



Please!
turn OFF cell phones

ArcGIS Business Analyst:

Tips and tricks and road ahead

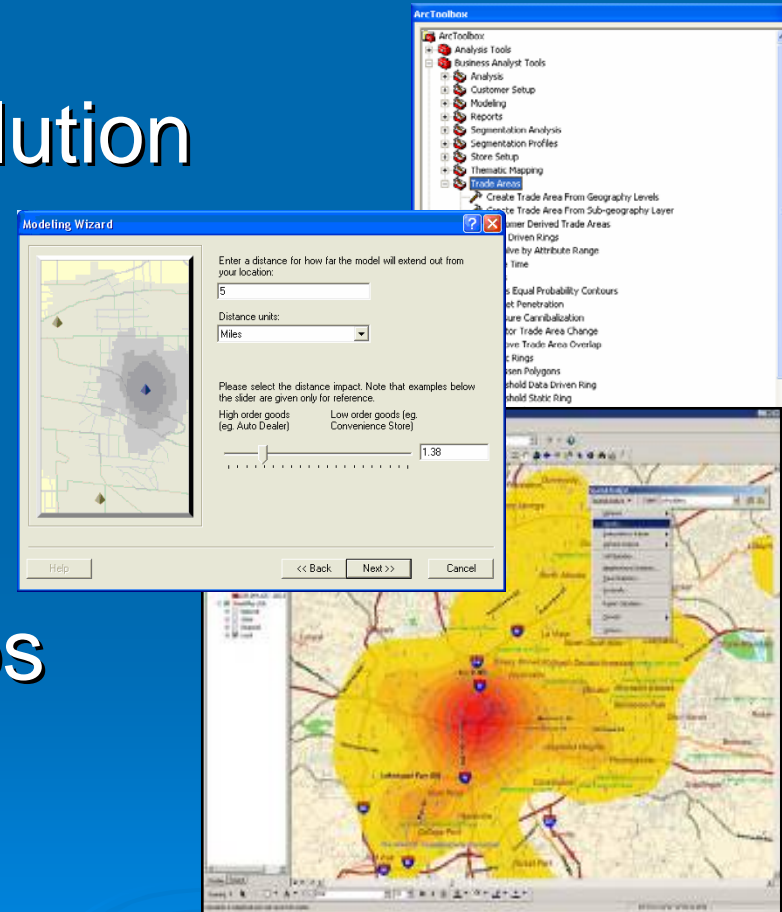
Garry Burgess

Agenda

- Business Analyst Overview
- 2006 Data Update
- “Top Ten” Tips and Tricks
- Highlights of Business Analyst 9.2
 - Introducing ArcGIS Server for Business
- Questions

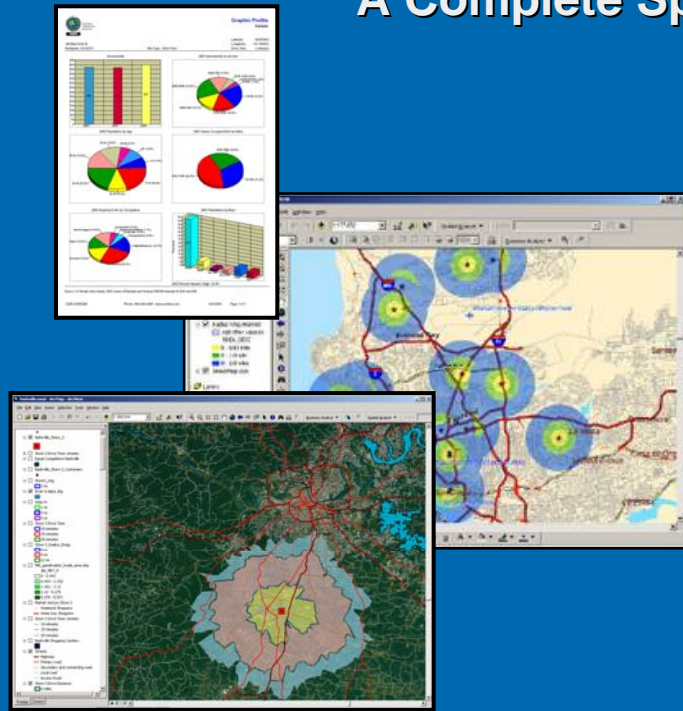
What is Business Analyst?

