ArcGIS Business Analyst:

Tips and tricks and road ahead

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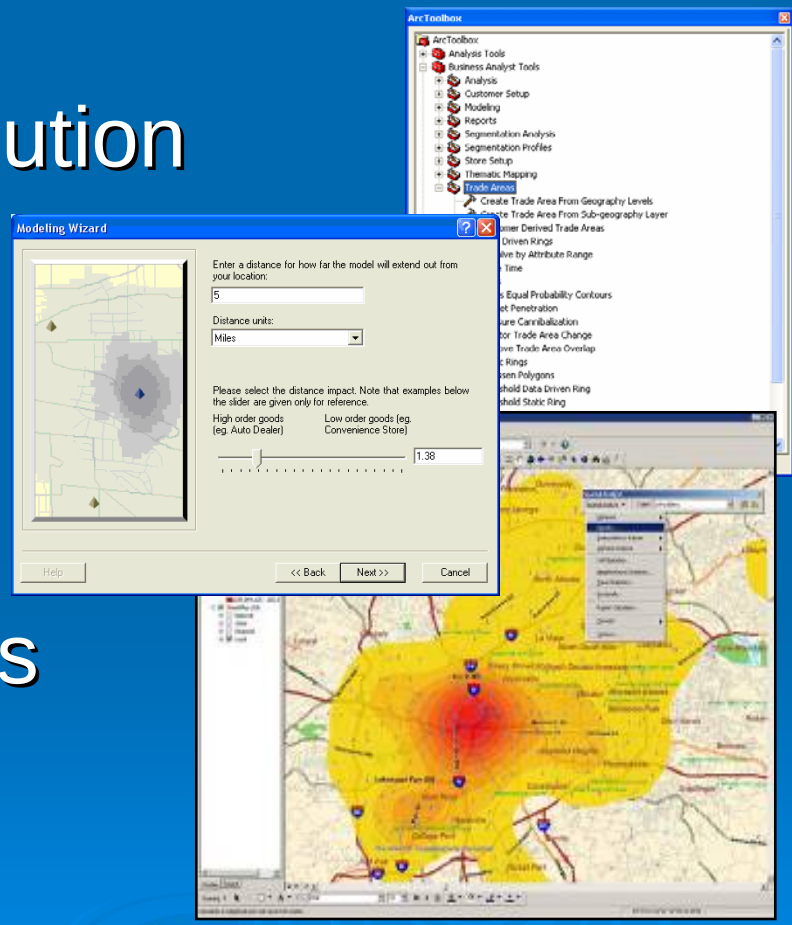
Agenda

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

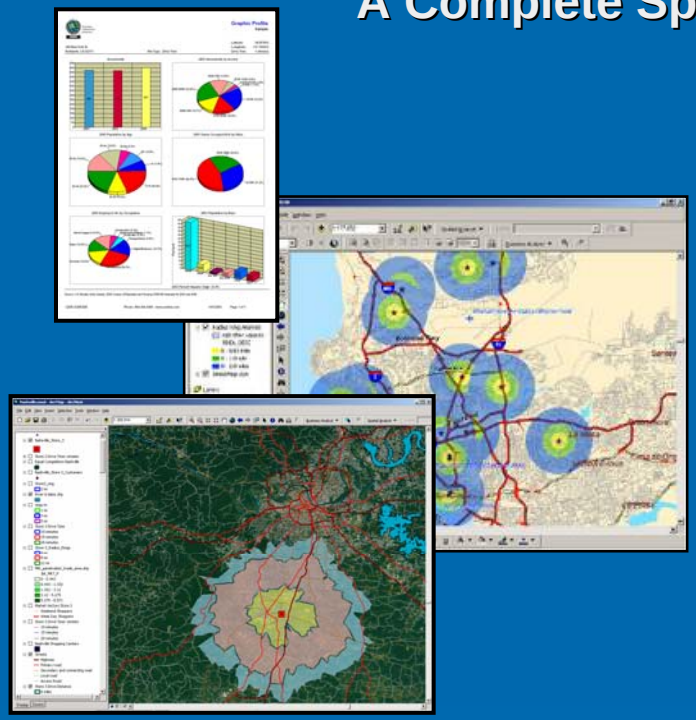
What is Business Analyst?

