

Federal GIS Conference 2014

February 10–11, 2014 | Washington DC



Integrating with your Enterprise Systems: Part 1- Business Intelligence (BI)

Marcella Cavallaro

Lindsey Hays

Evan Caldwell

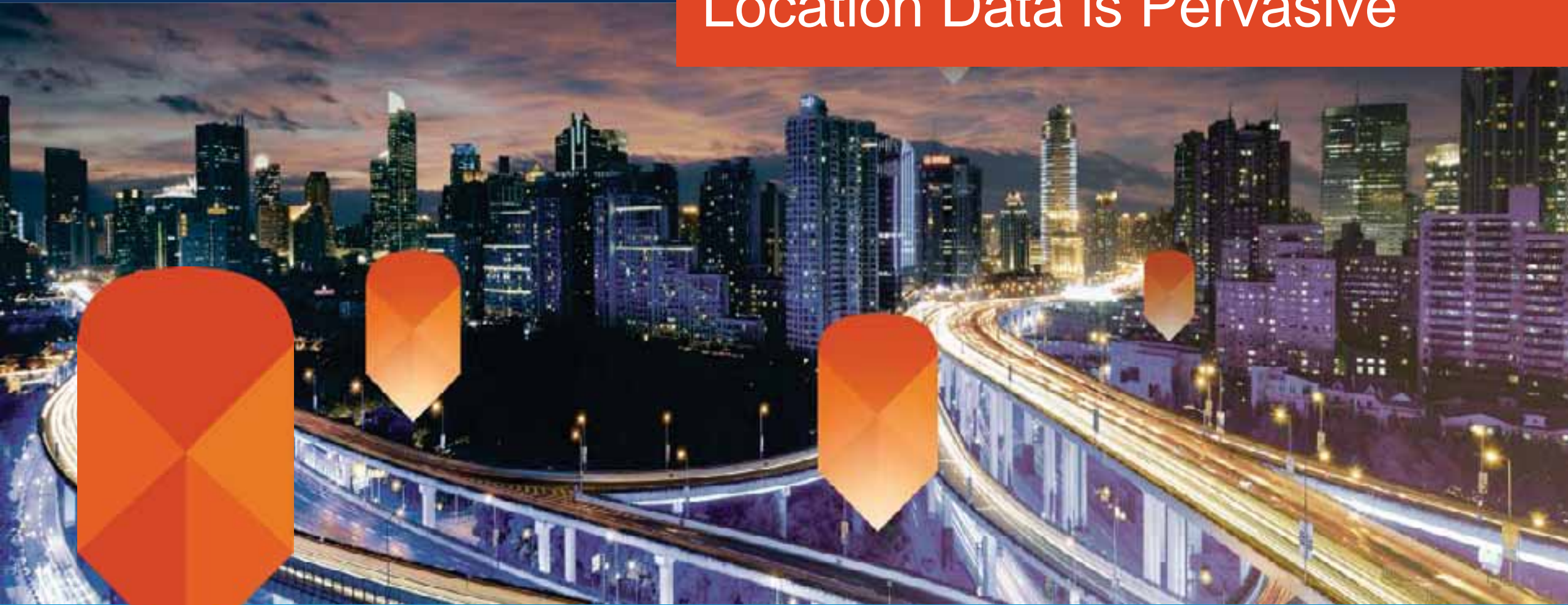
Joseph Schultz, cBEYONData: TITLE

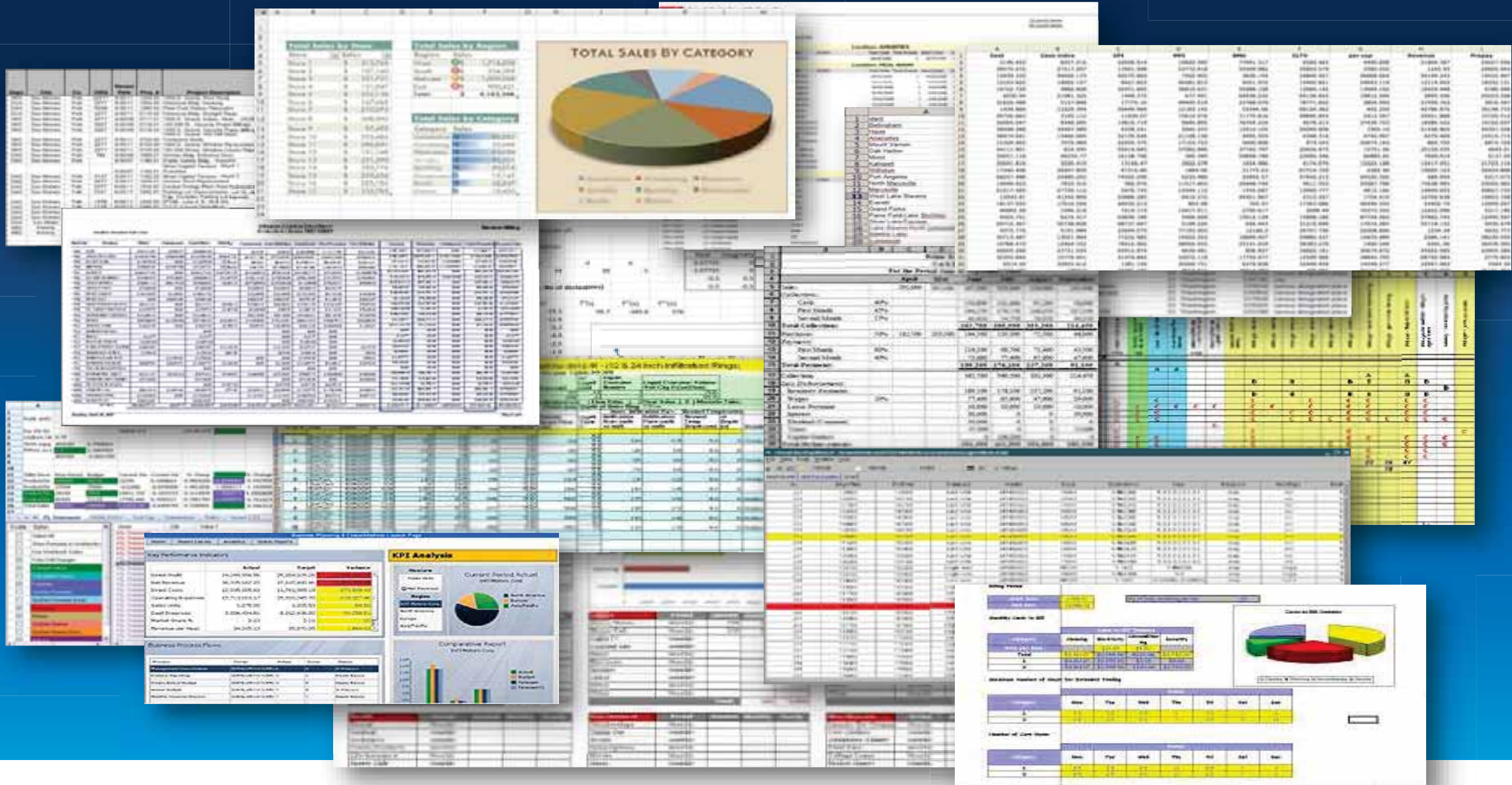
Location Analytics

Mapping Platform for your entire
Organization

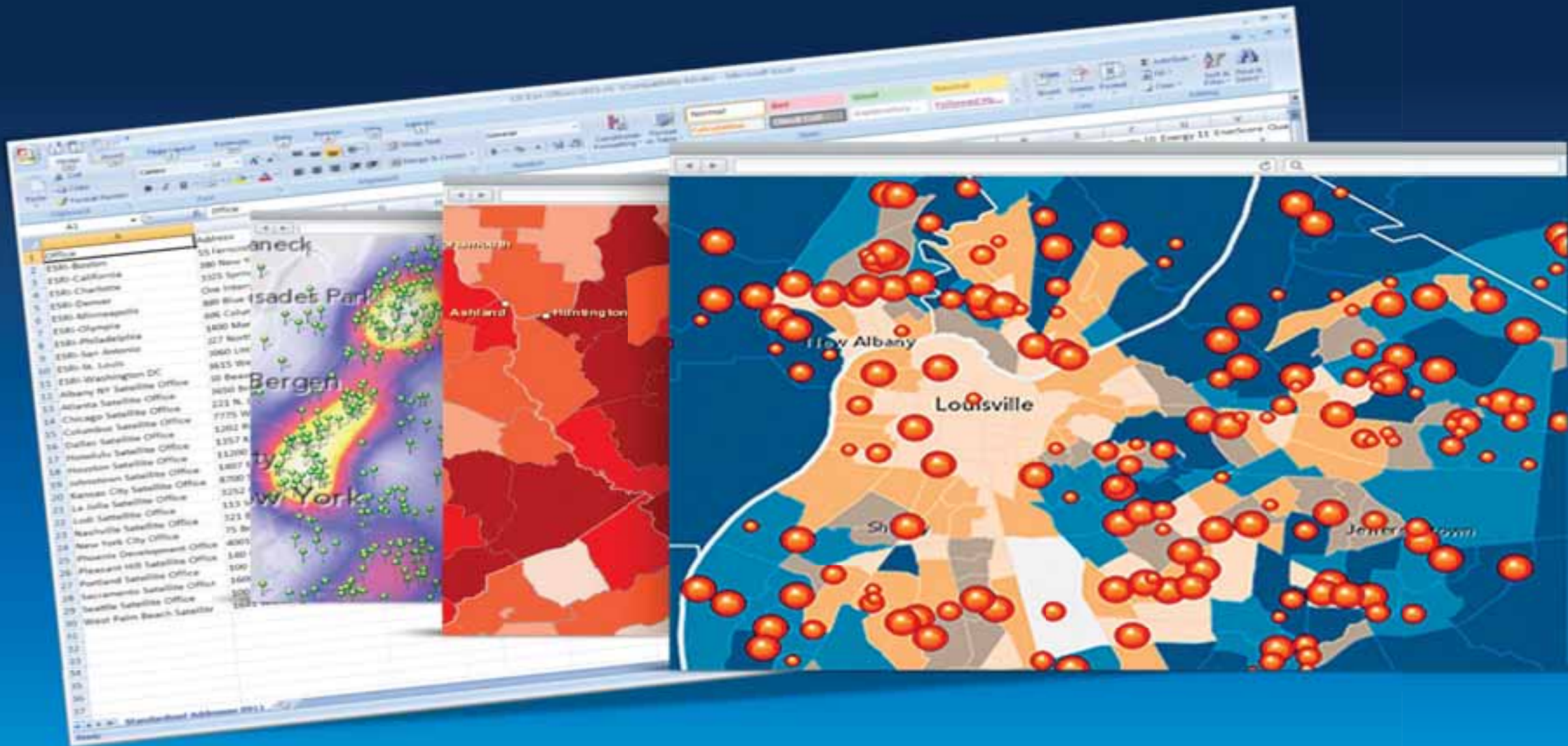


Location Data is Pervasive





