

2013 Esri Europe, Middle East, and Africa User Conference

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Esri Maps for Office

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Technical Product Manager



Agenda

- Location Analytics
- Esri Maps for Office 2.1.2
- Road Ahead



Location Analytics

Geo-Enable the Enterprise with Esri's open mapping platform



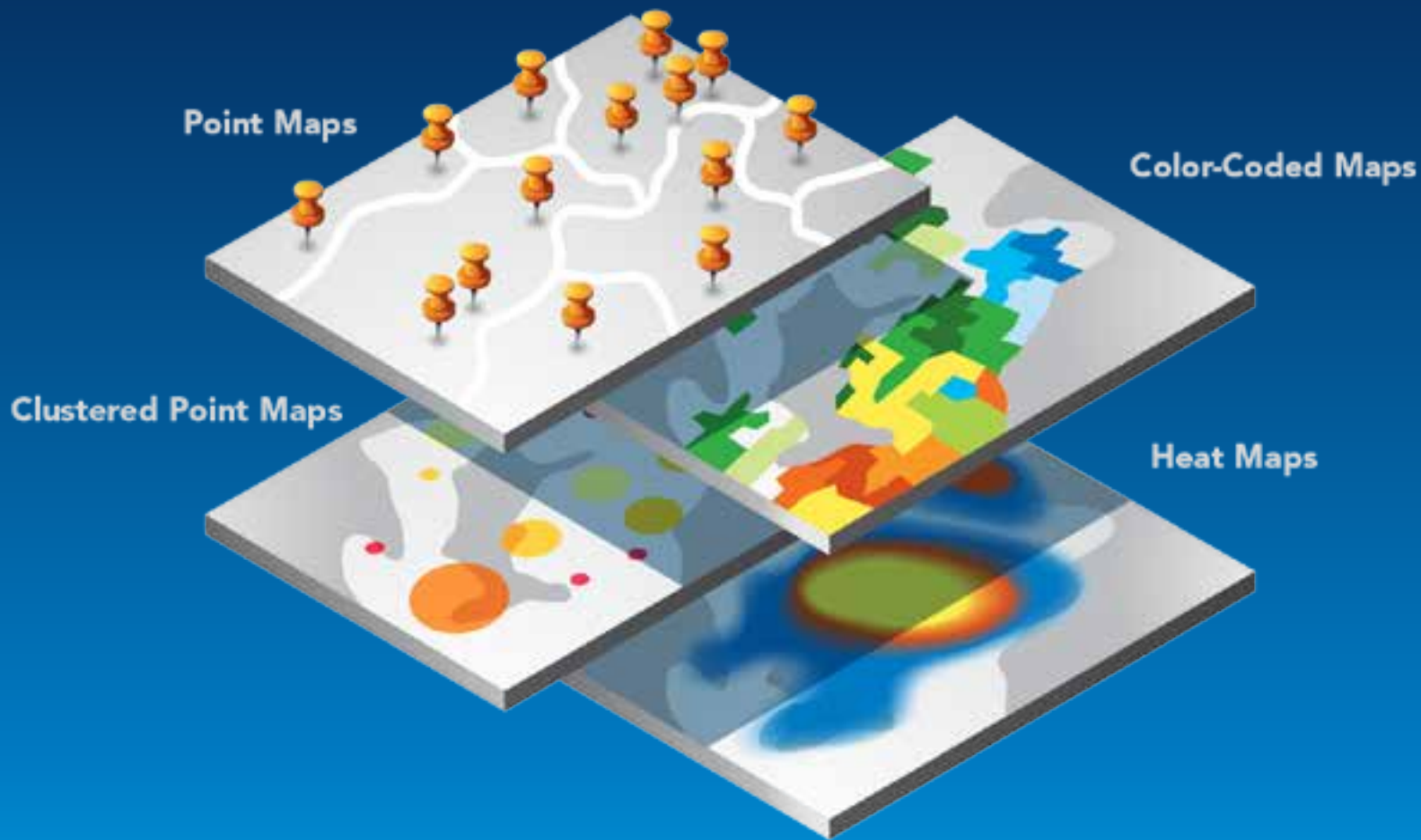
Location Analytics

Mission



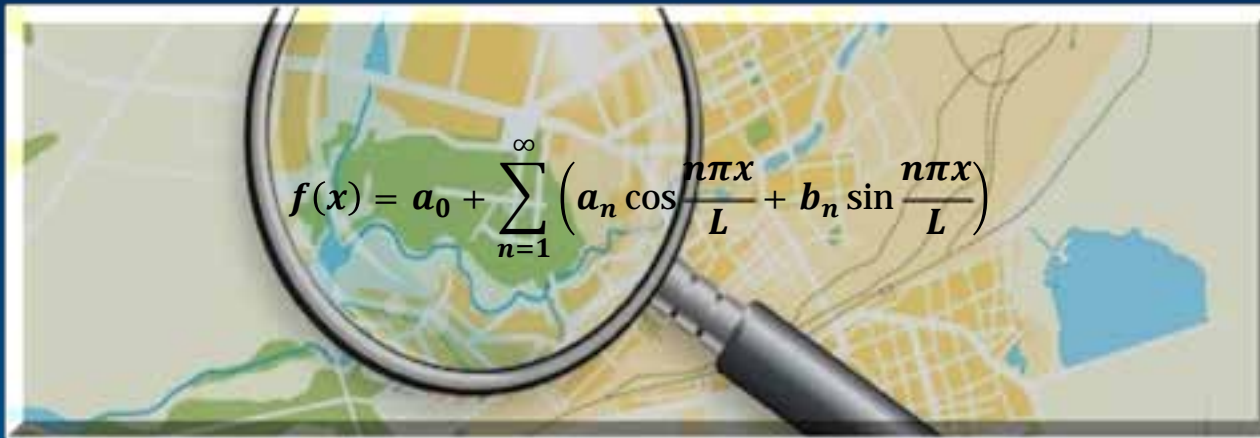
Location Analytics

Core capabilities



Map Visualization

Visual Analytics

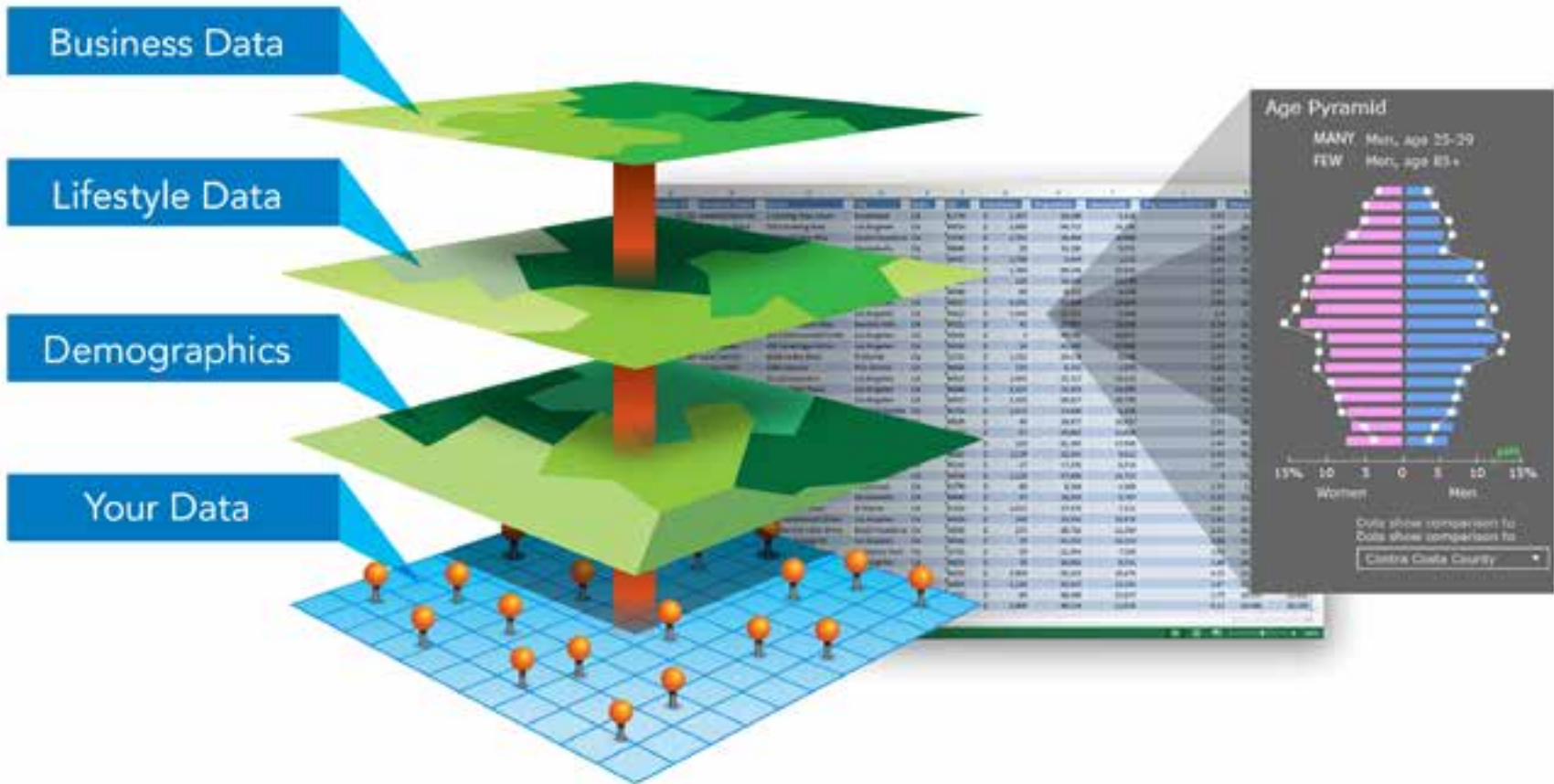


Hard-core Analysis... Through Easy-to-Use Tools



Spatial Analytics

Analyze based on location:
Find nearby; Hot spots