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

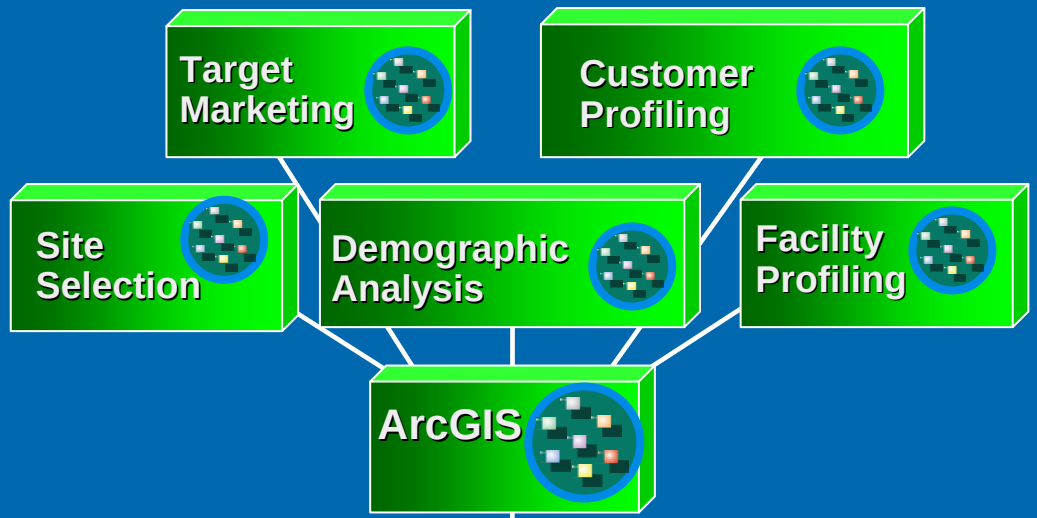


Business Analyst Desktop

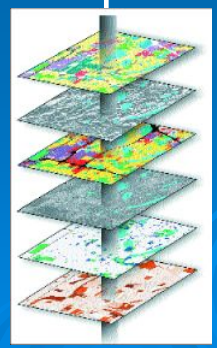
A Complete Spatial Business Intelligence Solution



. . . A Standard Extension of ArcGIS



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

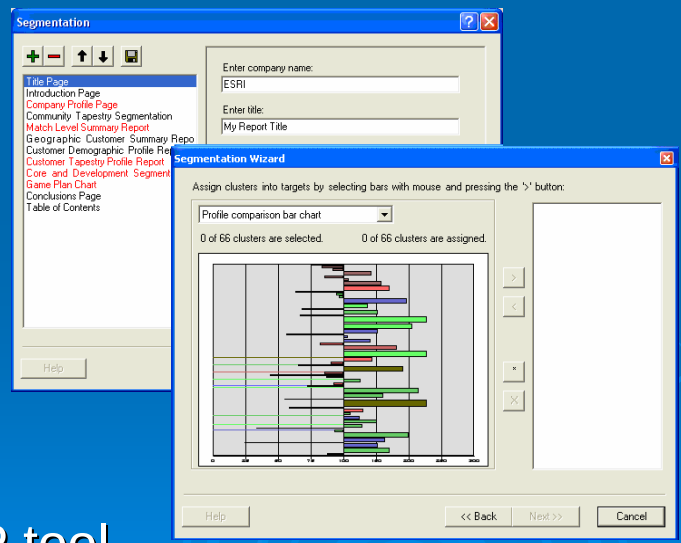


Extensive Data Sets

- 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.

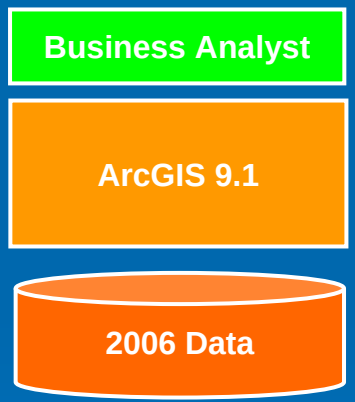
Imagery – Aerial photographs and satellite imagery from GlobeXplorer's standard dataset.

Business Analyst Releases in 2006

Two Releases in 2006:

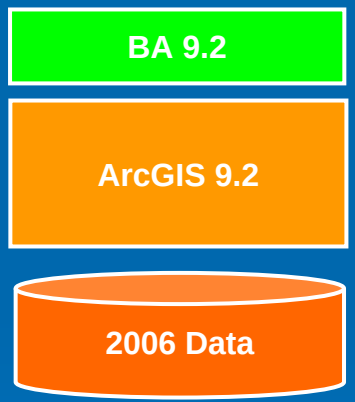
1. Data update available this summer
2. ArcGIS 9.2 release available at the end of 2006