Does this look familiar?

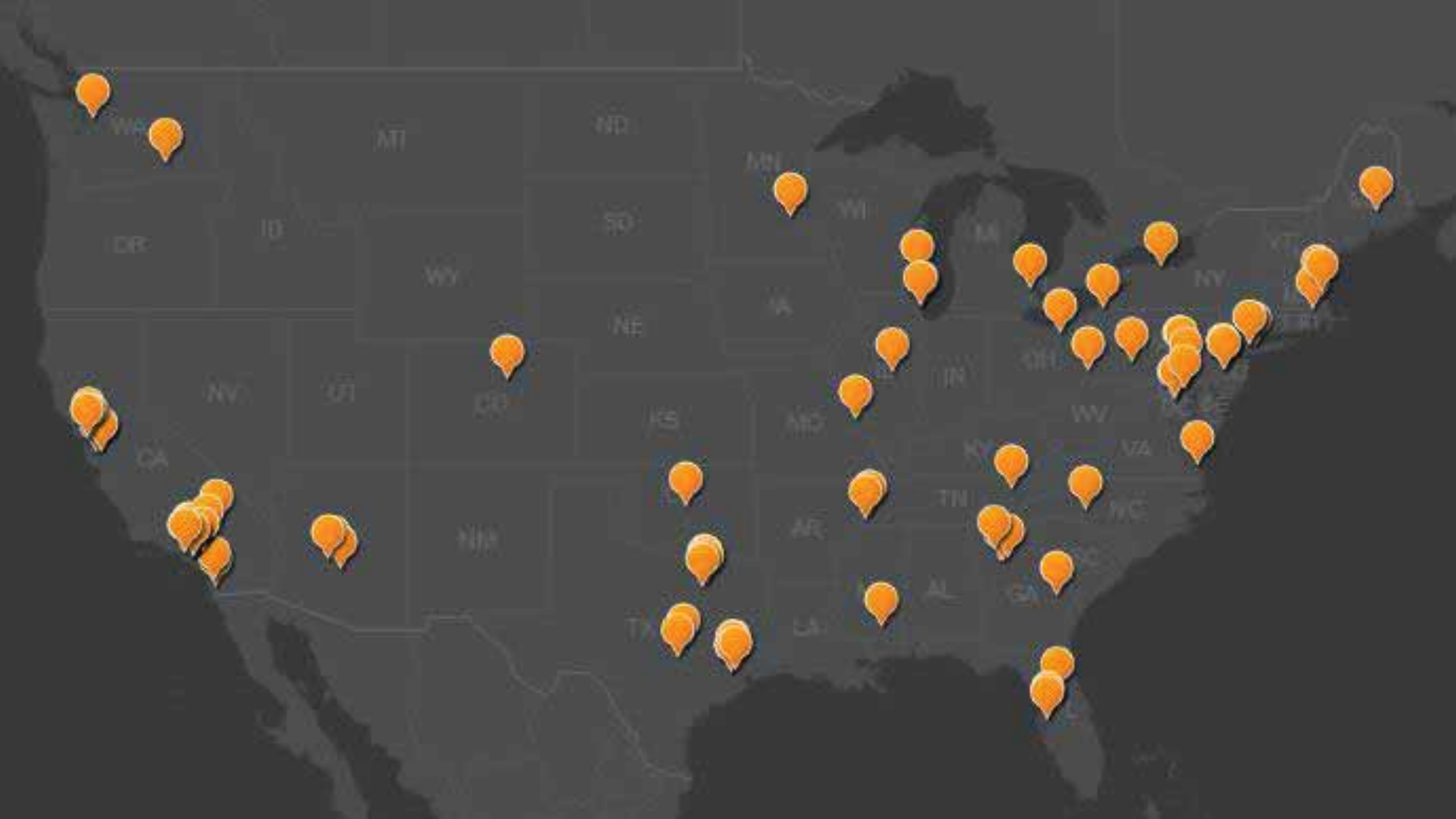


Remove the analytic blind spot

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 Bring Forward Send Backward Remove Layer Organize Layers Hot Spot Add Heatmap Analysis Select Style Grouping Clustering Layer Visible Range Layer Details Enrich Layer Sign Out ArcGIS Share Layer Share Map 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 Camile 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

