

Federal GIS Conference 2014

February 10–11, 2014 | Washington DC



# Integrating with your Enterprise Systems: Part 2- CRM and SharePoint

Marcella Cavallaro

Evan Caldwell

Kevin Sigwart

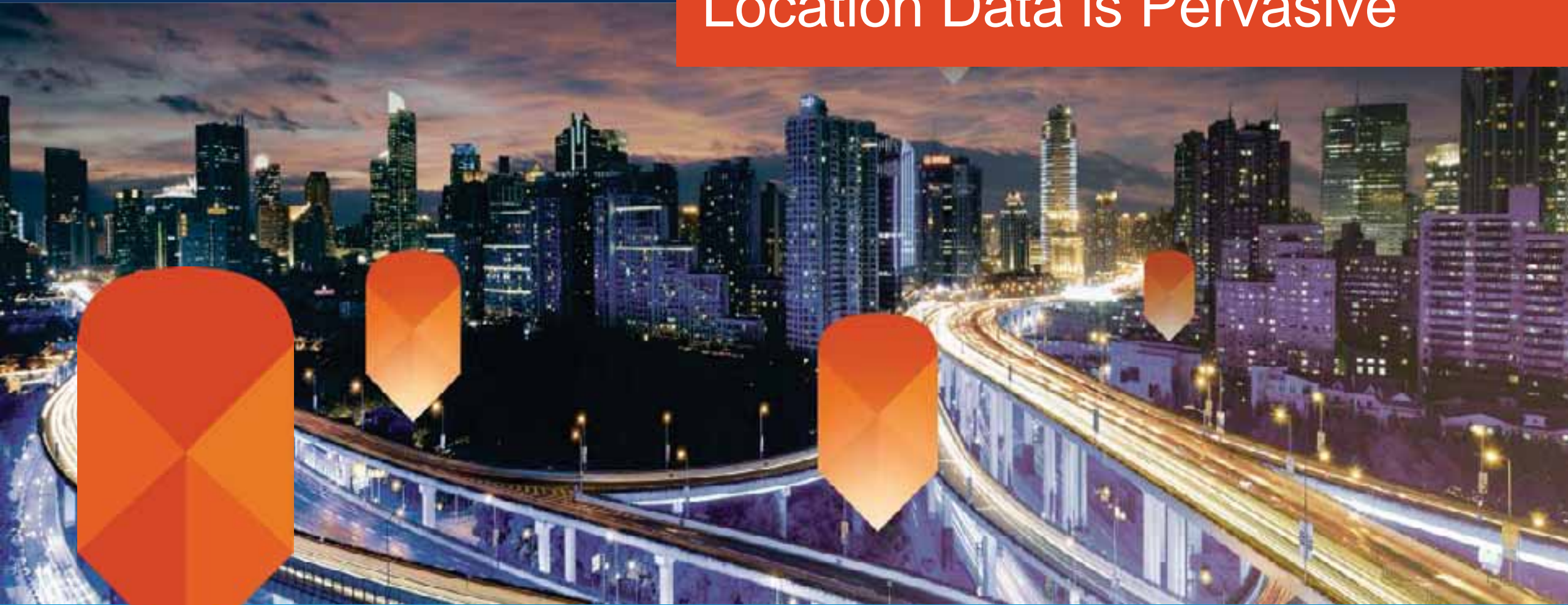
Imran Bashir, InfoReliance: Integrating Esri Maps for SharePoint on Amazon Web Services