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

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

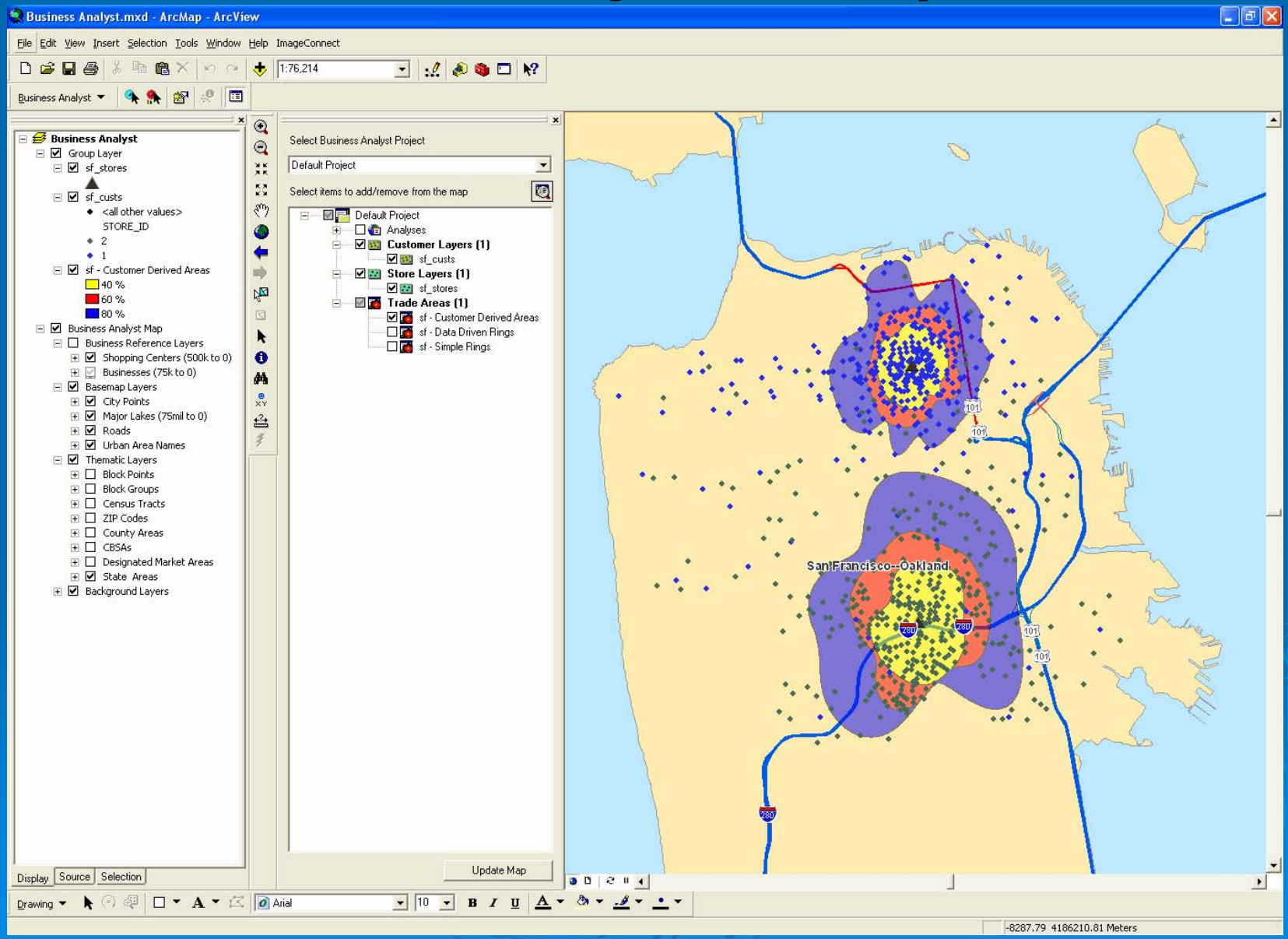
Goal 2: Usability Improvements

- 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

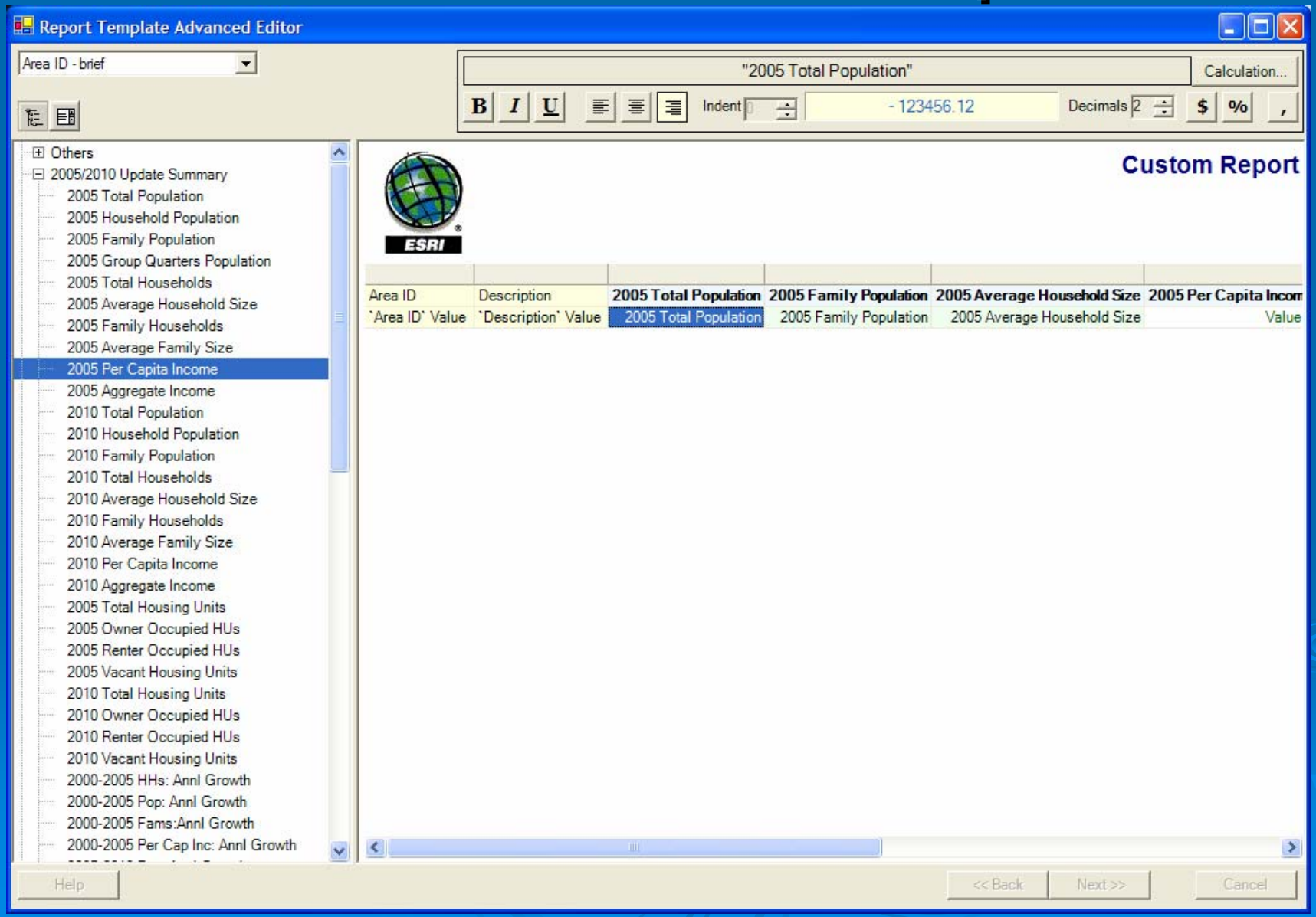
