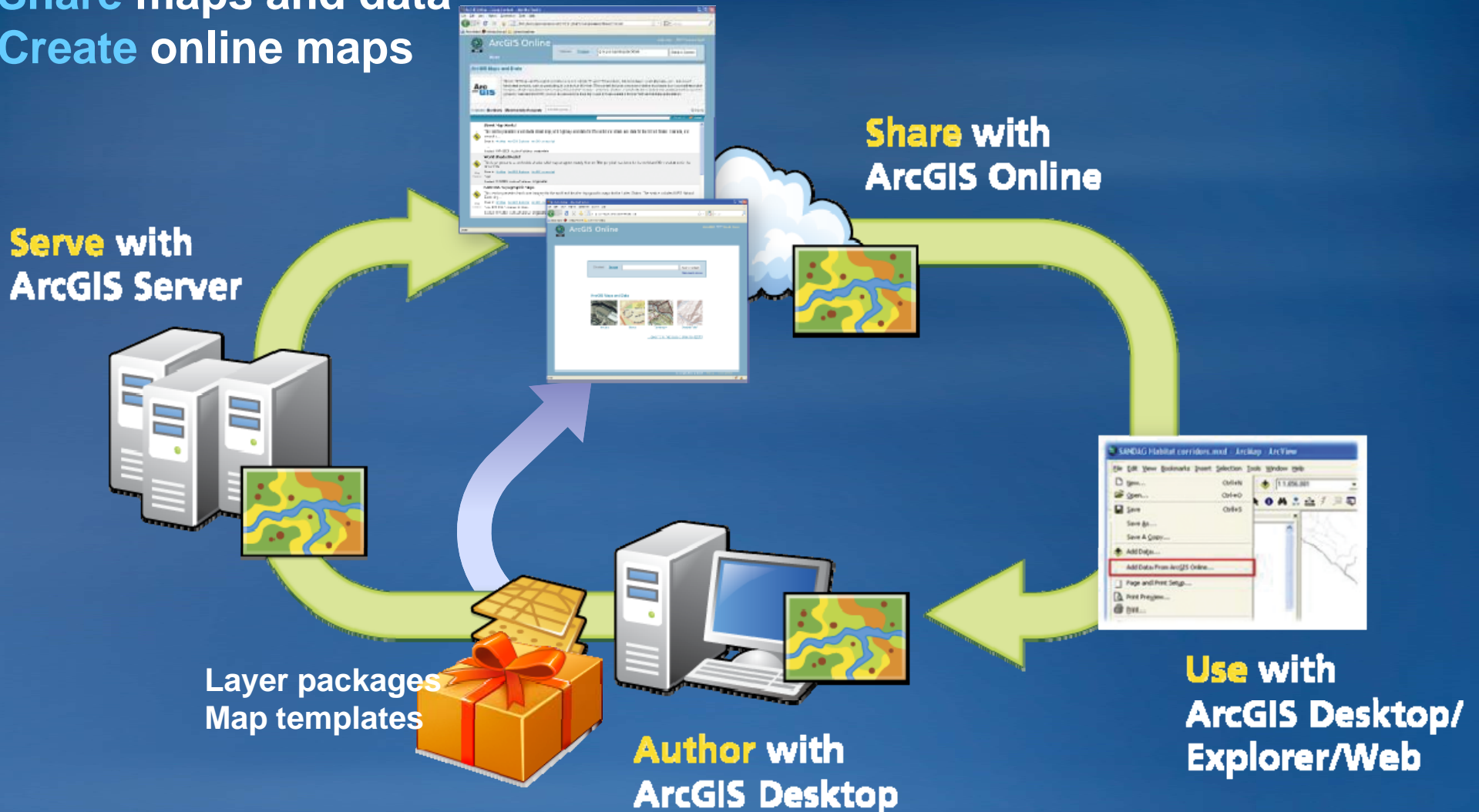
Sharing – Supported item types

- **Maps**
  - **ArcMap document (MXD)**
  - **ArcGIS Explorer Document (NMF)**
  - **ArcGlobe Document (3DD)**
  - **ArcScene Document (SXD)**
  - **ArcReader Documents (PMF)**
  - **ArcGIS Explorer Custom Application (NCFG)**
- **Layers**
  - **Layer file (LYR)**
  - **Layer package (LPK)**
  - **ArcGIS Explorer Layer (NMC)**
  - **ArcGIS Server services (Map, Globe, Image, Geodata)**
- **Tools**
  - **ArcGIS Explorer Tools (EAZ)**
  - **ArcGIS Server services (Network Analyst, Geoprocessing, Geocoding)**

Current Sharing Status

- **Public Beta Release planned for mid-June**
  - Application open to all users
  - Registered users may store up to 1GB of content each for free
  - Anticipate Beta Period of 3-4 Months

- **Full Release targeted for early Q4**
  - Users may purchase and manage additional storage
  - Organizations may administer their users

Questions?

Exercise overview

- Create an ArcGIS Online account
- Navigate ESRI base layers
- Create a web-map using ESRI base layers in combination with user-provided layers
- Geocode a table of addresses using an ArcGIS Online service
- Create and upload layer packages

- URL: http://www.arcgisonline.com/home