- Extension to ArcGIS
- A Complete Business Solution
- Market Analysis
 - Customers and sites
 - Site Selection
 - Marketing applications
- Presentation Quality Maps
- Comprehensive Reports

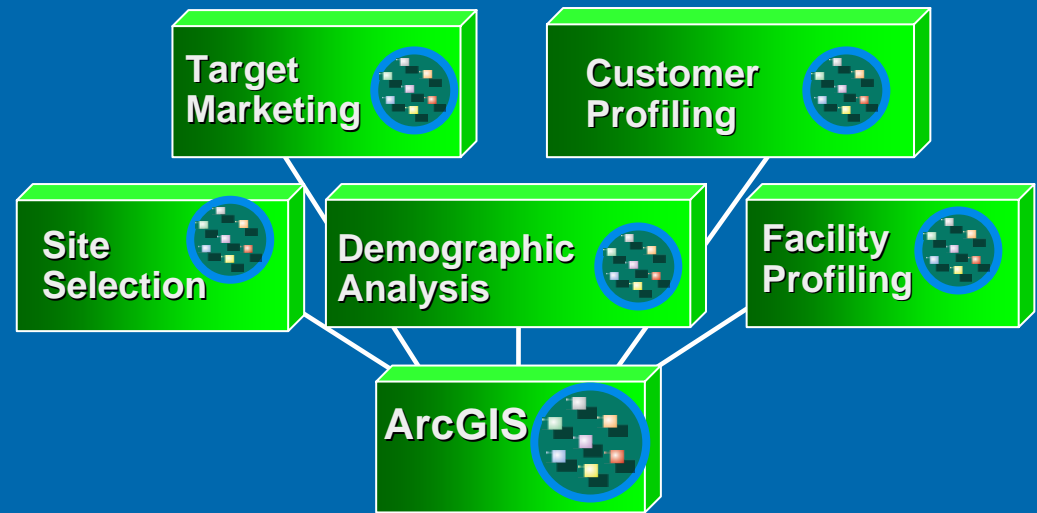


Business Analyst Desktop

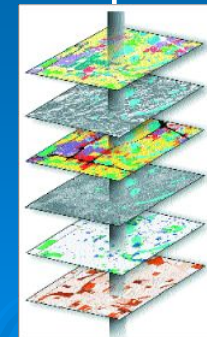
A Complete Spatial Business Intelligence Solution



... A Standard Extension of ArcGIS



- Business Analyst Toolbar
- Wizard Driven Analyses
- Data Included in Solution
- Content Organized TOC



Extensive Data Sets

- Population
- Demographics
- Forecasts
- Streets
- Businesses

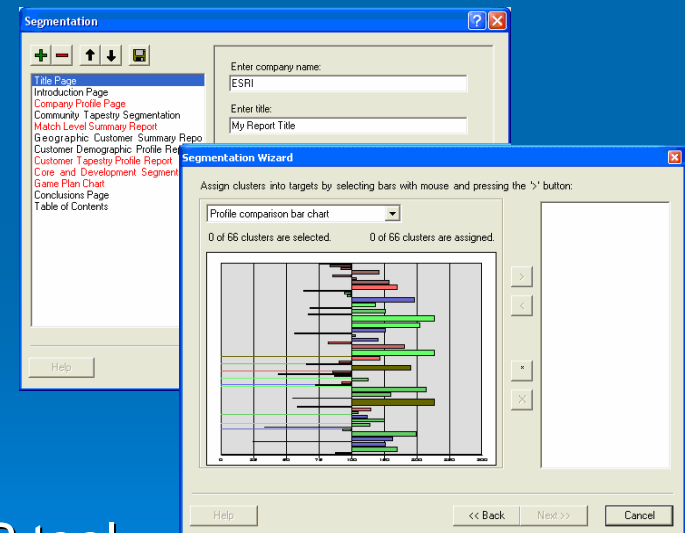
Add-on Segmentation Module

- Additional data and a segmentation engine
- Add-on module to Business Analyst extension
- Answers to essential marketing questions:

- *Who are my customers?*
- *Where I my customers?*
- *Who are my best customers?*
- *Where can I find more of them?*

➤ Community Coder

- New extension for production geocoding
- Connect to multiple dataset, batching, GP tool
- Integration with Business Data Model



Who Uses Business Analyst?

➤ Provides a robust set of analysis tools and market rich data for:

- Advertising
- Banking
- Economic Development
- Electric and Gas
- Fire and Safety
- Health Care
- Insurance
- Manufacturing
- Marketing
- Real Estate
- Telecommunications

Current 2005 Datasets

- 2005-2010 Demographic Data
- Business locations from InfoUSA
- Address Geocoder from Group1

 Dynamap Streets from TeleAtlas

 Shopping Centers from DMM

 CBSA and DMA data

 Aerial photos from GlobeXplorer

Business Analyst Data



Demographic data - offering variables for current-year and five-year projections, along with current-year estimates for daytime population, net worth, disposable income consumer expenditures and Tapestry market segmentation data.



Business Data – A national database of nearly 11 million U.S. businesses from Info USA, Inc.