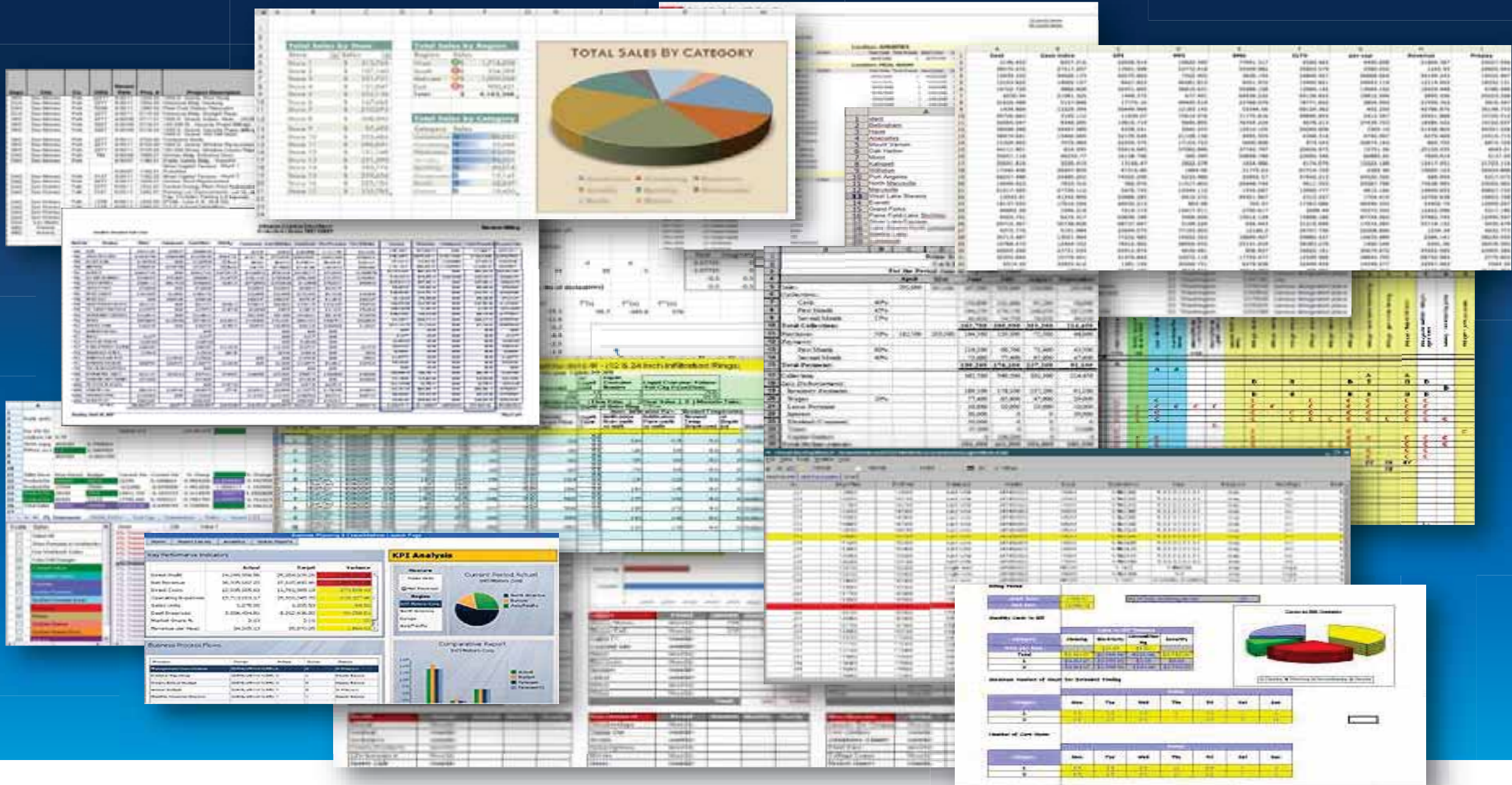
# Location Analytics

Mapping Platform for your entire  
Organization

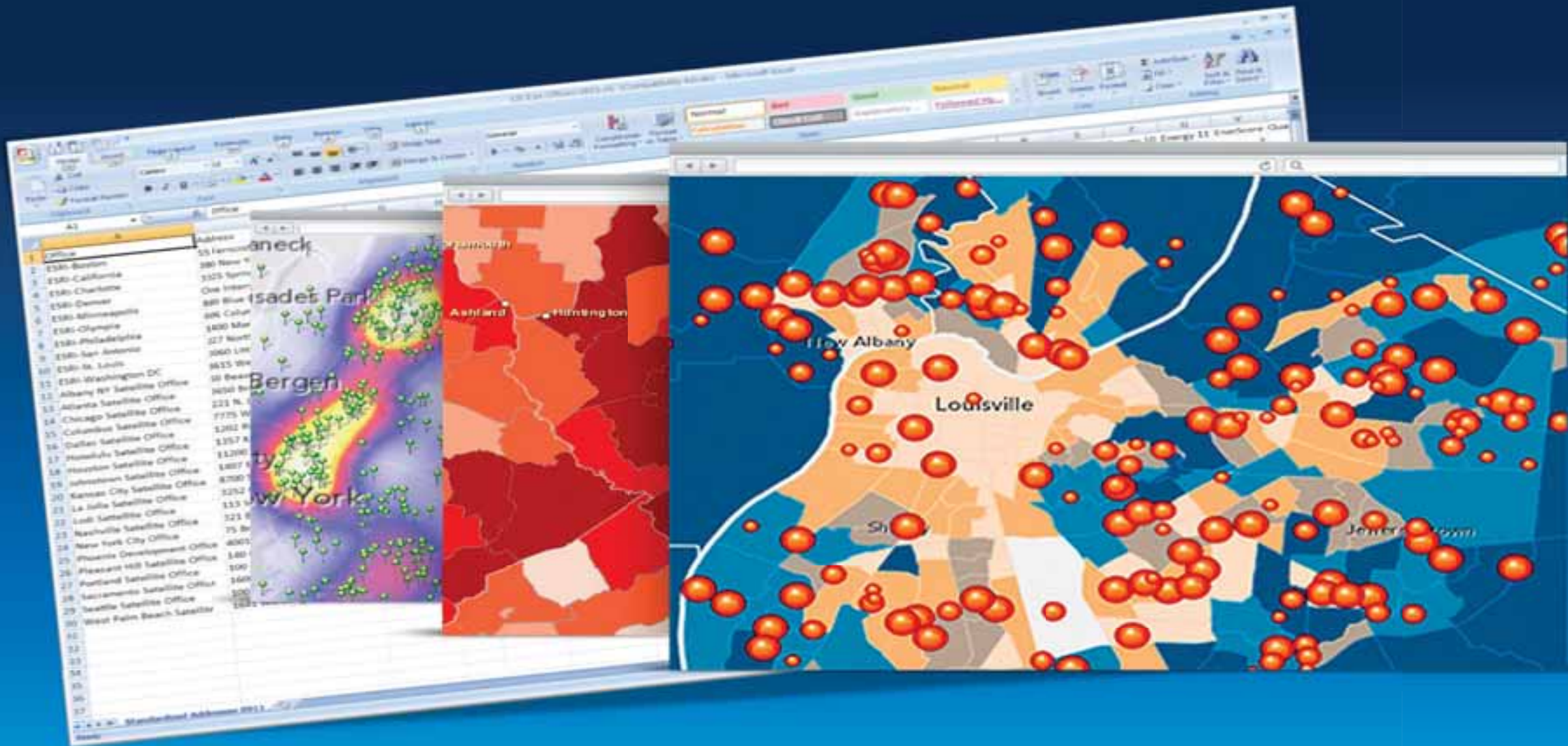


# Location Data is Pervasive





Does this look familiar?



Remove the analytic blind spot

File Home Insert Page Layout Formulas Data Review View Add-Ins Esri Maps Design

Insert Map Map Contents Add Excel Data Add Data Search Add Data Basemap Organize Layers Bring Forward Send Backward Remove Layer Hot Spot Add Heatmap Analysis Select Style Grouping Clustering Layer Visible Range Layer Details Enrich Layer Sign Out ArcGIS Share Layer Share Map Share Create Slide Copy Image Help

	A	B	C	D	E	F	G	H	I	J	K	L
1	Customer-ID	Seq	Name	Last Name	First Name	Address	City	State	3-ZIP	ZIP-5	ZIP	Area Code
2	1101125	1	Gregory E. Willis	Willis	Gregory	6258 Amesbury St	San Diego	CA	921	92114	92114-671	
3	1101126	2	Patricia J. Culbreth	Culbreth	Patricia	8308 Fenway Rd	Bethesda	MD	208	20817	20817-273	
4	1101127	3	Linda T. Freeman	Freeman	Linda	10 Wall St	Burlington	MA	18	1803	01803-474	
5	1101128	4	Barbara J. Hacker	Hacker	Barbara	3315 W Greenway Rd	Phoenix	AZ	850	85053	85053-380	
6	1101129	5	Elizabeth K. Taylor	Taylor	Elizabeth	1635 Camille Pl	Santa Ana	CA	927	92703	92703-440	
7	1101130	6	Mary R. Salley	Salley	Mary	121 Spring Garden Dr	Hutto	TX	786	78634	78634-401	
8	1101131	7	Sylvia G. Branch	Branch	Sylvia	753 Stillwater Ave, Ste 5	Bangor	ME	44	4401	04401-363	
9	1101132	8	Jonathan L. Kohlmeier	Kohlmeier	Jonathan	7154 Edinger Ave	Huntington Beach	CA	926	92647	92647-350	
10	1101133	9	Cynthia P. Rivera	Rivera	Cynthia	6131 Monterey Rd, Apt 1	Los Angeles	CA	900	90042	90042-432	