4

A New Form of Collaboration

1

Beyond Basic Mapping

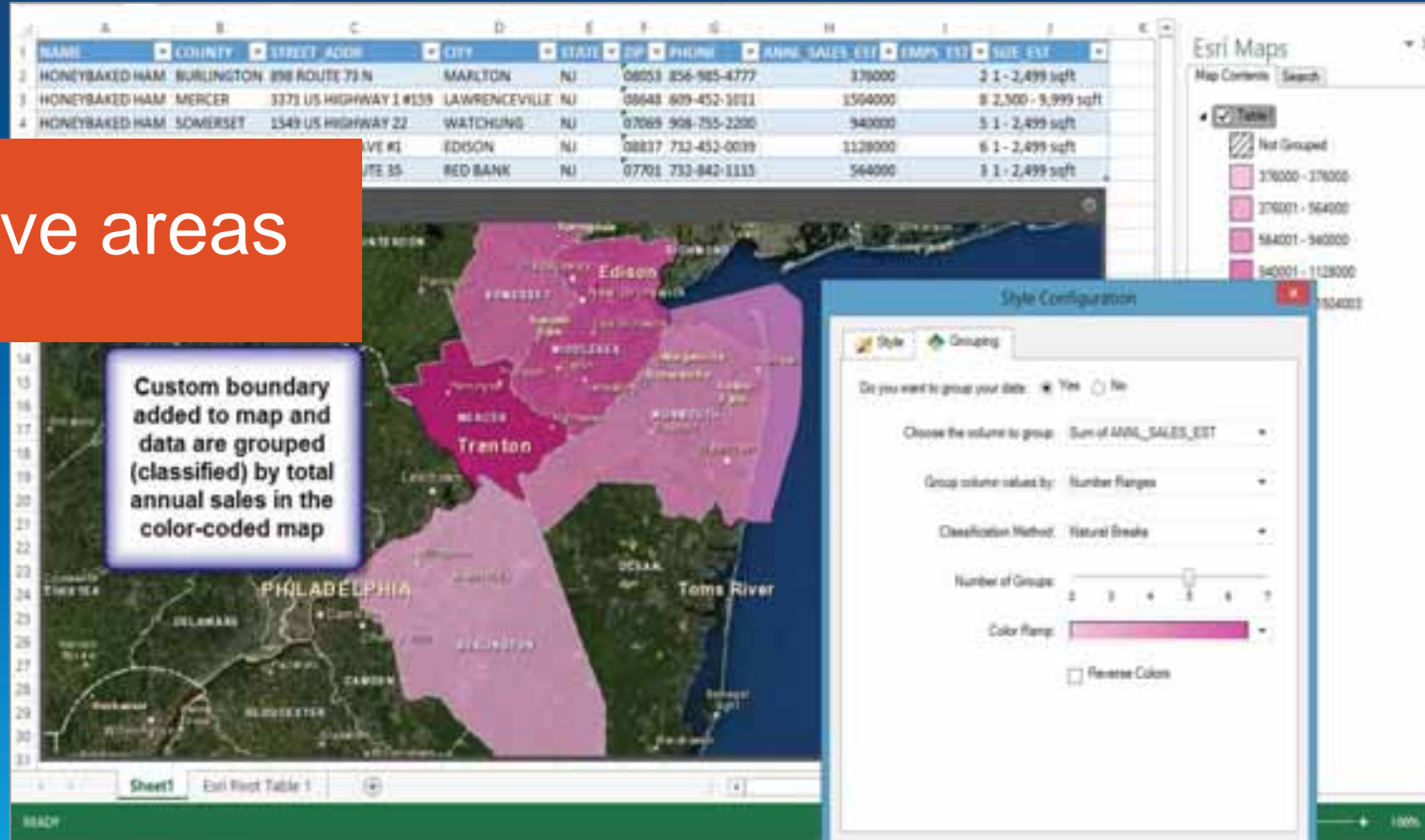


Map Large Volumes of Data

Eliminate Map Measles!

Map to **Your** Regions

Not just administrative areas

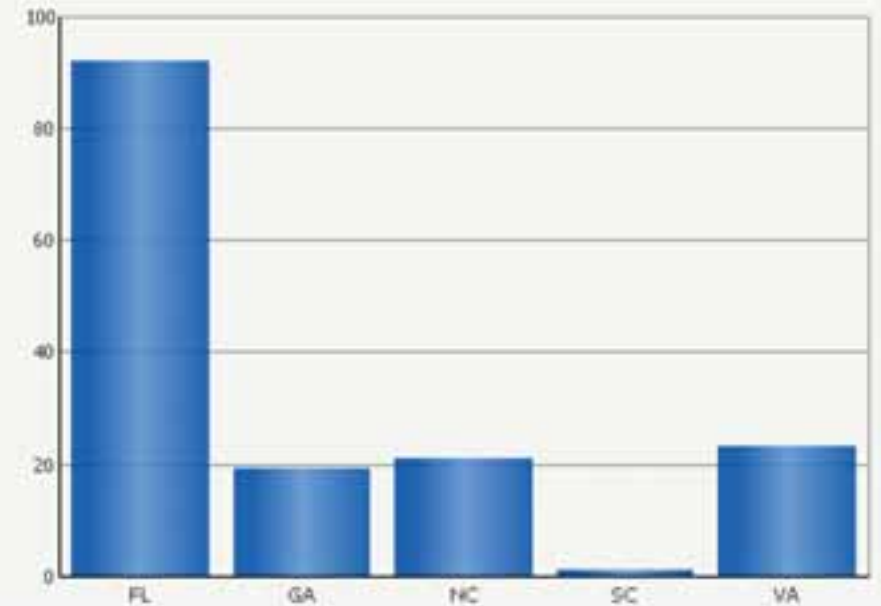


Demo

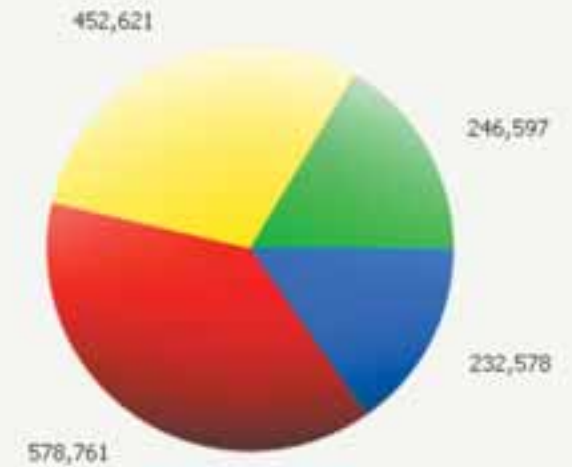
Esri Maps for MicroStrategy

Evan Caldwell

Claims by State



TIV by Policy Class



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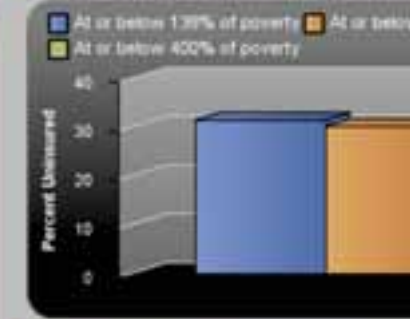
Demo

Esri Maps for IBM Cognos

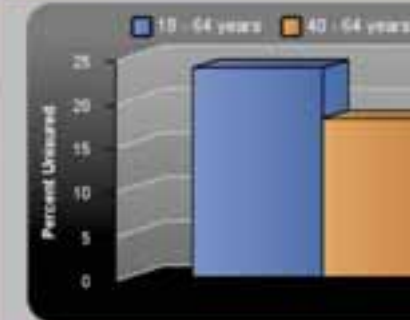
Lindsey Hays

Health Insurance Market Dashboard

Disparities by Income Class




Disparities by Age



Historical Trends - Uninsured Rates

	2008	
	Total_Persons	Uninsured
Wheeler County, OR	1,060	302
Jefferson County, OR	17,780	4,555
Mallheur County, OR	23,102	5,679
Yakima County, WA	204,715	46,347
Franklin County, WA	66,175	17,247
Hood River	18,542	4,604

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Demo

ESRI Maps for SAP Businessobjects Integration: Proof of Concept

Joseph Schultz - cBEYONData





Seeing information beyond your data.

**ESRI MAPS FOR SAP BUSINESSOBJECTS INTEGRATION
PROOF OF CONCEPT
FEBRUARY 11, 2014**

cBEYONData

Joseph W. Schultz

Joseph.Schultz@cBEYONData.com

www.cBEYONData.com

Corporate Overview

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cBEYONData is a Business Intelligence and Data Warehousing (BI/DW) professional services firm specializing in providing highly experienced consultants to implement customer solutions..