Street Information – Dynamap Nationwide Street Database from TeleAtlas North America



Address Geocoding – Centrus nationwide geocoding engine from Group1



Shopping Center Data – The Directory of Major Malls tracks information on nearly 5,000 shopping Centers across the United States.



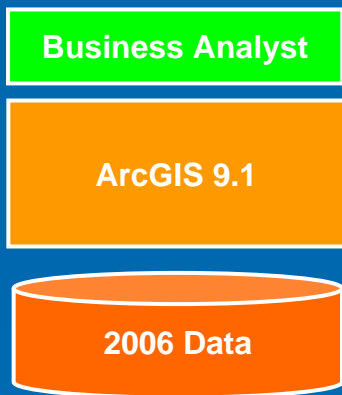
Imagery – Aerial photographs and satellite imagery from GlobeXplorer's standard dataset.

Business Analyst Releases in 2006

Two Releases in 2006:

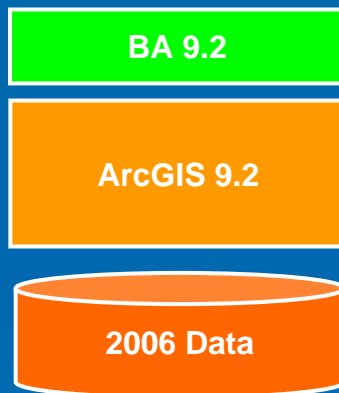
1. Data update available this summer
2. ArcGIS 9.2 release available at the end of 2006

2006 Data Update



- Release this summer
- Primarily a data update
- No new features
- Update for ArcGIS 9.1
- Full DVD or CD install
- Will include a Service Pack
 - Bug fixes
 - Performance improvements
- Part of maintenance release

ArcGIS 9.2 Release



- Release end of year 2006
- Includes same 2006 datasets
- Requires ArcGIS 9.2
- Not backwards compatible
- Includes all BA 9.1 features
- New features and capabilities
- Also included with maintenance

2006 Data Update

- 2006-2011 Demographic Data
- Business locations from InfoUSA
 - Vintage Jan. 2006
- Dynamap Transportation from TeleAtlas
 - Version 8.0 current as of Jan. 2006
- Address Geocoder from Group1
 - Mar. 2006 release based on same Dynamap 8.0 streets
- Shopping Centers from DMM
 - Vintage Jan. 2006

Tips and Tricks



“Top Ten” Tips and Tricks

1. How can I rank markets by an attribute?
2. How do I use Network Analyst with BA data?
3. How can I add aerial imagery?
4. How can I append data to my trade areas?
5. How do I benchmark my trade areas?
6. How can I find closest N facilities to my stores?
7. How do I adjust the labeling in the BA maps?
8. How can I use my own data in BA?
9. How can I get BA support?
10. How do I customize the Quick Start tutorial?

Business Analyst 9.2:

Road Ahead

A decorative graphic in the bottom right corner of the slide, consisting of several concentric circles of varying sizes, resembling ripples in water or a target. The circles are light blue and semi-transparent, set against the solid blue background.

Business Analyst 9.2 Design Goals

1. Improve performance and stability
2. Improve existing features – usability
3. New features and capabilities
4. Release BA tools for ArcGIS Server

Goal 1: Improve Performance and Stability

- Improving performance – our top initiative:
 - Dedicated R & D effort
 - Improve stability of large operations
 - Vastly improved report and data engine
 - Improved drivetime and distance calculations
 - Improved speed will not compromise accuracy

Goal 2: Usability Improvements

➤ Improve and enhance existing BA functions:

- Solicited feedback from existing and new users
- Make the extension easier to use
- Working on new Quick Start tutorial
- New Project Explorer window
- Improved ArcCatalog integration
- Enhancing modeling techniques and output

Goal 3: New Features

➤ Key new features:

- New Project Explorer window
- New Custom Reports user interface
- New Territory Design toolbar
- A number of new reports
 - Average drivetime, Mean store center, Huff Calibration...
- ArcGIS Server
- Integration with other business solutions

BA 9.2: Project Explorer

The screenshot displays the ArcMap interface for a Business Analyst project. The main window is titled "Business Analyst.mxd - ArcMap - ArcView". The interface is divided into several panels:

- Table of Contents (Left):** Lists the project layers, including "Business Analyst", "Group Layer", "sf_stores", "sf_custs", "sf - Customer Derived Areas", "Business Analyst Map", "Business Reference Layers", "Basemap Layers", "Thematic Layers", and "Background Layers".
- Select Business Analyst Project (Top Center):** A dialog box showing the "Default Project" and a list of items to add/remove from the map, including "Customer Layers (1)", "Store Layers (1)", and "Trade Areas (1)".
- Main Map View (Right):** A map of the San Francisco-Oakland area showing trade areas for customer layers and store layers. The map includes labels for "San Francisco-Oakland", "280", "101", and "101".