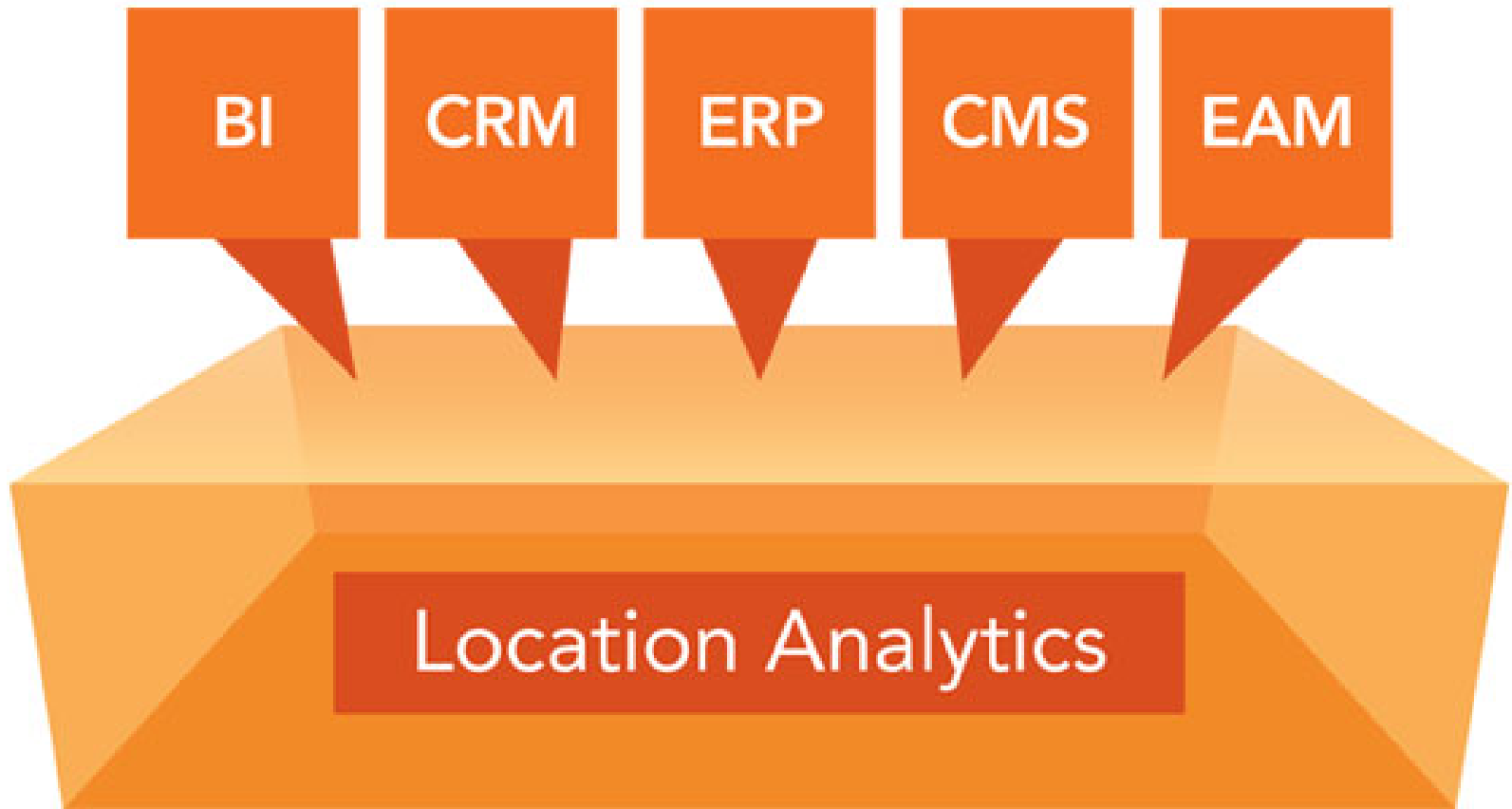
Enrich Your Maps + Your Data

Information about people, places and businesses



Work Together

Securely Share Your Maps



Location Analytics

Geo-Enabling Enterprise
Business Systems

Esri Maps for Office

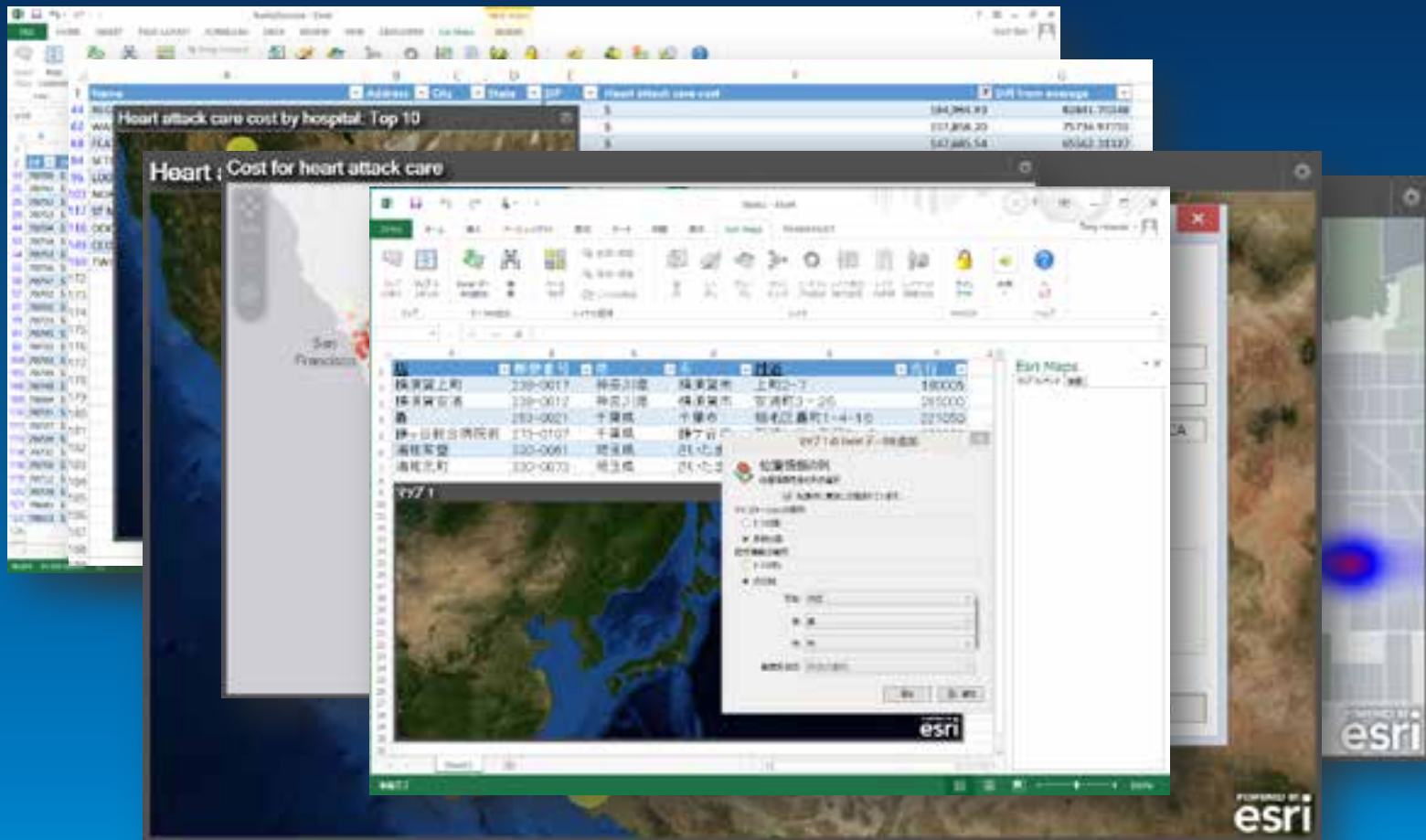
Demo

Let's See It!



**Bringing Esri Maps into
everyday office tools**

New ways to work with