- Located in the Washington DC Area.
- Our team has been leading and performing solutions delivery together for over 20 years.
- SAP Business Objects –
 - Tier One Services Partner
 - NS2 Service Partner
 - Extended Business Partner
 - Certified Training Partner
- Our customers range from DOD and Federal Civilian clients to Health Care, Financial Services, Consumer Goods, & Energy.

ESRI Maps for SAP BusinessObjects

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● Introduction to Dashboards

- Dashboards is data visualization software that allows you to create and export interactive dashboards from Excel spreadsheets or other external data sources.
- These dashboards contain various components, such as charts, gauges, and dials, that are bound to data sources. The components display the data in a compact and visual manner.
- Data and supported Excel formulas can be imported or entered directly into the embedded spreadsheet and then modified as required.
- Dashboards includes the ability to link external data sources, such as data stored in SAP BusinessObjects Business Intelligence platform (the BI platform) repositories, directly to the embedded spreadsheet or components in the model.

ESRI Maps for SAP BusinessObjects

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- The business case for Government Agency: closest facilities to selected location in the event of emergency such as severe weather, to move personnel.
- Display business and personnel data related to facilities.
- Agency provided data for facilities, including locations, demographics and costs.
- Agency provided addresses for 2400+ facilities. For the intent of the proof of concept, 600 facilities with supporting data were mapped. The initial 2400+ facilities were mapped successfully during development.

ESRI SAP Dashboard Proof of Concept

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- Demo



ESRI Proof of Concept

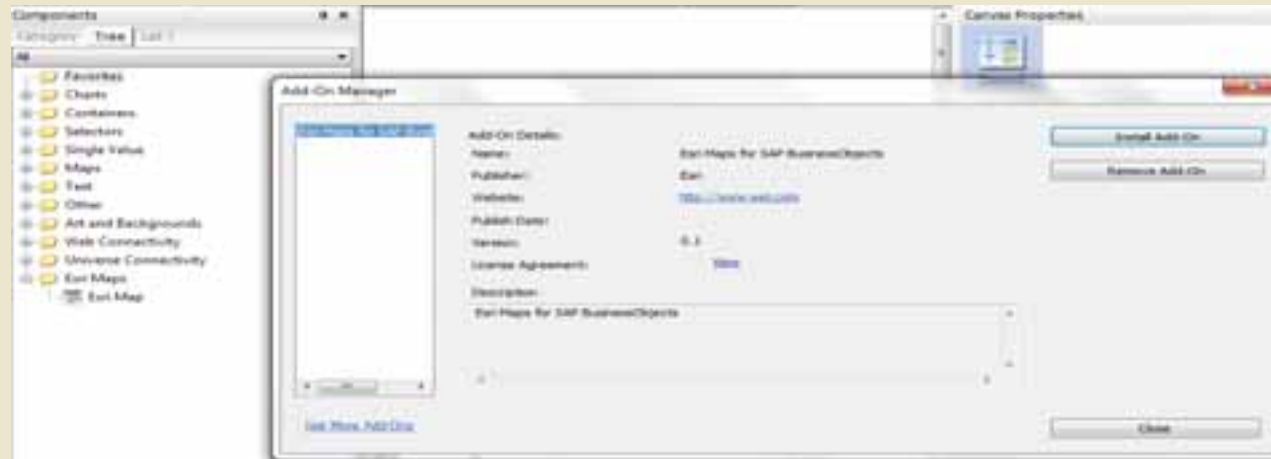
22

- Dashboard Add-on from ESRI – configure Web Server (Apache Tomcat) to connect to ESRI ArcView Online.
- Geocode data prior to mapping in ESRI component in Dashboard Designer.
- Publish Dashboard in SAP BI portal to view, Dashboard Preview does not render ESRI map component.

ESRI SAP Dashboard Proof of Concept

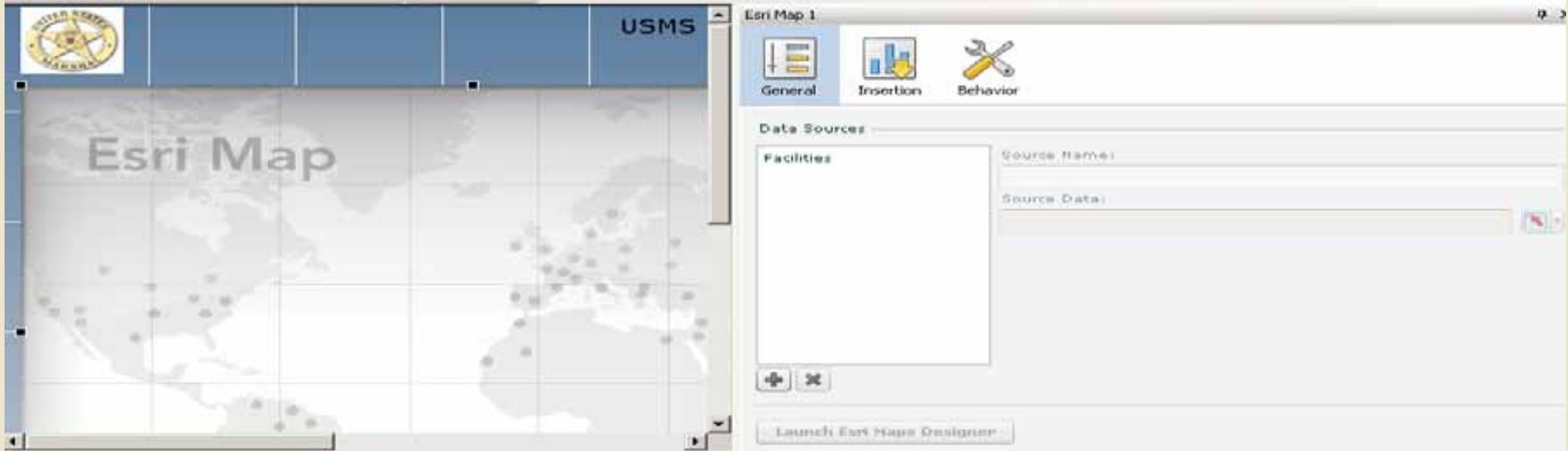
23

- Install ESRI Maps for SAP Business Objects Add-On to Dashboard Designer on developer's computer.
- ESRI Maps component is available in component list.



ESRI SAP Dashboard Proof of Concept

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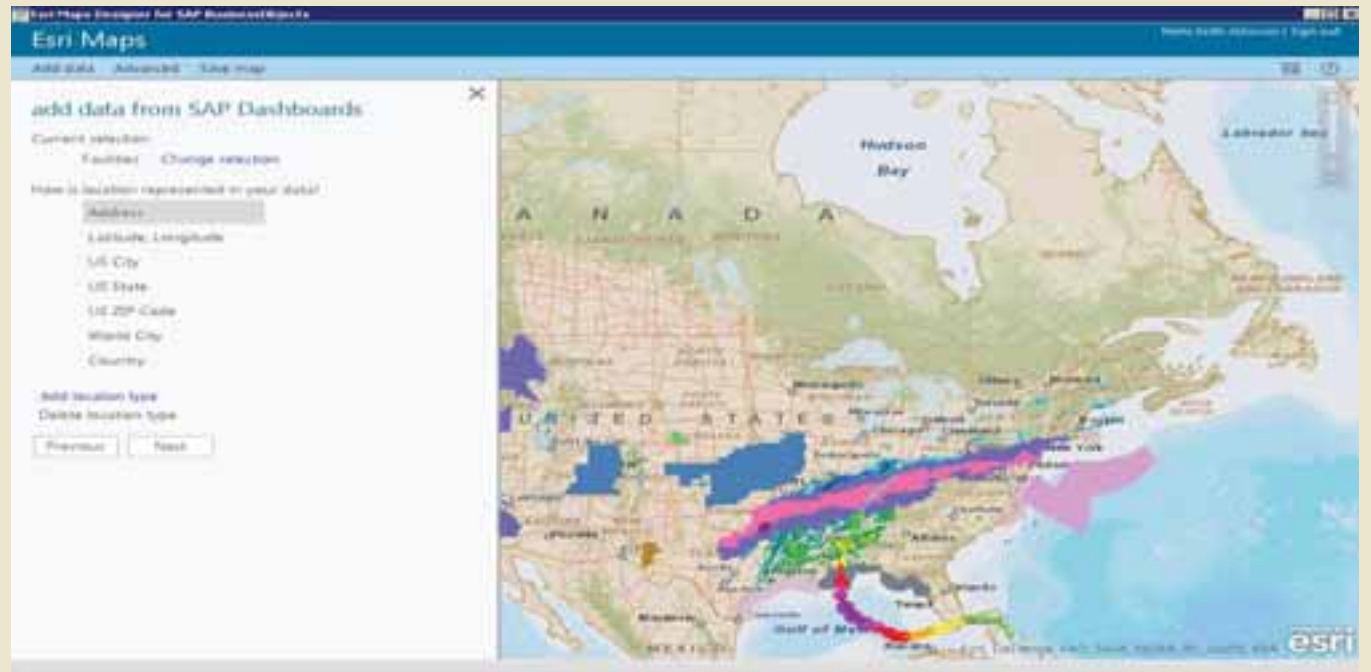