Goal 3: New Features

- 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

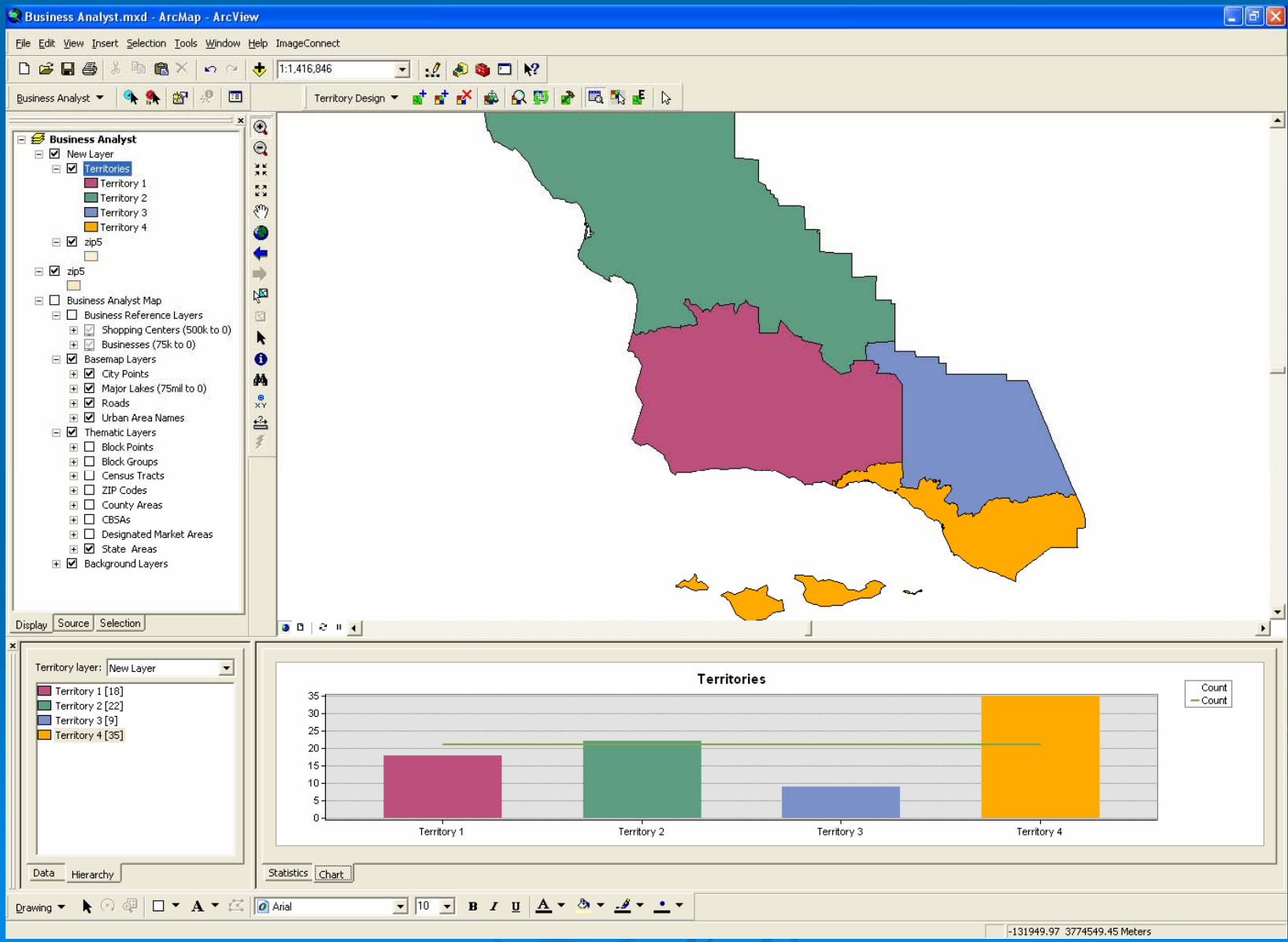
BA 9.2: Project Explorer



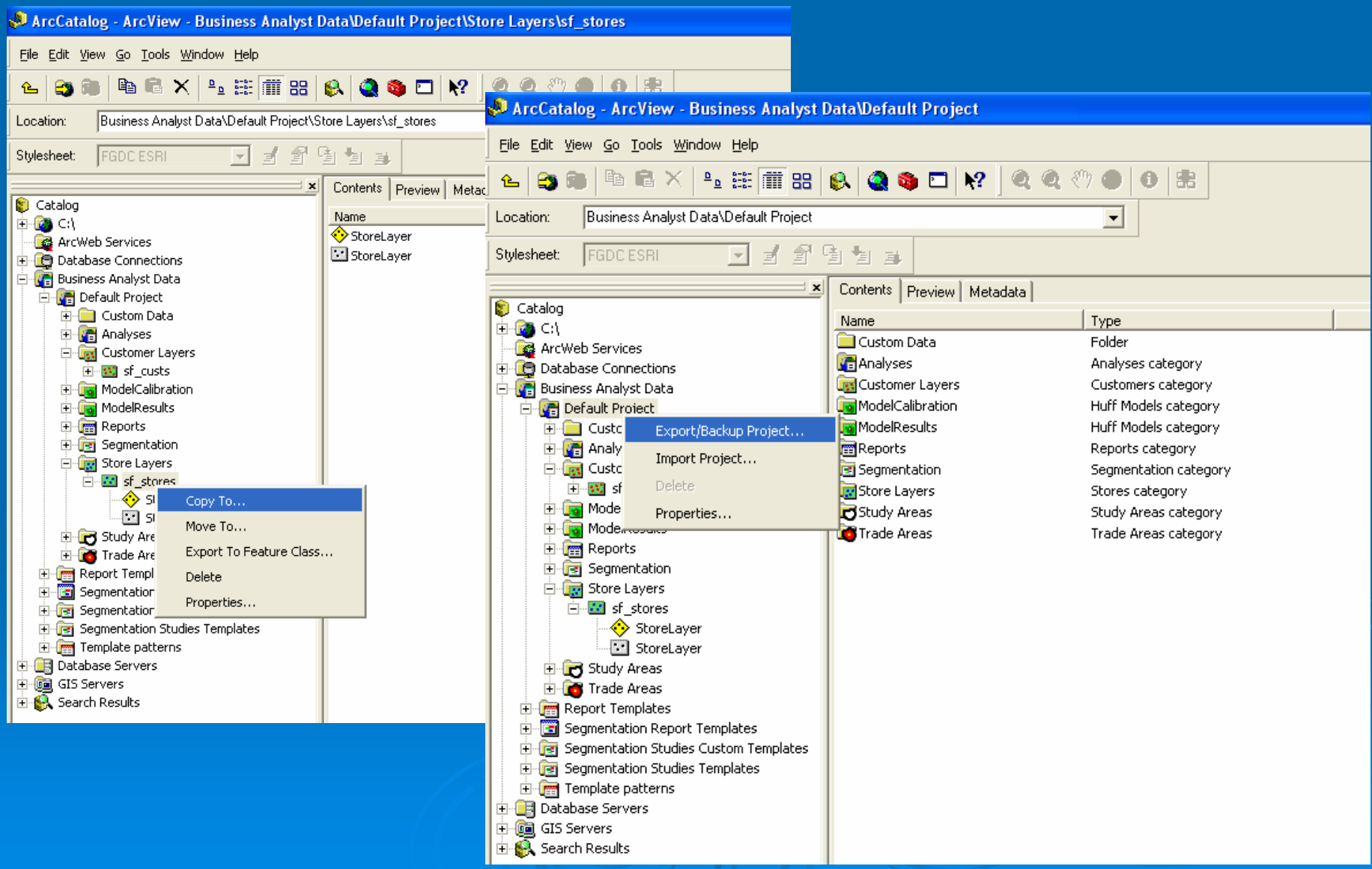
BA 9.2: Custom Reports



BA 9.2: Territory Design



BA 9.2: ArcCatalog Integration