11	1101134	10	Gene C. Clark	Clark	Gene	12605 Beach Blvd	Stanton	CA	906	90680	90680-400	
12	1101135	11	Robert L. Greco	Greco	Robert	35657 Newark Blvd, Apt B	Newark	CA	945	94560	94560-186	
13	1101136	12	Cathy J. Goulart	Goulart	Cathy	2044 22nd St	San Pablo	CA	948	94806	94806-353	
14	1101137	13	Barbara A. Willis	Willis	Barbara	4610 Penny Ave	Santa Ana	CA	927	92703	92703-121	
15	1101138	14	William M. Thorsen	Thorsen	William	4001 W Garden Grove Blvd	Orange	CA	928	92868	92868-482	
16	1101139	15	Amparo H. Taylor	Taylor	Amparo	7638 Barnhart Pl	Cupertino	CA	950	95014	95014-523	
17	1101140	16	Amber S. Beck	Beck	Amber	12542 Rosslare Dr	Houston	TX	770	77066	77066-324	
18	1101141	17	Vickie M. Pappas	Pappas	Vickie	3607 Golfview Dr	Mechanicsburg	PA	170	17050	17050-224	
19	1101142	18	Terry S. Norwood	Norwood	Terry	110 Lightwood Ln	Rochester	NY	146	14606	14606-360	
20	1101143	19	Susan R. Riggs	Riggs	Susan	7870 SE 171st Buchanan Pl	Lady Lake	FL	321	32162	32162-831	
21	1101144	20	Craig M. Knoll	Knoll	Craig	29426 Christiana Way	Laguna Niguel	CA	926	92677	92677-793	
22	1101145	21	Mary G. Brown	Brown	Mary	11035 Heron Village Dr	Houston	TX	770	77064	77064-438	
23	1101146	22	Patricia A. Peters	Peters	Patricia	6991 Petten Curv	Memphis	TN	381	38133	38133-487	
24	1101147	23	Kelli T. Ward	Ward	Kelli	565 Atlanta South Pkwy	Atlanta	GA	303	30349	30349-595	
25	1101148	24	Ruth D. Hanson	Hanson	Ruth	1065 N Aviation Blvd	Manhattan Beach	CA	902	90266	90266-621	
26	1101149	25	Carol R. Chambers	Chambers	Carol	3655 Millbranch Rd	Memphis	TN	381	38116	38116-481	