The map shows two main trade areas: one in the north (San Francisco) and one in the south (Oakland). The trade areas are color-coded: yellow for 40%, red for 60%, and blue for 80%. The map also shows major roads (280, 101) and water bodies.

BA 9.2: Custom Reports

Report Template Advanced Editor

Area ID - brief

"2005 Total Population" Calculation...

B I U Indent 0 - 123456.12 Decimals 2 \$ % ,

Others

- 2005/2010 Update Summary
 - 2005 Total Population
 - 2005 Household Population
 - 2005 Family Population
 - 2005 Group Quarters Population
 - 2005 Total Households
 - 2005 Average Household Size
 - 2005 Family Households
 - 2005 Average Family Size
 - 2005 Per Capita Income**
 - 2005 Aggregate Income
- 2010 Total Population
- 2010 Household Population
- 2010 Family Population
- 2010 Total Households
- 2010 Average Household Size
- 2010 Family Households
- 2010 Average Family Size
- 2010 Per Capita Income
- 2010 Aggregate Income
- 2005 Total Housing Units
- 2005 Owner Occupied HUs
- 2005 Renter Occupied HUs
- 2005 Vacant Housing Units
- 2010 Total Housing Units
- 2010 Owner Occupied HUs
- 2010 Renter Occupied HUs
- 2010 Vacant Housing Units
- 2000-2005 HHs: Annl Growth
- 2000-2005 Pop: Annl Growth
- 2000-2005 Fams: Annl Growth
- 2000-2005 Per Cap Inc: Annl Growth