- Add ESRI Maps component to canvas
- Add Data source – query data or spreadsheet.

ESRI SAP Dashboard Proof of Concept

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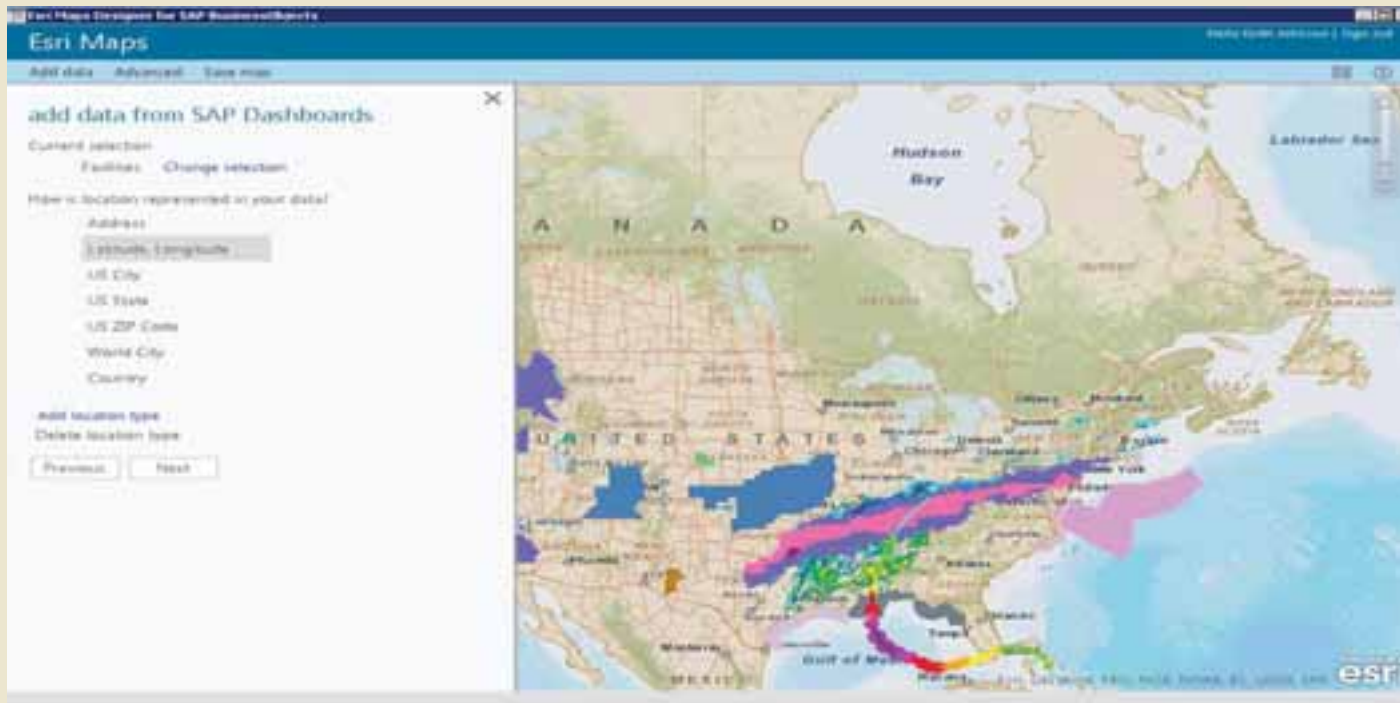
- Launch the ESRI Map Designer from within the Component Properties
- Add the data from the Dashboard:



ESRI SAP Dashboard Proof of Concept

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- Select how the location data is represented – Address, Latitude and Longitude, City, Country.



ESRI SAP Dashboard Proof of Concept

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- Select columns to include on map, including data to be presented on the map pop up.
- Name the layer
- Check the zoom to layer, map will show all data points that were mapped when layer is opened.

The screenshot shows the 'Esri Maps Designer for SAP BusinessObjects' application window. The main title is 'Esri Maps' with sub-titles 'Add data', 'Advanced', and 'Save map'. A dialog box titled 'add data from SAP Dashboards' is open, featuring a close button (X) in the top right corner. The dialog prompts the user to 'Choose the columns to add' and lists the following columns with their respective formats:

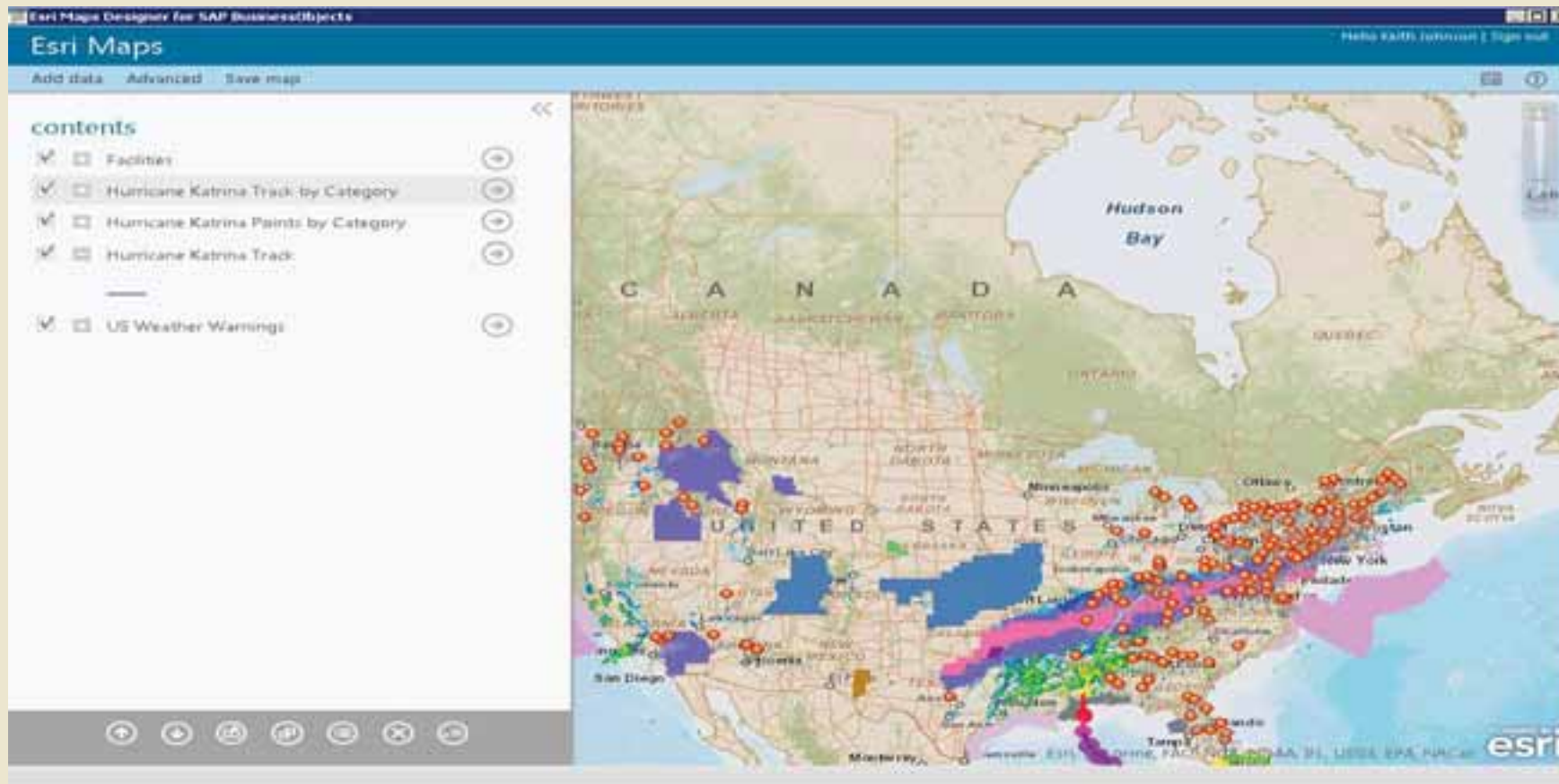
Column	Format
<input checked="" type="checkbox"/> Column	
<input checked="" type="checkbox"/> Facility Code:	Text
<input checked="" type="checkbox"/> Facility Name:	Text
<input checked="" type="checkbox"/> Address:	Text
<input checked="" type="checkbox"/> City:	Text
<input checked="" type="checkbox"/> State:	Text
<input checked="" type="checkbox"/> Zip:	Text
<input checked="" type="checkbox"/> Facility Type:	Text
<input checked="" type="checkbox"/> Geographic District Name:	Text
<input checked="" type="checkbox"/> Region:	Text
<input type="checkbox"/> X:	Text
<input type="checkbox"/> Y:	Text
<input checked="" type="checkbox"/> Link with parameter:	Text