1

Beyond Basic Mapping

2

GeoEnrich Your Data

3

A New Analytical Tool

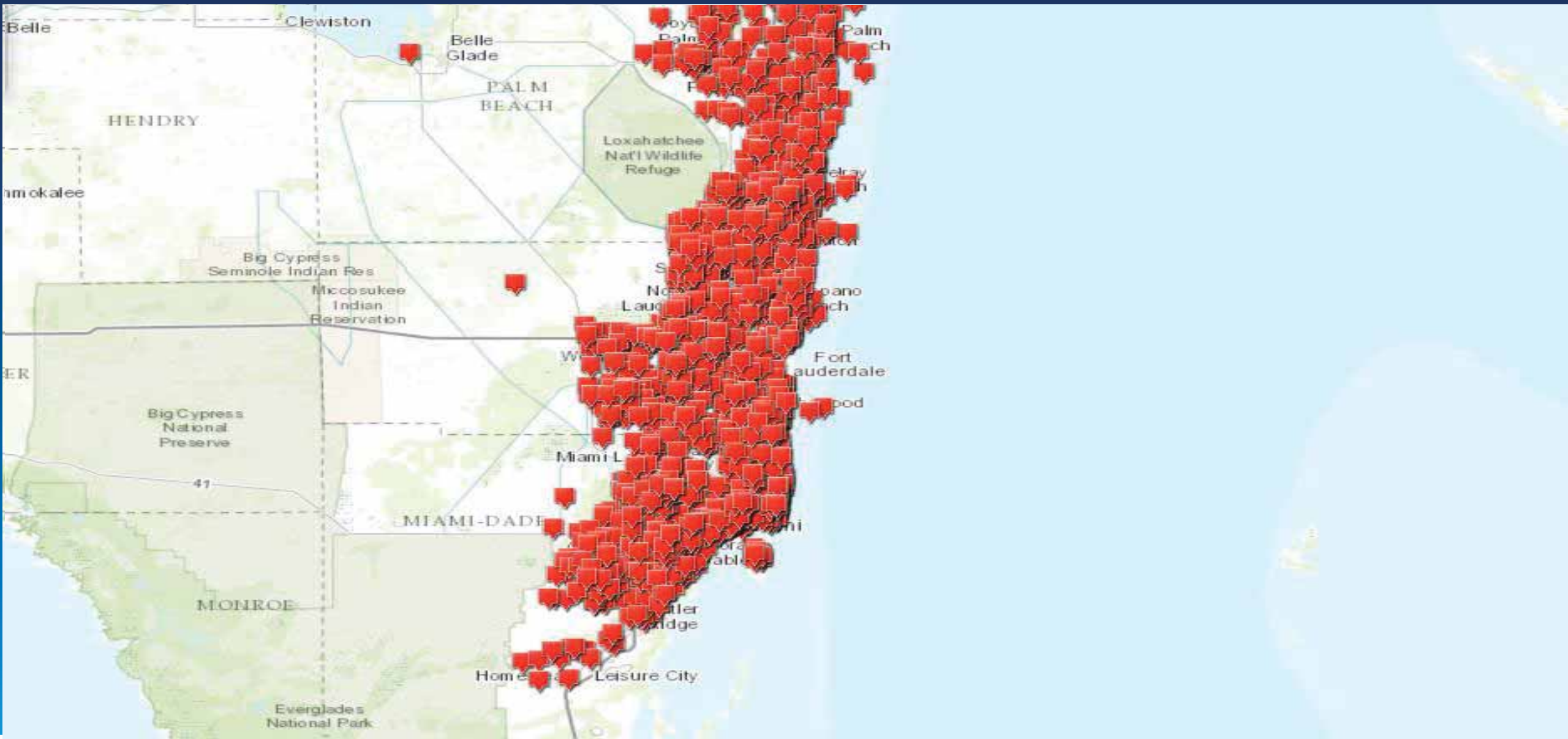
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A New Form of Collaboration