geography



Esri Maps for Office

V2.1

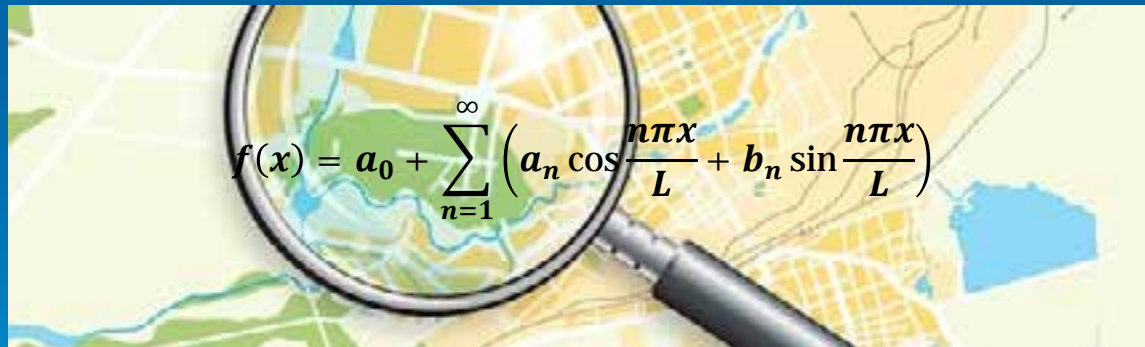
- Style and group based on attribute values
- Overlay data on maps with demographic and other location-based context
- InfoGraphics that display rich contextual information on your locations
- Locate your data using addresses, places and custom areas from your organization



Visual Analytics

Fresh insight on your data
through visualization

- Enrich your data with location-based information
- Create reports for your locations with rich demographic, lifestyle and other location-based information
- Find statistically significant hot & cold spots
- Select and find nearby locations
- Show point distribution with heat maps
- Cluster features to find patterns