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…

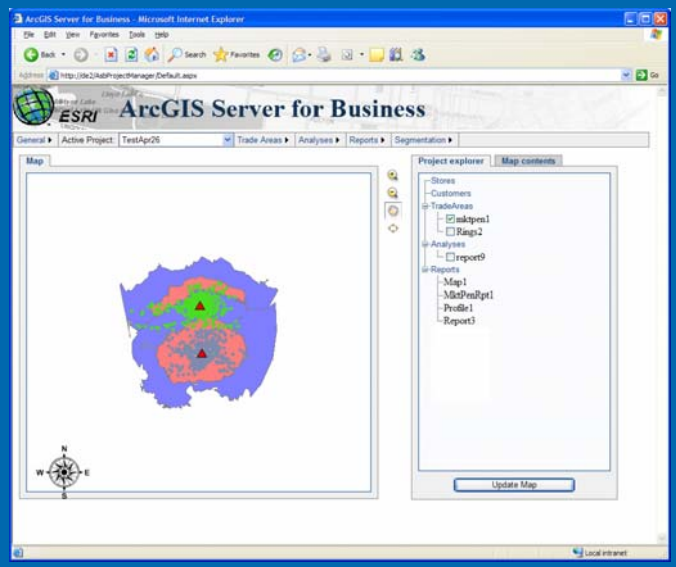
- Intended for organizations who want to integrate spatially enabled solutions with their enterprise information systems

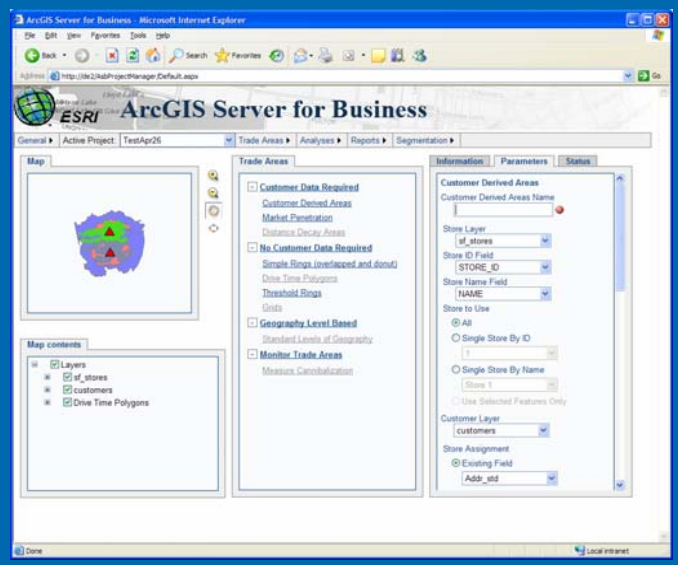
- Ready to use applications
  - Out of the box web-based applications for using BA tools
  - BA desktop will publish content for ASB
  - Working with our partners to provide connectors to ERP, CRM, RDBMS, BI…
  - Focused on integrating with existing tools and solutions