1

# Beyond Basic Mapping

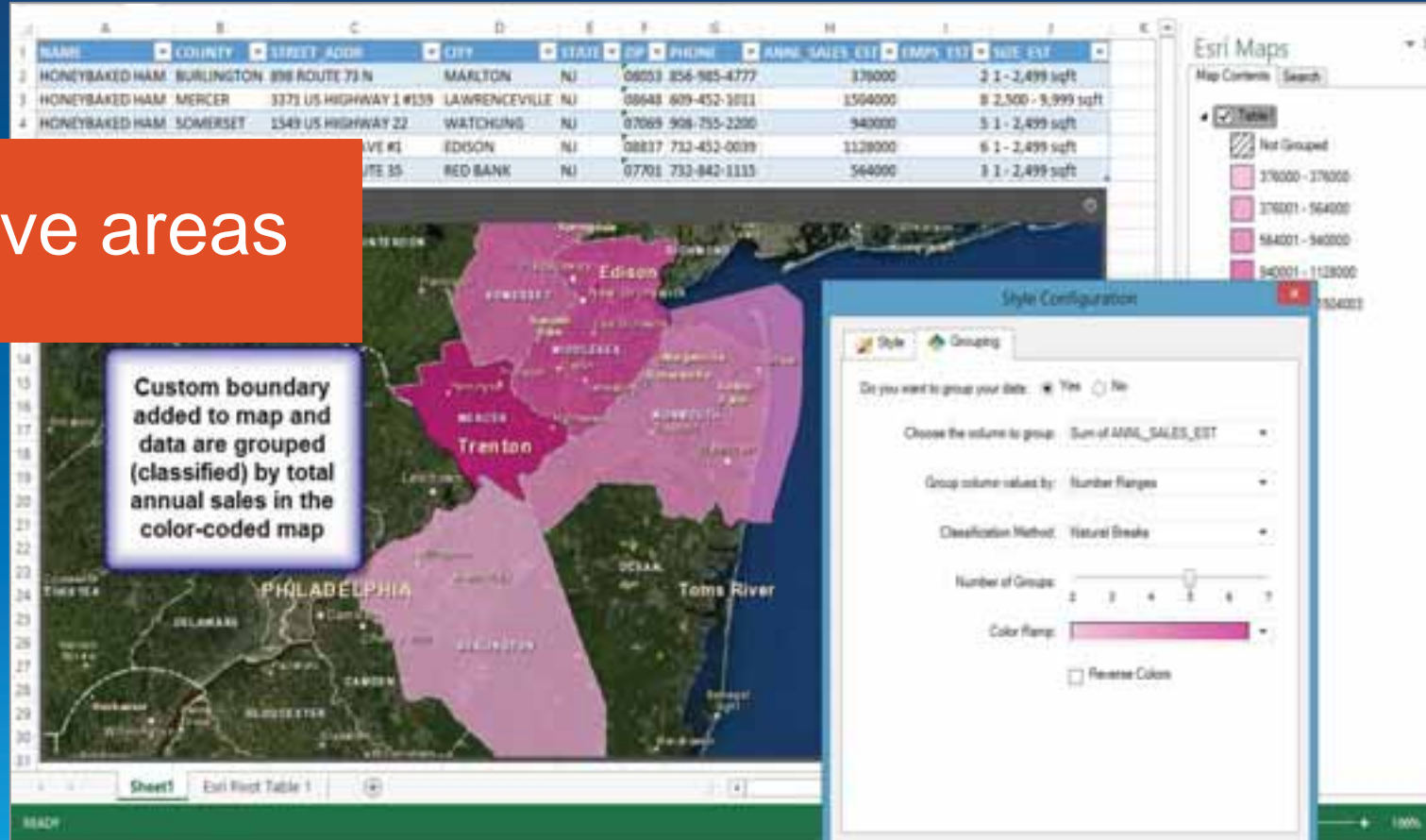


**Map Large Volumes of Data**

*Eliminate Map Measles!*

# Map to **Your** Regions

Not just administrative areas



Demo

# Esri Maps for SalesForce

Evan Caldwell

The screenshot displays the Esri Maps for Salesforce interface. At the top, there is a search bar with the text "Search" and a plus sign. Below the search bar is a navigation menu with the following items: "Accounts", "Contacts", "Opportunities", "Reports", "Dashboards", and "Products". The main content area features the Esri Maps logo and the title "CoffeeHouses". Below the title are "Save" and "Close" buttons. A dark blue header bar contains the title "CoffeeHouses" and "Add data" and "Tools" buttons. The central part of the interface is a map showing a geographical area with numerous red pins indicating coffee house locations. The map is overlaid on a green and white grid. In the bottom right corner, there is a copyright notice: "Copyright: ©2013 Esri, D".

Demo

# Integrating Esri Maps for SharePoint on Amazon Web Services

Imran Bashir. InfoReliance

Available Test Drive

- BETA - ESRI Maps .. New



In this lab we will fully provision ESRI Maps for SharePoint mapping software in less than 30 minutes utilizing the enterprise collaboration platform of SharePoint 2013 running on AWS. To

⌚ Duration: 0:04:00    ↻ Launch Limit: 20    ↻ Total Launch: 0

[Try it Now!](#)



# Integrating Esri Maps for SharePoint on Amazon Web Services

Imran Bashir, Ph.D., CTO Cloud Computing

Marc Buggé, SharePoint Practice Lead

InfoReliance Corporation

## Presentation Objective

### Objective: Giving Eyes to Your Data

- Demonstrate the capabilities of Esri Maps for SharePoint to unleash the real power of organizational data in SharePoint

### Context

- Organizations have their business data in SharePoint

Get insights into organizational data  
for informed business decisions  
through simple integration with ArcGIS Online

## Solution

- **Integration of ArcGIS Online with SP running on AWS Cloud Infrastructure**
- **Three components to the solution**

Spatial Analytics – ArcGIS Online - Esri Maps for SharePoint  
Map and enrich business data right inside business apps