Below the column list, there is a 'Layer name' field containing the text 'Facilities' and a checked checkbox for 'Zoom to layer'. At the bottom of the dialog, there are two buttons: 'Previous' and 'Add data to map'.

ESRI SAP Dashboard Proof of Concept

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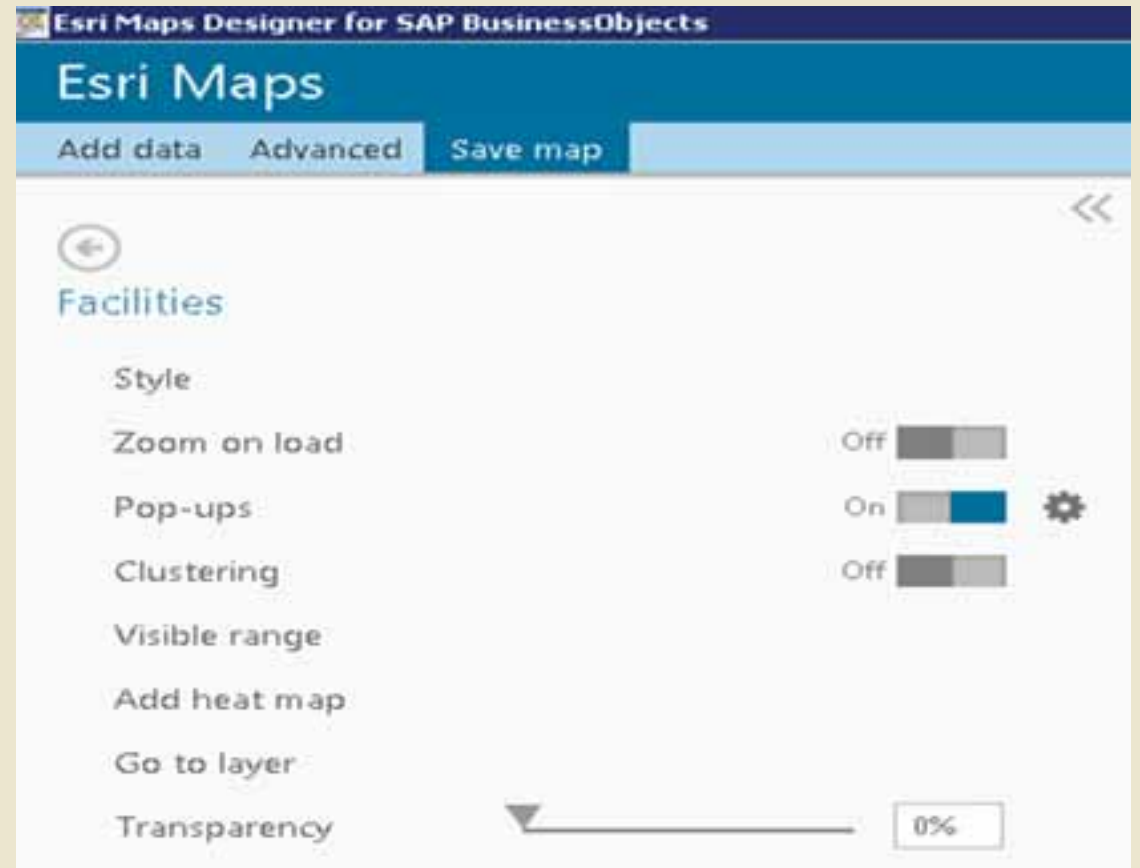
Configured POC map with added layers from ESRI content.



ESRI SAP Dashboard Proof of Concept

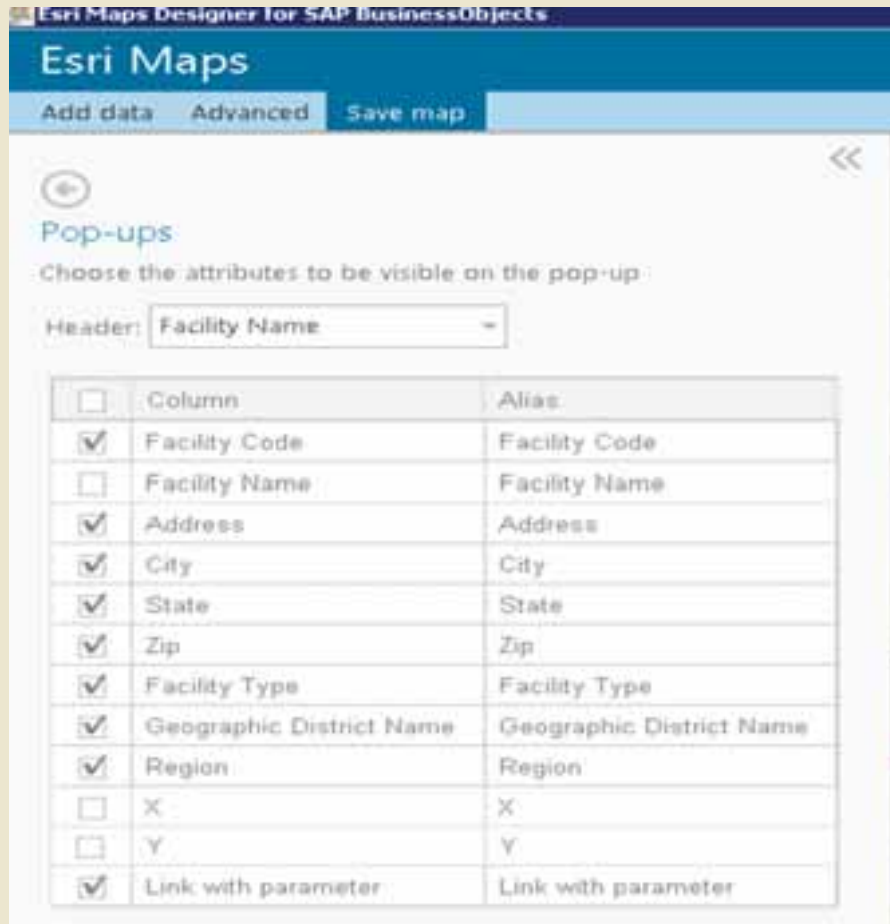
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- Options for configuring layer:
 - Style
 - Zoom on load
 - Pop-ups
 - Clustering
 - Visible Range
 - Transparency