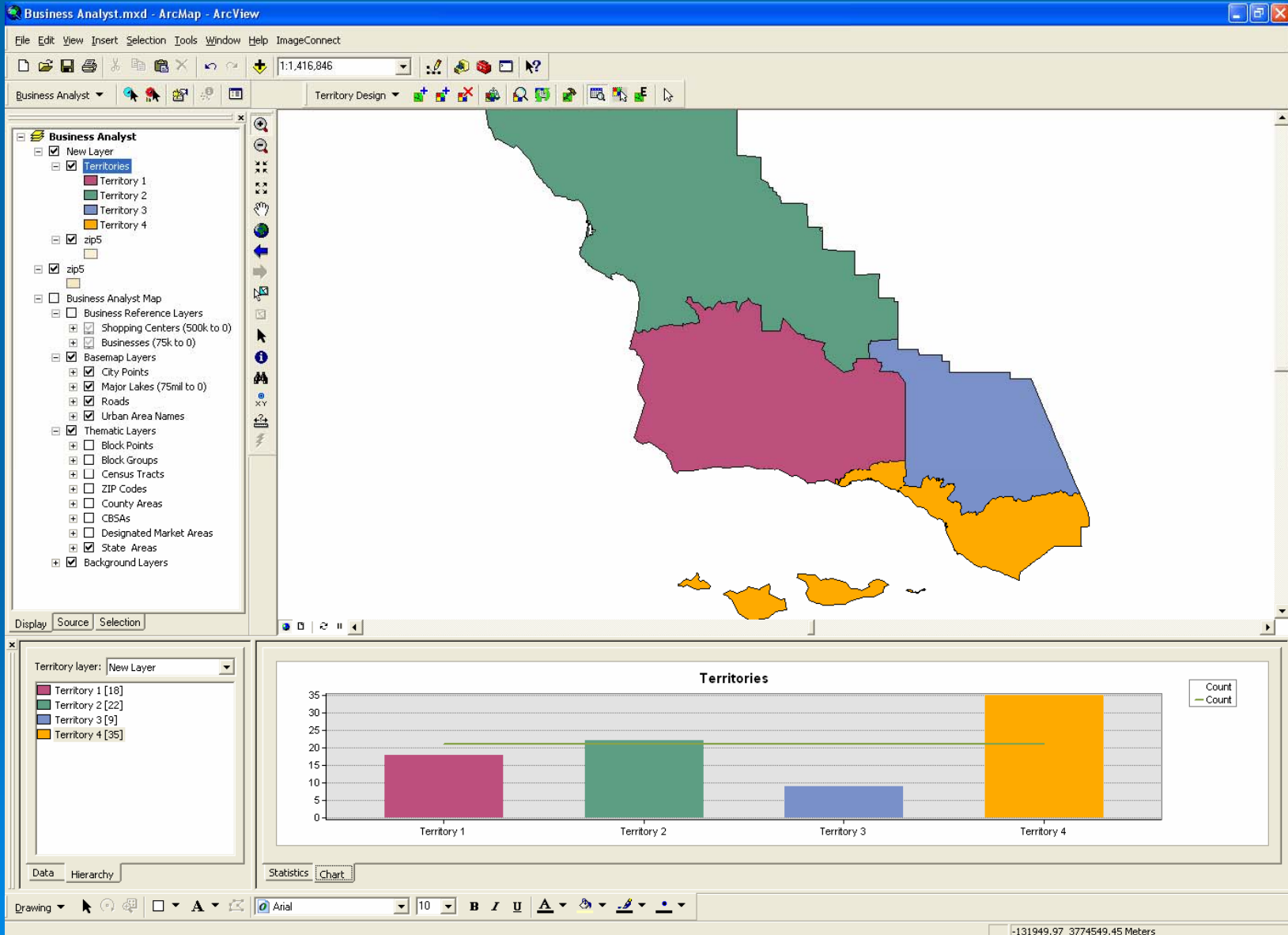
ESRI

Custom Report

Area ID	Description	2005 Total Population	2005 Family Population	2005 Average Household Size	2005 Per Capita Incom
'Area ID' Value	'Description' Value	2005 Total Population	2005 Family Population	2005 Average Household Size	Value

Help << Back Next >> Cancel

BA 9.2: Territory Design



BA 9.2: ArcCatalog Integration

The image displays two instances of the ArcCatalog application interface. The left window, titled "ArcCatalog - ArcView - Business Analyst Data\Default Project\Store Layers\sf_stores", shows a tree view of the project structure. A context menu is open over the "sf_stores" folder, listing options such as "Copy To...", "Move To...", "Export To Feature Class...", "Delete", and "Properties...". The right window, titled "ArcCatalog - ArcView - Business Analyst Data\Default Project", shows a similar tree view. A context menu is open over the "Default Project" folder, listing options such as "Export/Backup Project...", "Import Project...", "Delete", and "Properties...".

Name	Type
Custom Data	Folder
Analyses	Analyses category
Customer Layers	Customers category
ModelCalibration	Huff Models category