Spatial Analytics

Deep analysis for better
decision-making

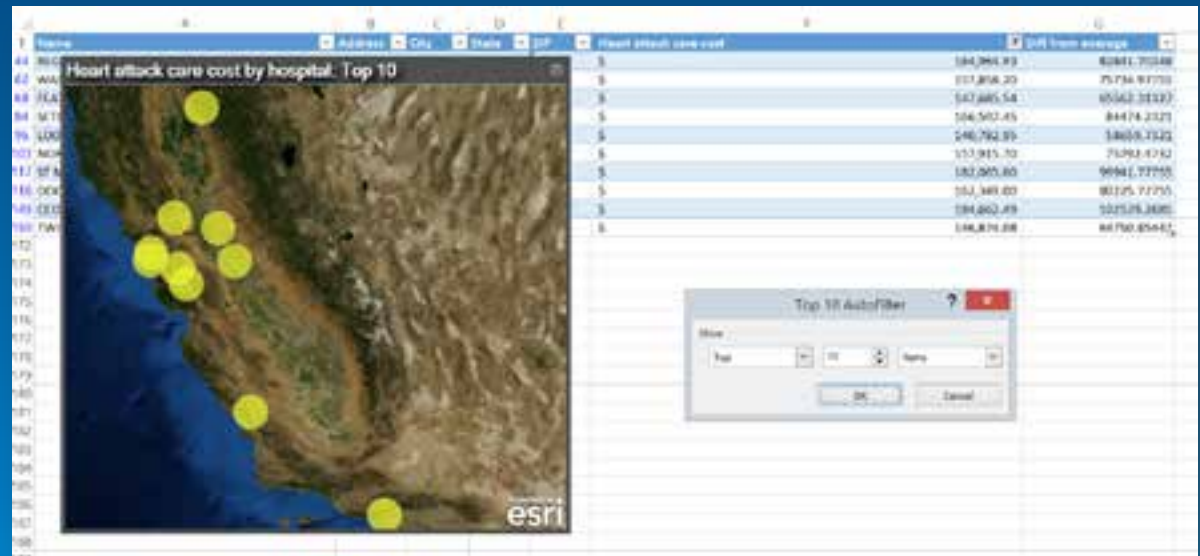
- Use your organization's base maps and default map
- Use custom locators from your Portal
- Share maps and layers
- Use on any device
- Use to build custom applications



ArcGIS – an open mapping platform -

Tight integration with your organization through ArcGIS.com or Portal

- Filter rows to turn map data on/off
- Turn grouped map data on/off to hide/show rows
- Select rows from map & vice versa