ESRI SAP Dashboard Proof of Concept

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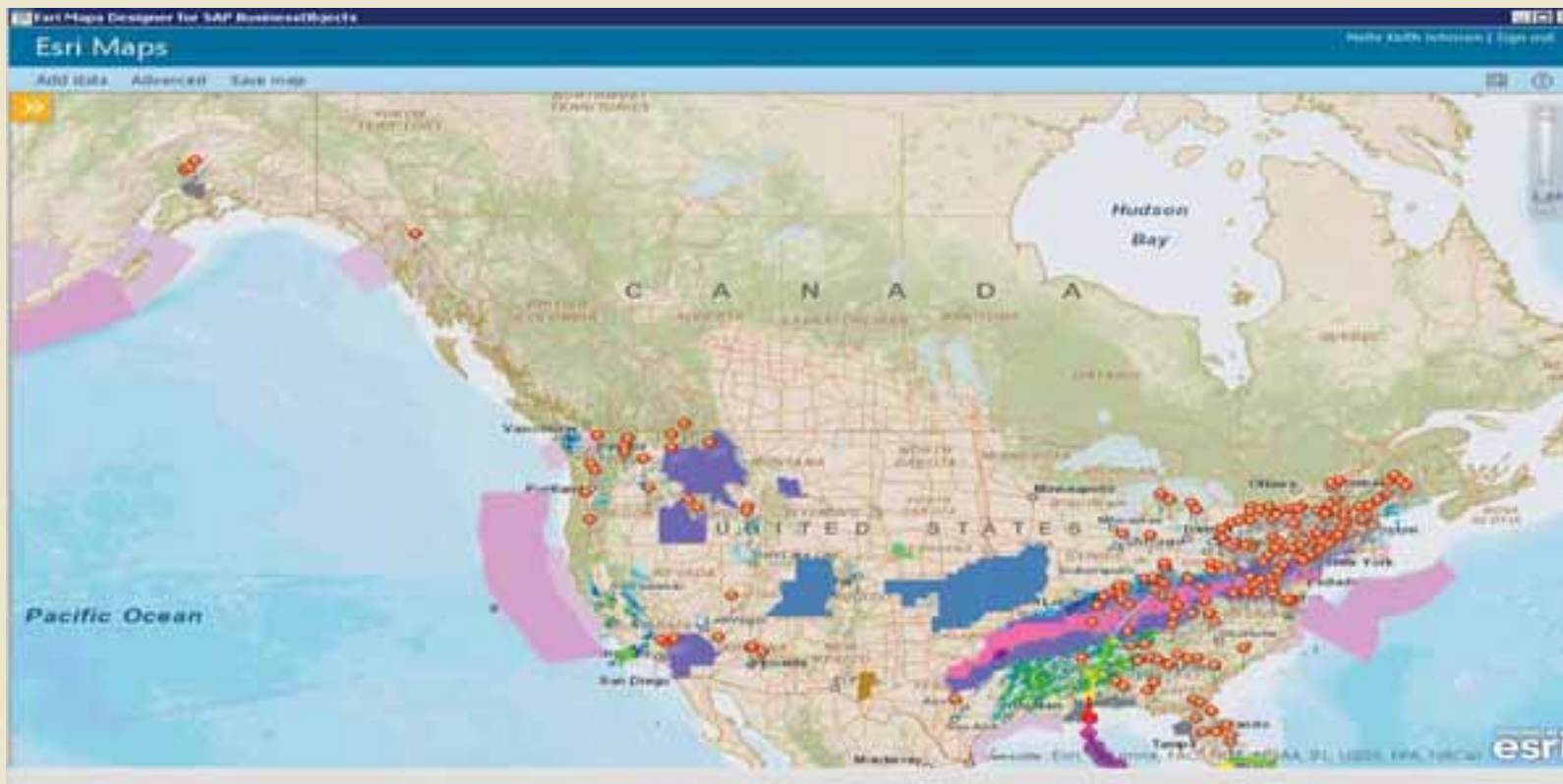


- Configure Pop-up to display data
- Pop-up can display HTML
- Header can display any available field

ESRI SAP Dashboard Proof of Concept

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- ESRI Map Designer with query data mapped – sample set displayed with three ESRI layers

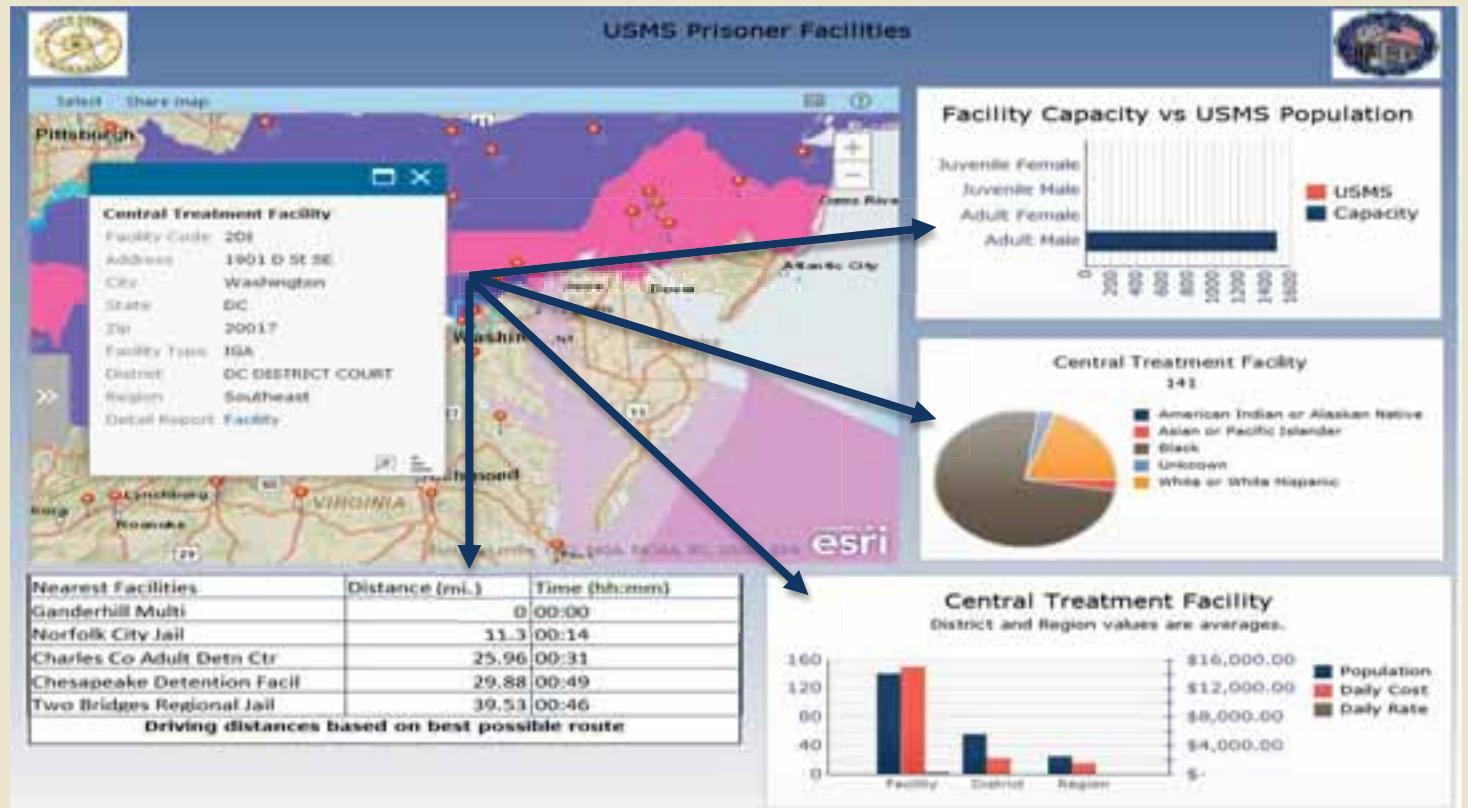


ESRI SAP Dashboard Proof of Concept

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The Map can pass data back to Dashboard when a point is selected. The data can be used by other components or as a query prompt response.