Platform – SharePoint 2013  
Existing content and collaboration management platform prevalent in organizations

Infrastructure – AWS  
Scalable, Reliable, On-demand Capacity, Cost effective, Elastic





# Technology Stack - SharePoint

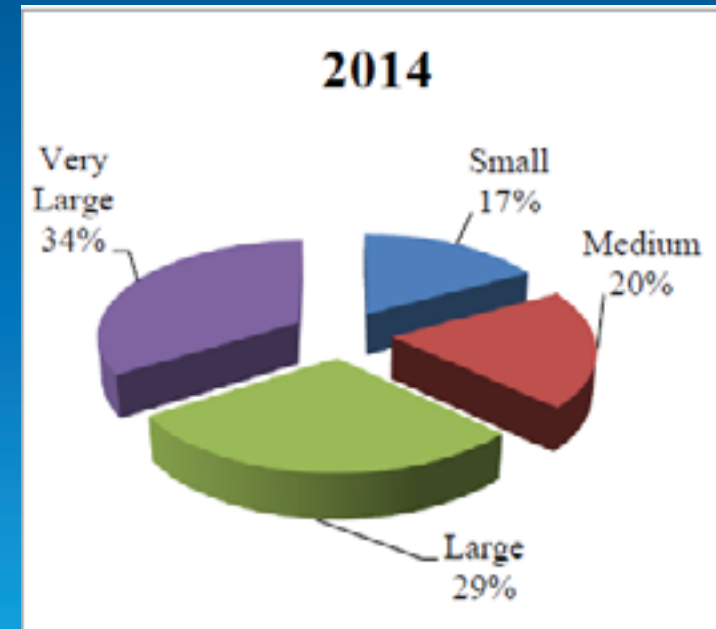
## Prevalence of SharePoint Platform

- Collaboration and content management platform used by 78% of Fortune 500 companies