ModelResults	Huff Models category
Reports	Reports category
Segmentation	Segmentation category
Store Layers	Stores category
Study Areas	Study Areas category
Trade Areas	Trade Areas category

Introducing ArcGIS Server for Business

“ASB”



What is ArcGIS Server for Business?

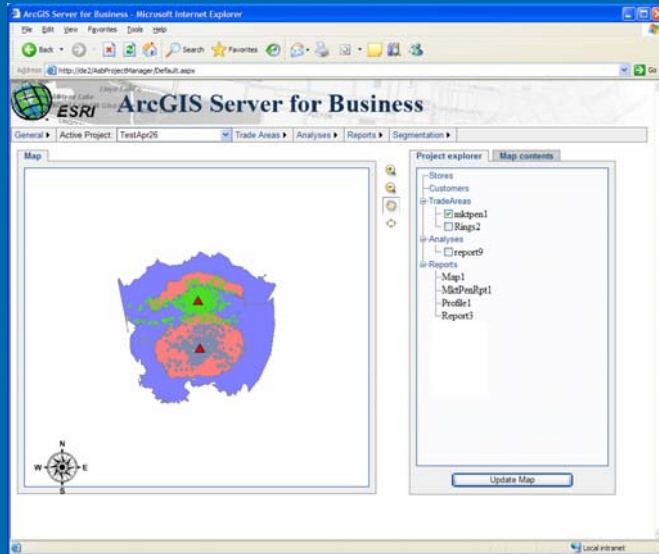
- Subset of server based Business Analyst features for:
 - Site selection
 - Customer targeting and analysis
 - Trade area analysis and reporting
- Ready to use “web based” applications
- Suite of developer tools
- Integration with BA desktop
- Integration with other BI tools

ArcGIS Server for Business is...

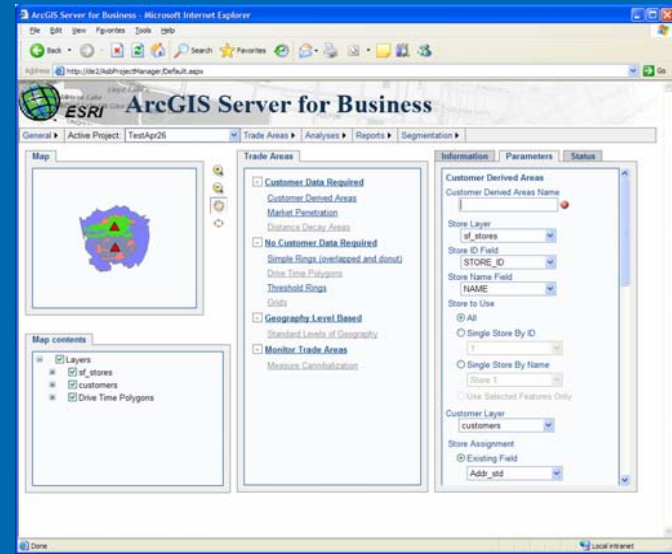
- Intended for organizations who want to integrate **spatially enabled** solutions with their enterprise information systems
- Ready to use applications
 - Out of the box web-based applications for using BA tools
 - BA desktop will publish content for ASB
 - Working with our partners to provide connectors to ERP, CRM, RDBMS, BI...
 - Focused on integrating with existing tools and solutions
- Developer tools
 - Web **Application Developer Framework** for building spatially enabled applications
 - Java and .NET support