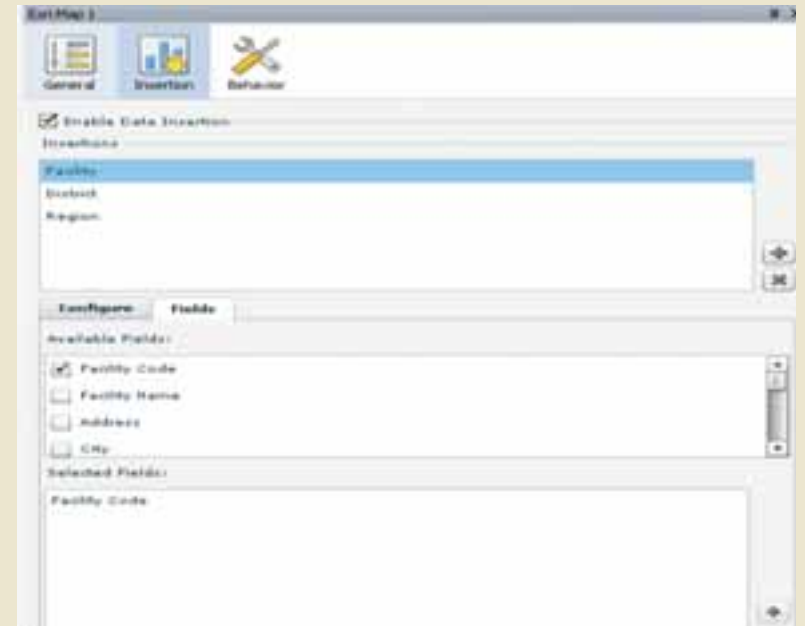
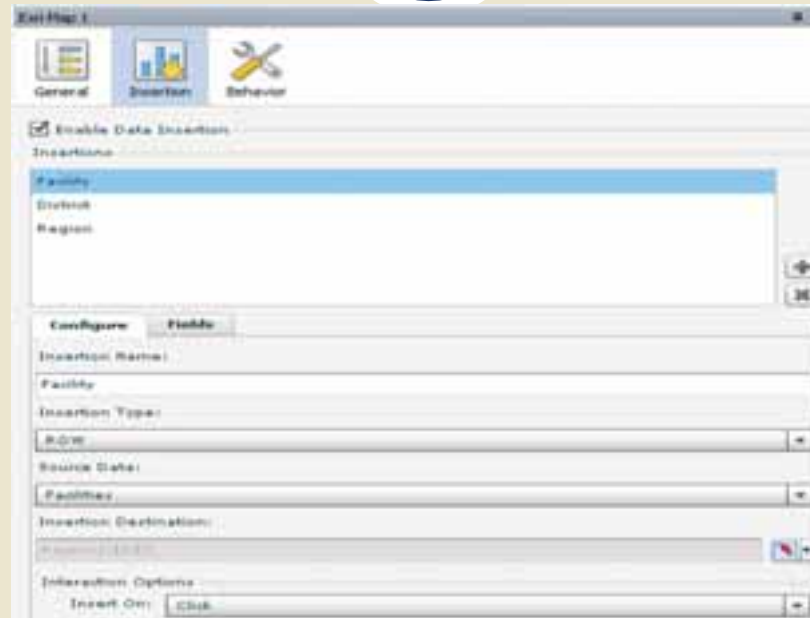
The selected Facility value is passed back to the dashboard. The value is passed to multiple queries as a prompt response. The data returned from the additional queries is used to populate components with detailed information about the facility.



ESRI SAP Dashboard Proof of Concept

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- Configure Insertion component:
 - Add Field to be inserted
 - Select Name, Insertion Type, Source Data, Insertion Destination and Insert on Options



- Insertion Options:
 - Insert on Click, Mouse Over or Selection – insertions can be used for interaction in other components or passed as prompt values in Dashboard queries.

ESRI SAP Dashboard Proof of Concept

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- Questions?
- Thanks!

Contact Us

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A New Analytical Tool

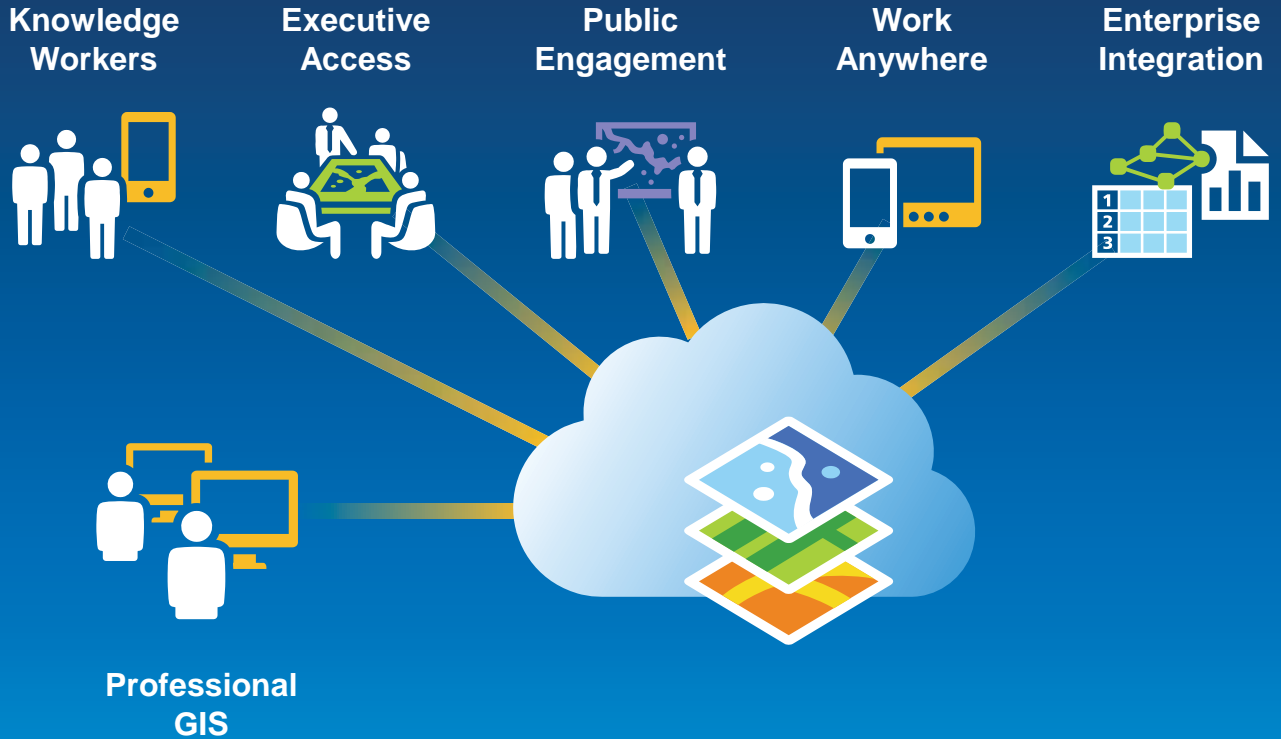
4

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: ArcGIS.com
- Implement Esri Maps for
 - SAP Business Objects, IBM Cognos , MicroStrategy



- Connect with cBEYONData:

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Lorton, VA 22079

Office Phone: 703.690.5730

Email: info@cbeyondata.com

Leveraging Location Analytics

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

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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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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.

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