SharePoint Usage Worldwide

Ref: <http://www.quora.com>



SP Server Seats by Business Size

Ref: <http://www.radicati.com>

# Technology Stack - AWS

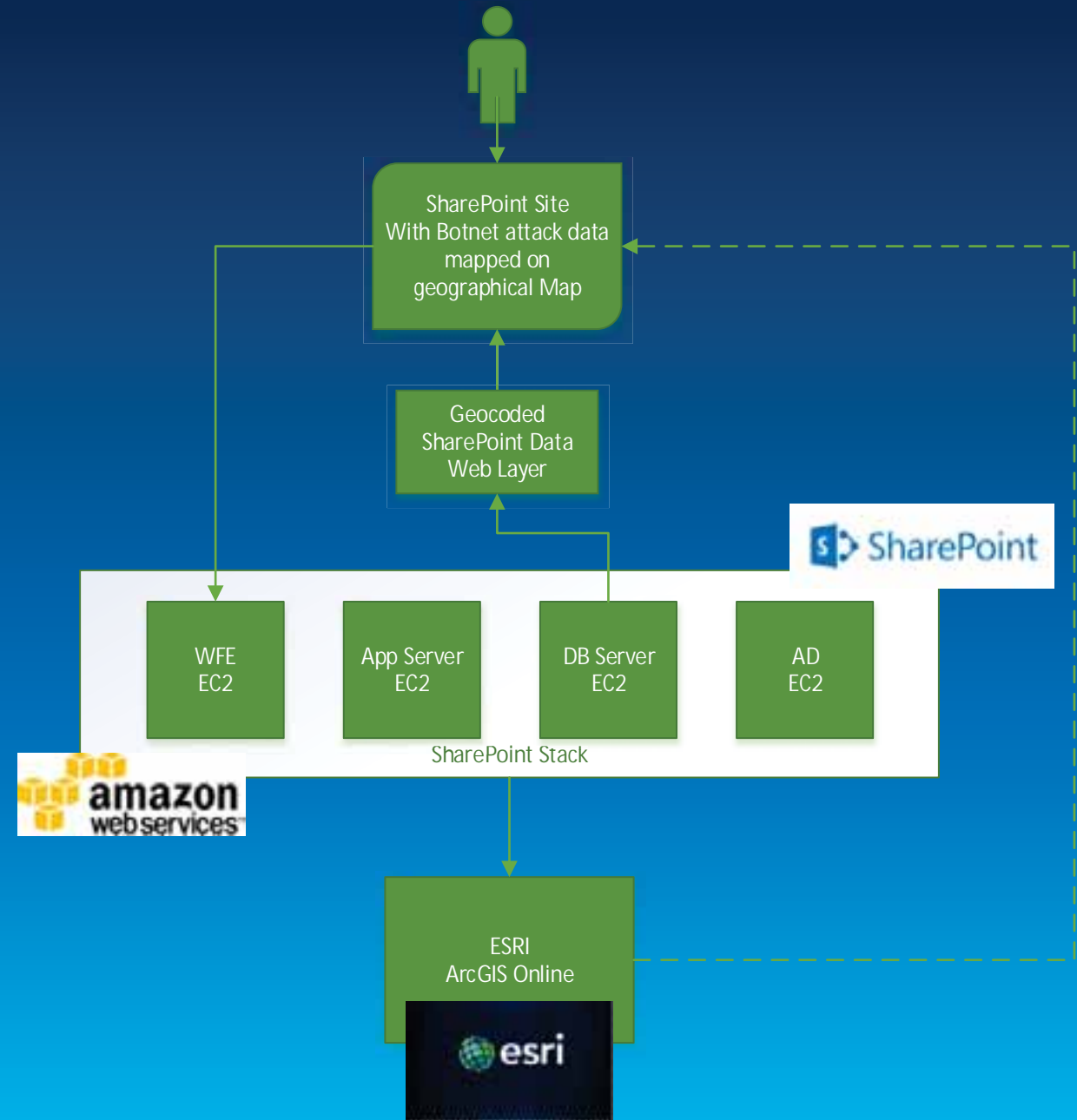
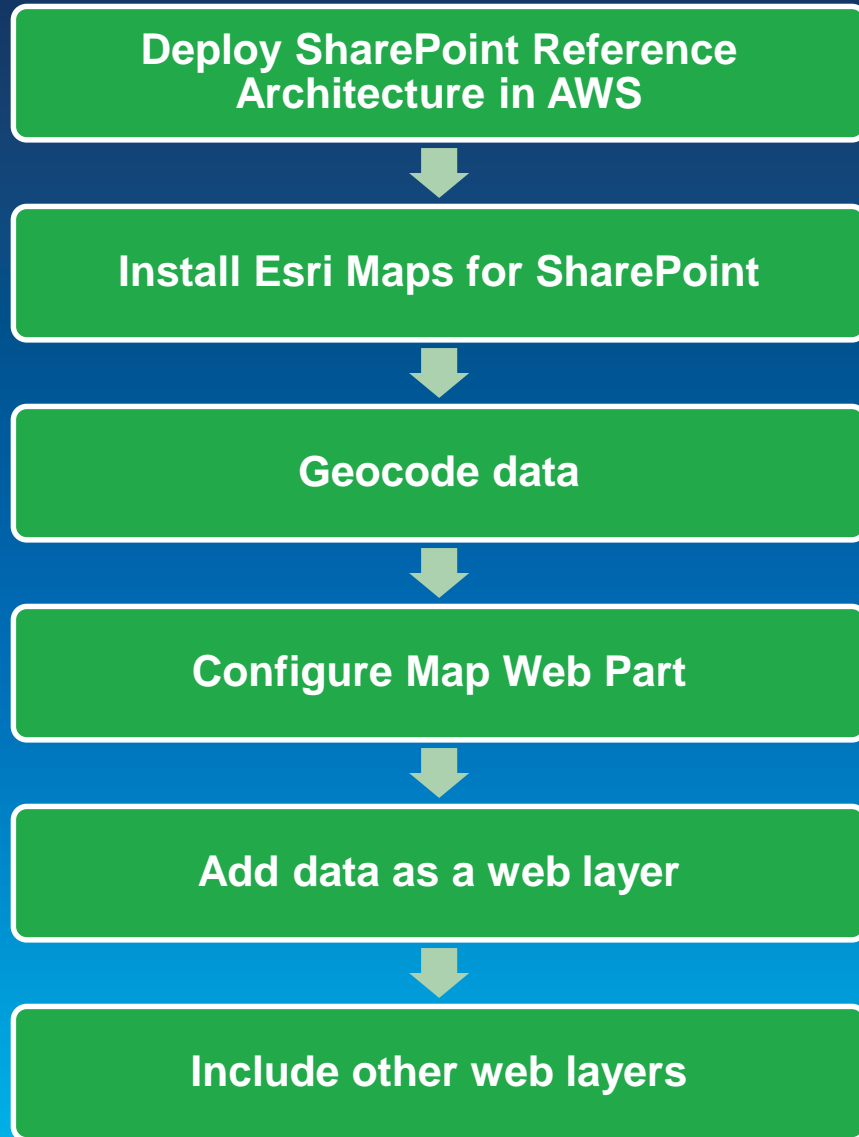
## AWS is leader in IaaS (Gartner)

- Market Share Leader
- Partner Ecosystem
- Customer Base
- Enterprise Applications
- Availability Zones

- Completeness of Offerings
- Instant service access
- Global Access
- Vendor Stability
- Innovation Opportunities



# Integration Steps



## Demo Description & Demo

To demonstrate the features of Esri Maps for SharePoint, we will use open FEMA data set on ESRI base map to correlate Federal Funding Share over \$1m data to individual counties with other web layers.