Bi-directional Interaction

From the spreadsheet to the map and back

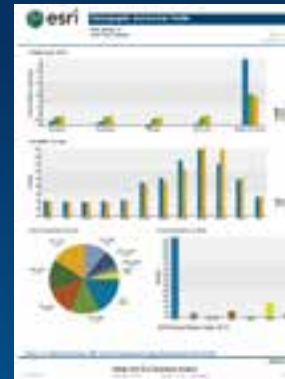
Working with Geographic Context

Adding Geographic Content to your data





Maps



Reports



InfoGraphics

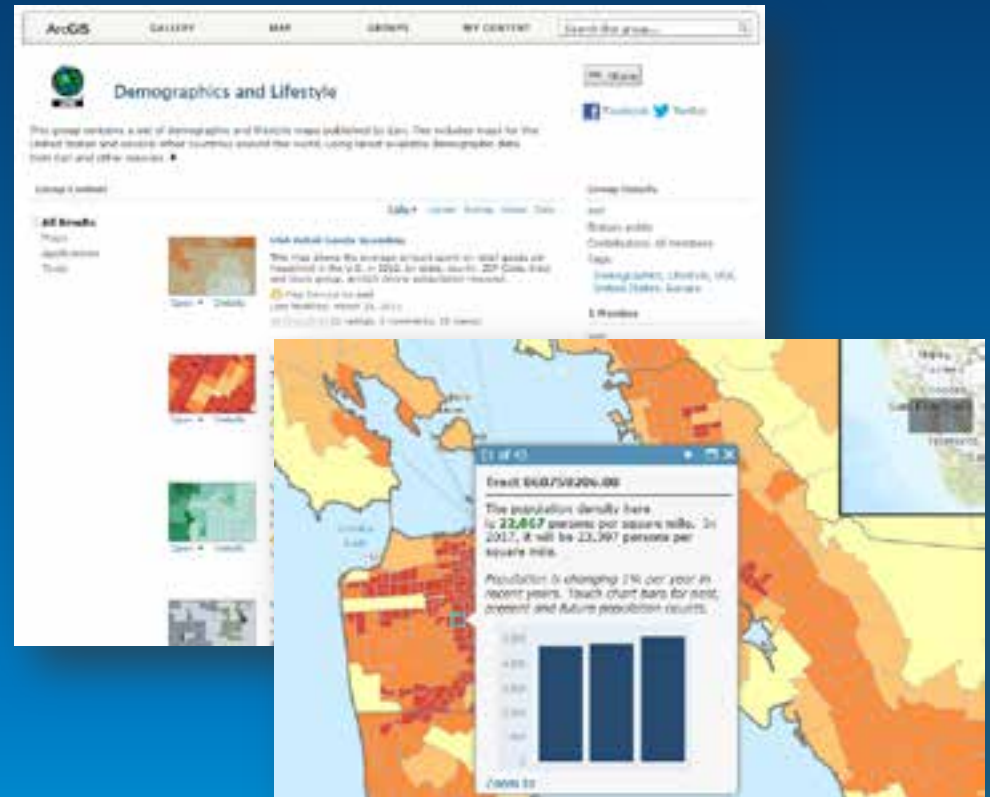


Data Enrichment

Access to a huge wealth of Geographic Information

Places and Areas - Globally

- “Demographics and Lifestyle” Group in ArcGIS Online
 - Ready to use maps
- Dynamic Map Layers
- Part of your ArcGIS Subscription



- Dynamic and Interactive
- HTML Based
- Works in any browser
 - Desktop, tablet, phone
- Populated with Information
 - Demographic & Lifestyle
 - Landscape Data



Address	City	St	ZIP
123 S Main St	Fairfax	VA	22031

+

Median Income	Median Age	Tapestry Segment
\$77,018	32.4	Laptops & Lattes



Data Enrichment

- Add new columns of information to your data
- Use to slice, dice and analyze your data in whole new ways
- Demographics, Lifestyle and Landscape data

Geographic Data Enrichment

Adding geographic context to your data

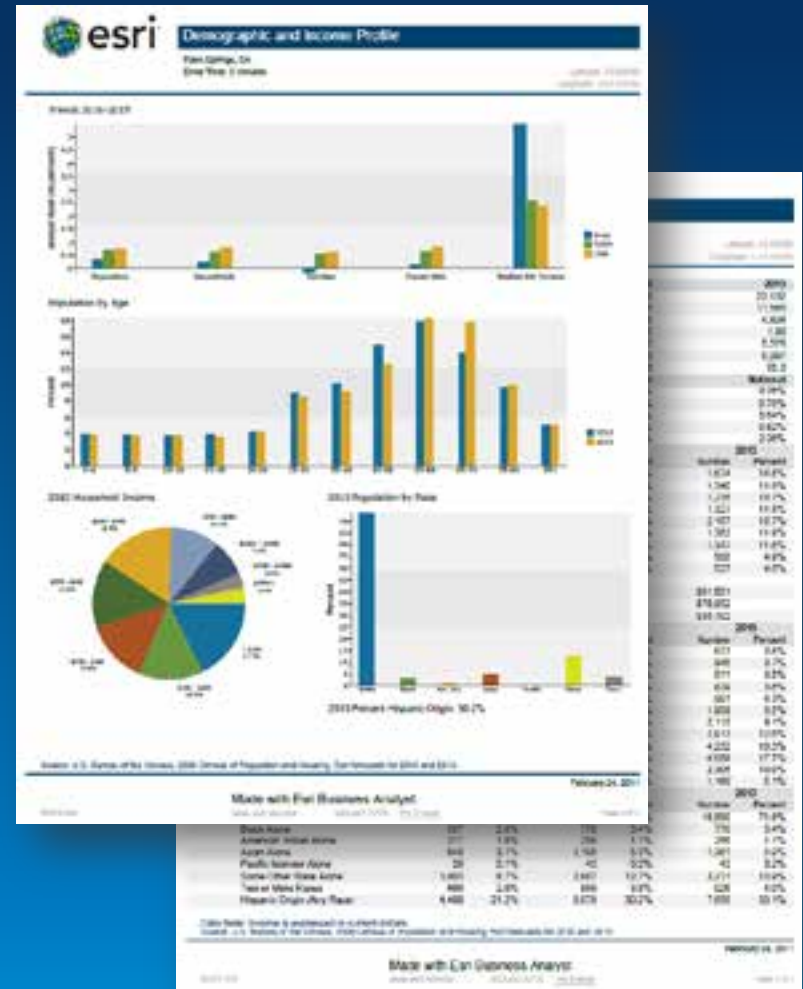
- Demographics, Consumer Behavior, Lifestyle and Business data

- Retail Market Potential
- Demographic and Income report
- Others...

- Coverage:

- USA: 33 Reports
- Canada: 10 Reports
- Most Countries: 1+ reports

- Run for any area of interest



Reports

pre-formatted PDF and Excel

The Mapping Platform for Your Organization

Create interactive maps and apps and share them with the rest of your organization. Realize new opportunities and gain insight into your data. Do this quickly and easily with nothing to install or setup.