- Developer tools
  - Web Application Developer Framework for building spatially enabled applications
  - Java and .NET support

ASB Applications

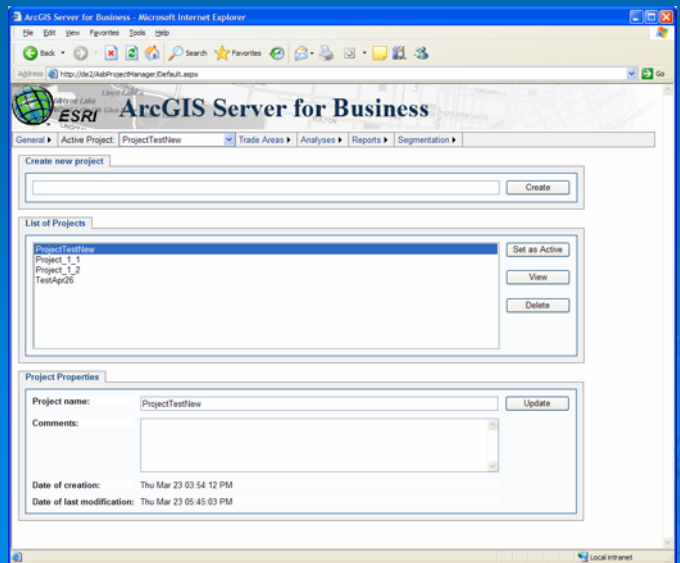
BA Viewer