Live Demo

## Lessons Learned

**Quick and Simple integration**

**Wide variety of datasets available**

**Multiple ways to store data**

**Easily configurable and shareable**

**No programming required**

**Map and enrich your business data right within  
SharePoint with simple integration and configuration**

## Five Good Reasons to Consider Using ArcGIS for SharePoint

Provides GIS and interactive mapping functionality

Easily configurable to meet business-specific needs

Helps GIS departments sell the value of GIS

Extensible

Available at no extra cost with existing subscription

### Reference:

<http://www.esri.com/news/arcuser/0312/5-reasons-to-use-arcgis-for-sharepoint.html>

## Next Steps

### Esri Maps for SharePoint Test Drive

- **Allows 4 hours of usage of Esri maps for SharePoint on AWS Cloud Infrastructure**
- **Guided Manual**
- **No Cost**

<https://awstestdrive.inforeliance.com>



## Contact Information

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- <http://www.inforeliance.com>

Demo

# Esri Maps for SharePoint

Kevin Sigwart



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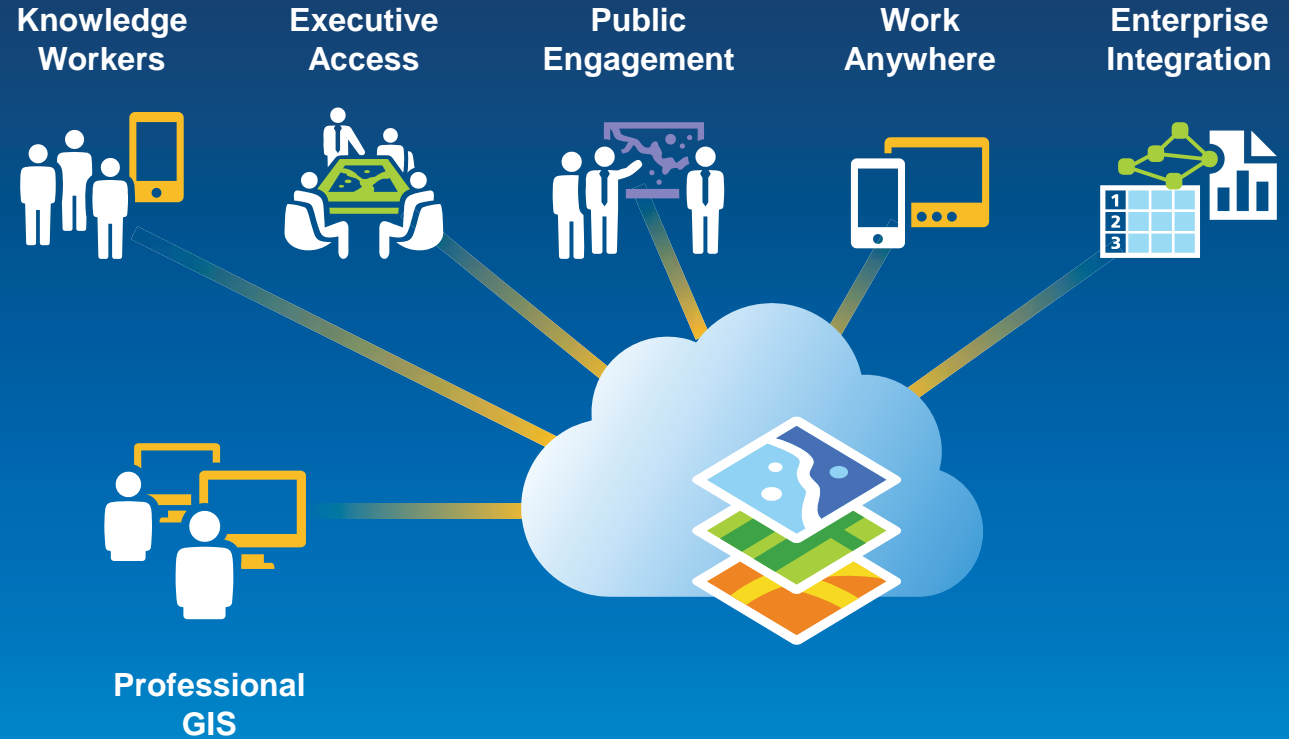
4

A New Form of Collaboration

# Implementing Location Across The Enterprise

Requires More Than Technology

- Vision and Leadership
- Understanding How Location Contributes
- Planning and Governance
- Apps That Are Engaging
- Good People



- Ensure that location is included in your data set
- Create dashboards using Web or Desktop
- Register for 30 day free trial for Esri data: [www.ArcGIS.com](http://www.ArcGIS.com)
- Implement Esri Maps for
  - Salesforce, Microsoft Dynamics, SharePoint
- <https://awstestdrive.inforeliance.com/>
  - [www.inforeliance.com](http://www.inforeliance.com)
  - Contact: Imran Bashir, Ph.D., CTO
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    - 703-460-2011



**Leveraging Location Analytics**

*How do I start to demonstrate the value to my organization?*

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**Don't forget to complete  
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# Print your customized Certificate of Attendance!

Printing stations located in Hall B  
and the 140/150 Room Concourse.

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# GIS Solutions EXPO, Hall B

Tuesday, 10:45 AM–4:00 PM

- Exhibitors
- Hands-On Learning Lab
- Technical & Extended Support
- Demo Theater
- Esri Showcase



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# Networking Reception

## Smithsonian National Museum of Natural History

Tuesday, 6:30 PM–9:30 PM

Bus Pickup located on L Street

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## Interested in diving deeper into Esri technology?

Add a day to your Fed GIS experience and register to attend the Esri DevSummit Washington DC. Stop by the registration counter to sign up.



Understanding our world.

**InfoReliance:**

**<https://awstestdrive.inforeliance.com/>**

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