ASB Applications

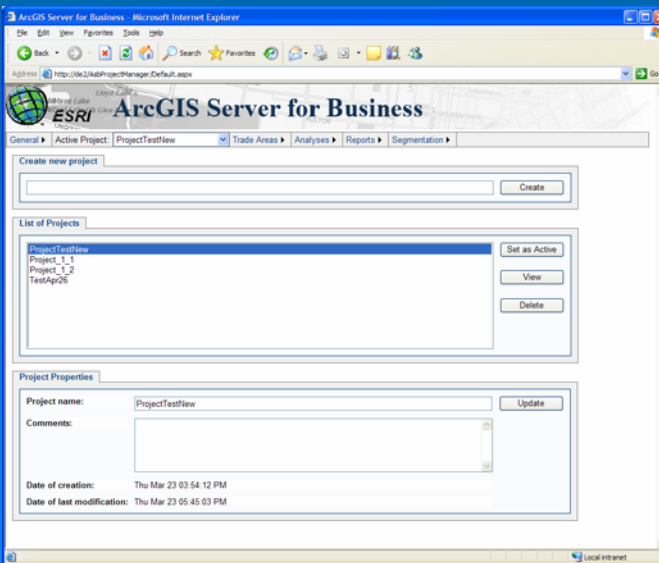
BA
Viewer



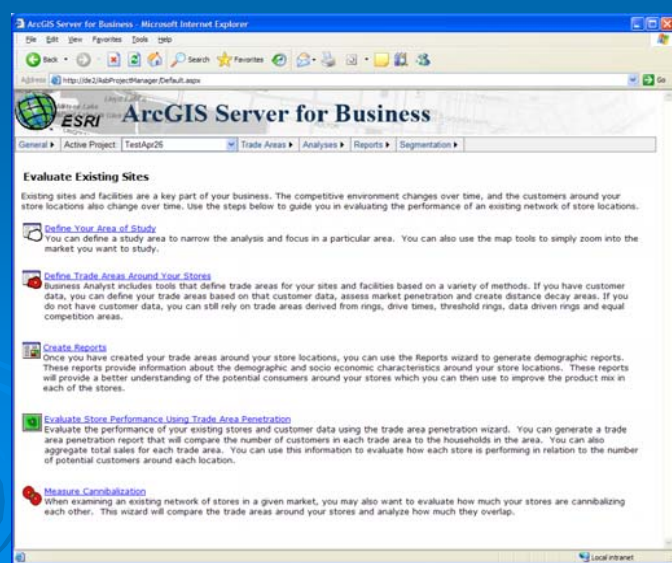
BA
Tools



Admin



Business
Apps



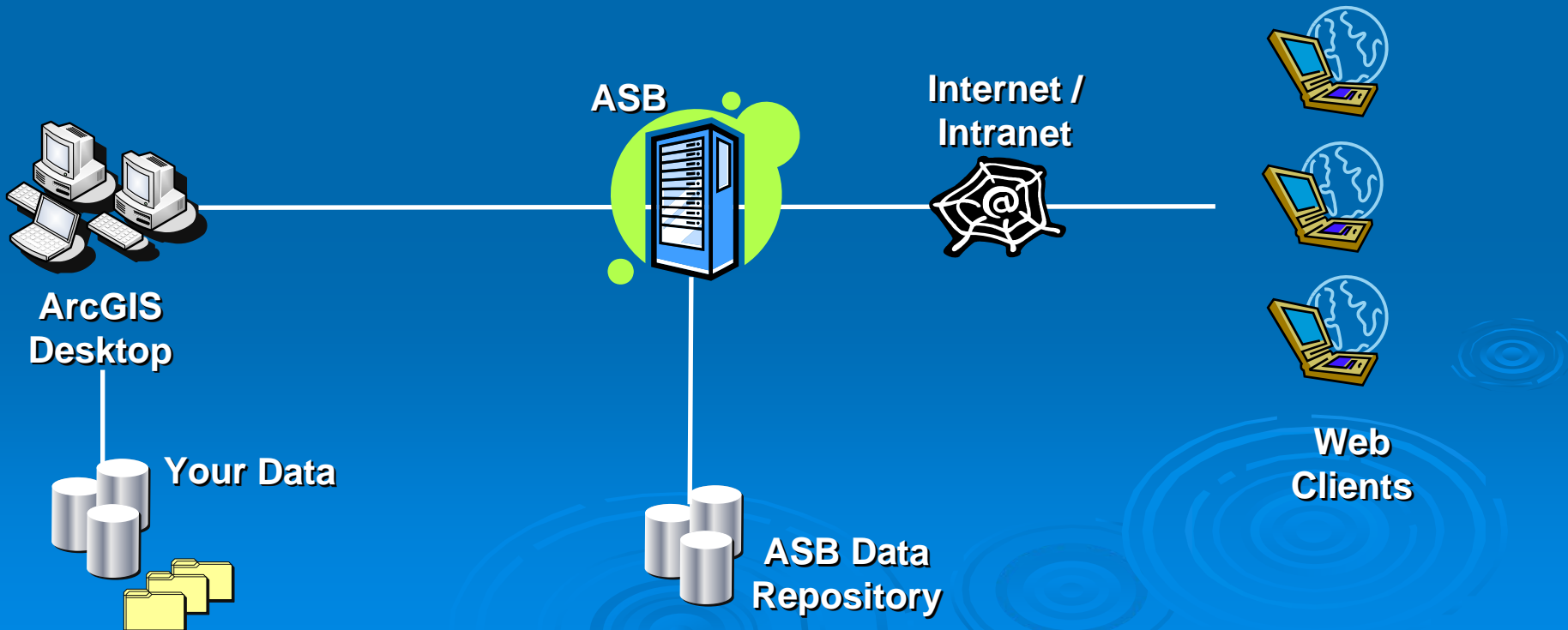
Publishing Content to ASB

“Doers”



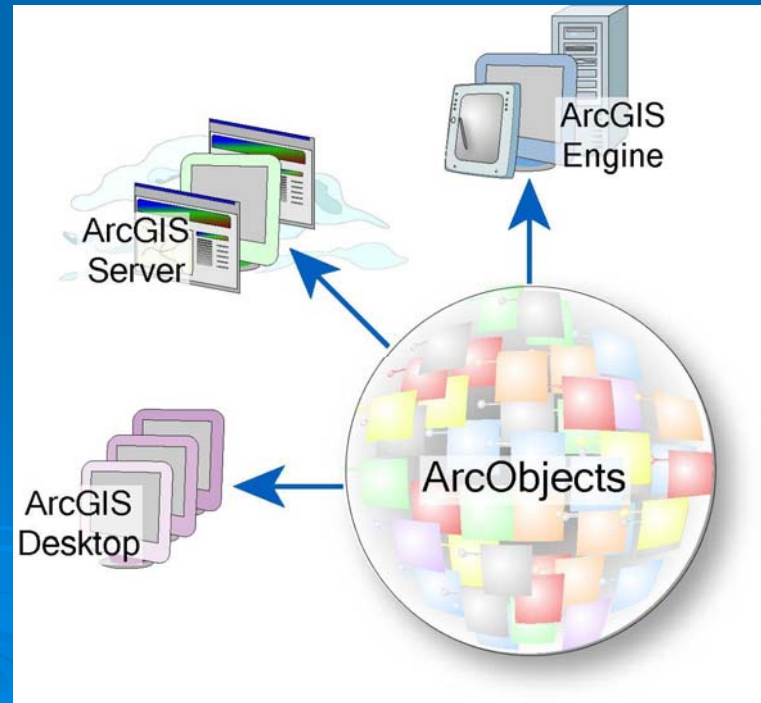
“Viewers”