30 DAY FREE TRIAL



Reach Your Users

Share your maps and data through blogs, social media, or custom apps.



Go Mobile

Access your maps and information from anywhere, on any device.



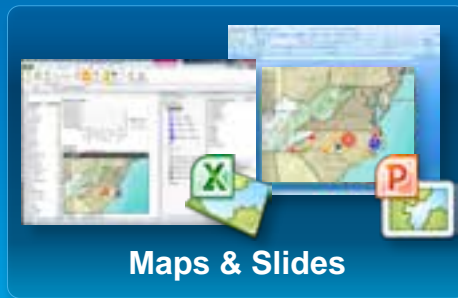
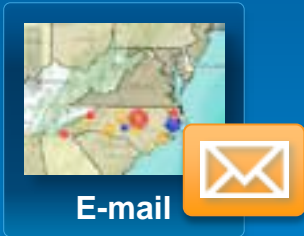
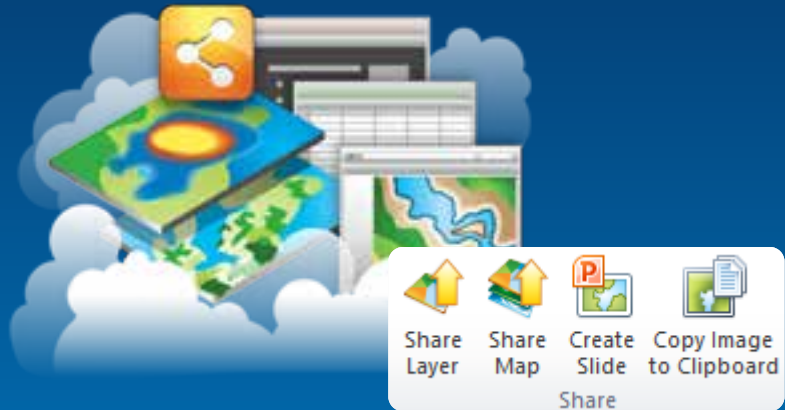
Ready-to-use Content

Choose from many beautiful basemaps to kick-start your projects.

First Class Citizen

Seamlessly work with ArcGIS (SaaS or Software)

Sharing your work



Dynamic Presentations



Supports Many Languages

Welcome!

¡Bienvenido!

迎

Добро пожаловать

) X&Y&Z Pts

Bienvenue!

ようこそ

Willkommen!

Benvenuto!

Bem-vindo!

Demo

Geoenrichment & Sharing

Road Ahead

Location Analytics



Visualize & Discover

- Where are there patterns and anomalies?

Understand & Predict

- What is related to what (spatially)?
- *Why* do things occur where they do?
- What is likely to occur *where* in the *future*?

Find & Locate

- What areas the meet criteria?
- Which location should I select?

More Analytics

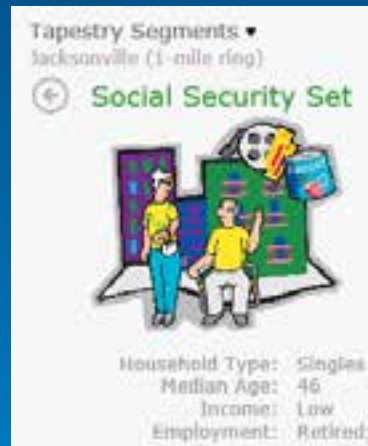
Tools to empower



Maps



Reports



InfoGraphics



Data Enrichment

More Content

Maps, Geoenrichment



More Platforms

Office 365

- v2.1.1 (Current release)
 - Localization in 22 languages total
 - Improved support for Portal for ArcGIS 10.2+
- v2.1.2 (Early November 2013)
 - Performance improvements and fixes
- v3.0 BETA (March 2013)
 - Temporal analysis options
 - Streamlined user experience (UX) and performance improvements
 - Apps for Office (beta) – new JavaScript-based app architecture
- v3.0 FINAL (July 2013)
 - Apps for Office with Office 365 (MSFT's Cloud version of Office) support
 - New GeoEnrichment option using attributes from published polygon Feature Services

Subject to change

Roadmap

Releases