Publish

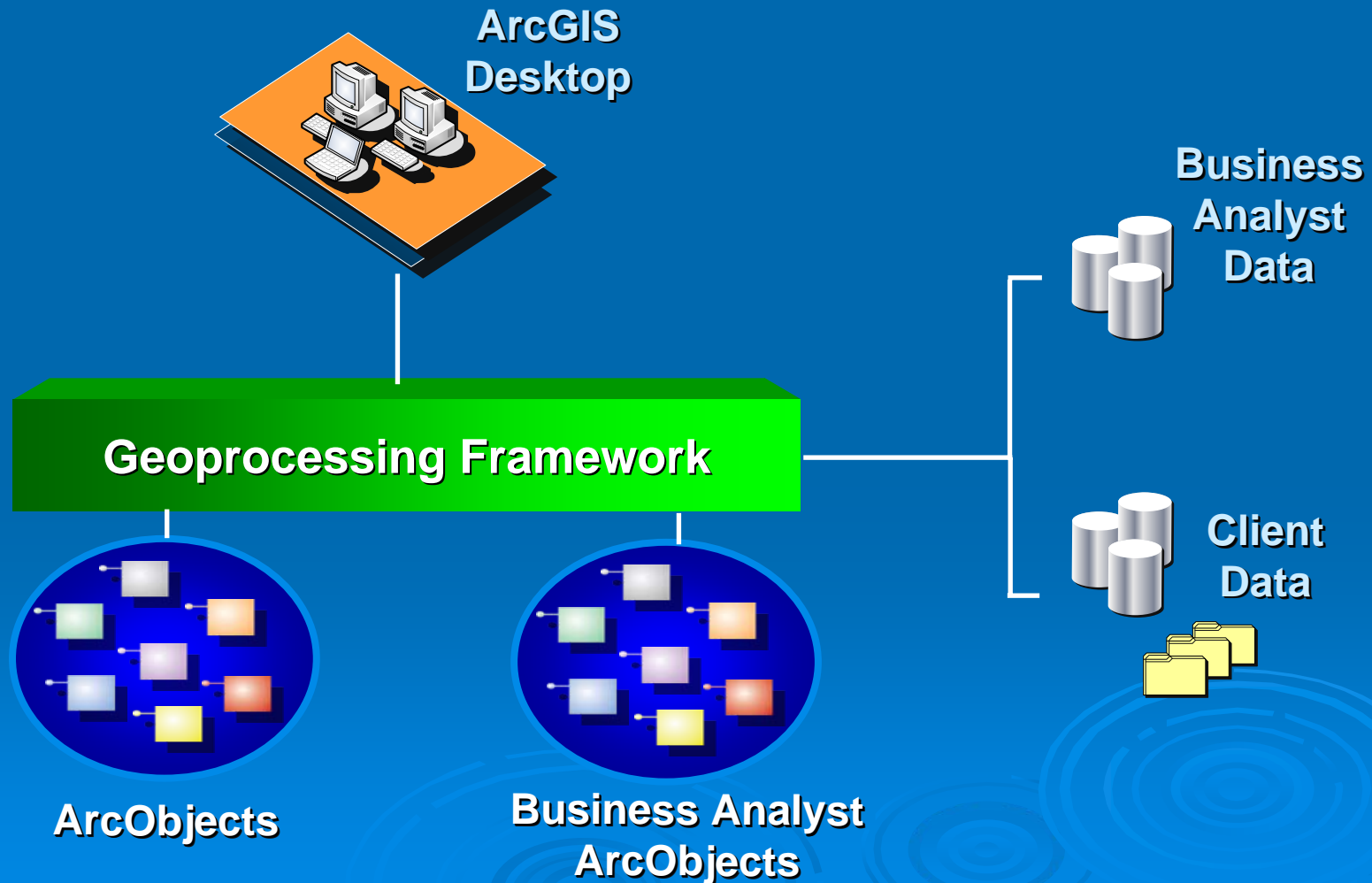


ArcGIS Server for Business (ASB) Development

- 20 “High Priority” Business Analyst tools in ArcGIS Server 9.2
- Cross-platform neutral GIS software objects
- Developer Support
 - Create multiple APIs
 - Java, .NET
 - COM, SOAP/XML
- Client and server ready
 - Thread safe



BA Desktop System Overview



“ASB” System Overview

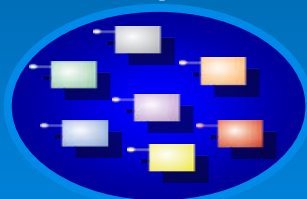
BA Online



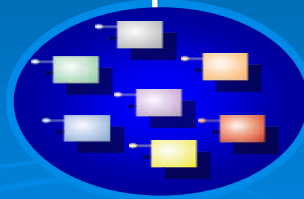
Application Server



ArcGIS Server



ArcObjects



Business Analyst ArcObjects

BA Data Repository



Your Data



Web Service Data



ArcGIS Server for Business

Demo

A decorative graphic in the bottom right corner of the slide, consisting of several concentric circles of varying sizes and colors (light blue, white, and dark blue) that resemble ripples on water.

Conclusions

- ArcGIS Business Analyst Desktop 9.1
 - Update with 2006 data this summer
- ArcGIS Business Analyst 9.2
 - Desktop and server release at end of year 2006
- Users on maintenance will automatically receive updates
- Check the support site for details
<http://support.esri.com>

Questions?

Thank-you for attending!

The background of the slide is a solid blue color. In the lower right quadrant, there are several faint, concentric circular ripples, resembling water droplets hitting a surface, which add a decorative touch to the slide.