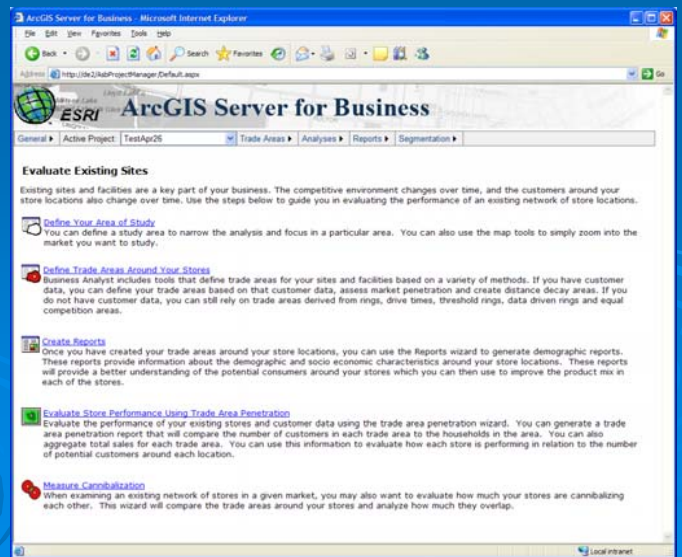




BA Tools

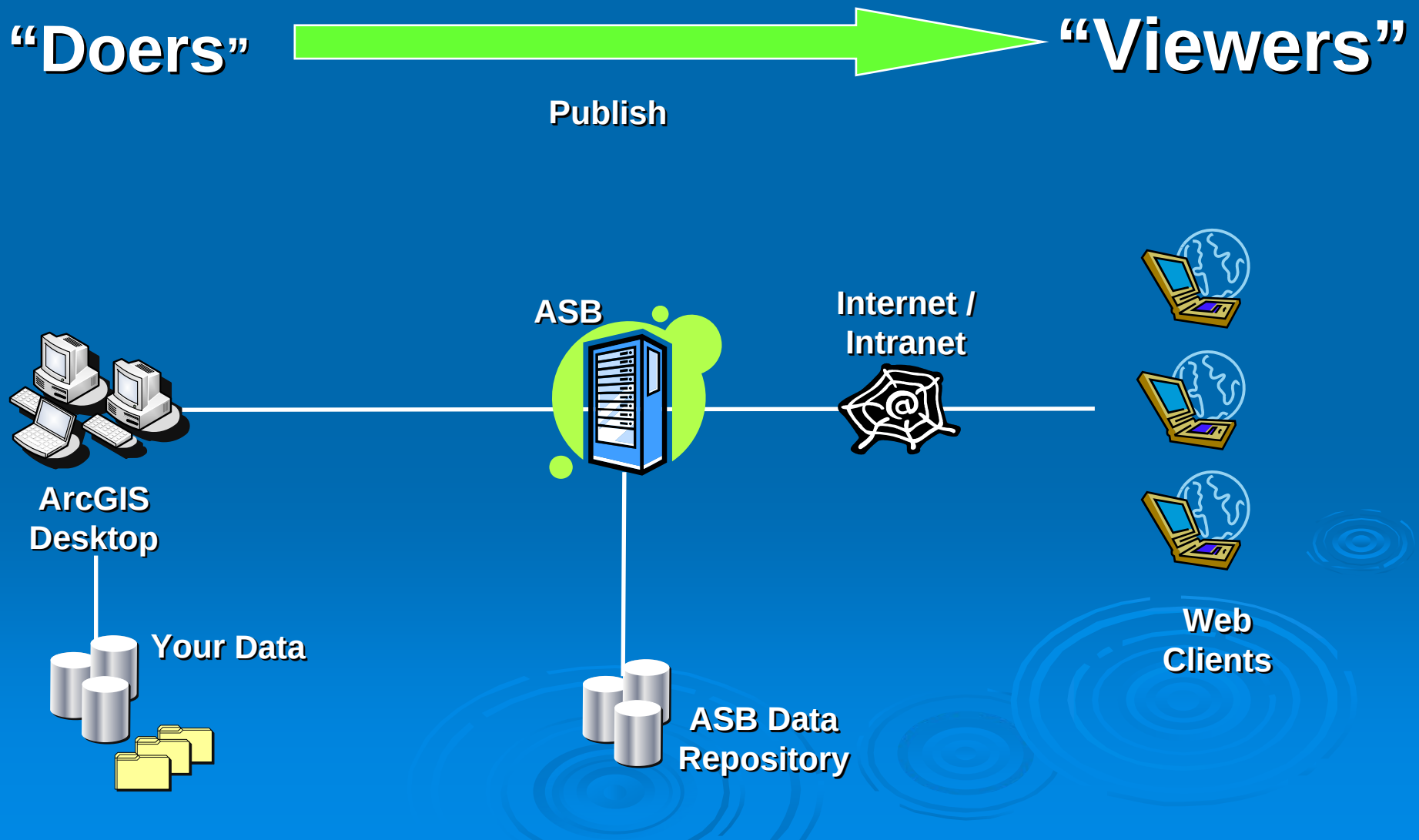
Admin





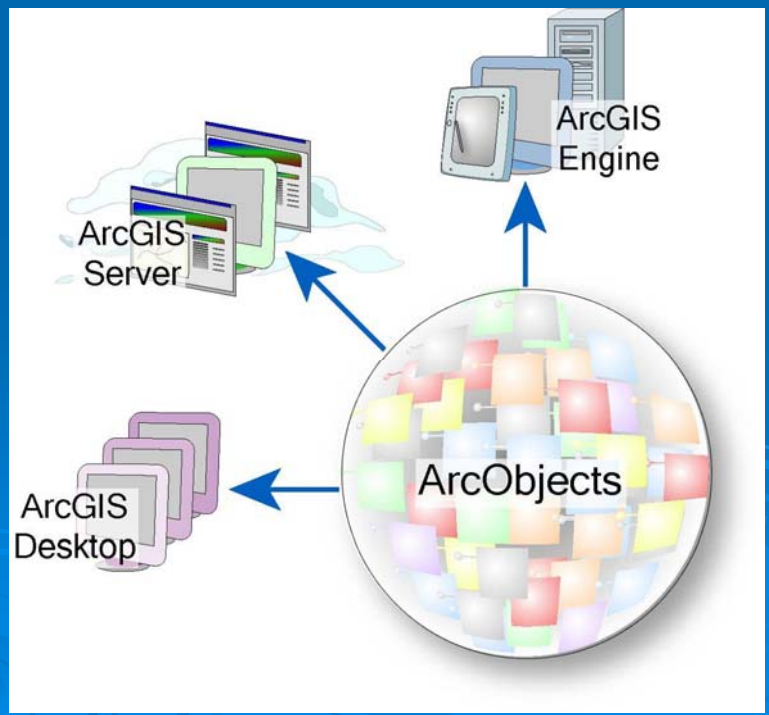
Business Apps

Publishing Content to ASB

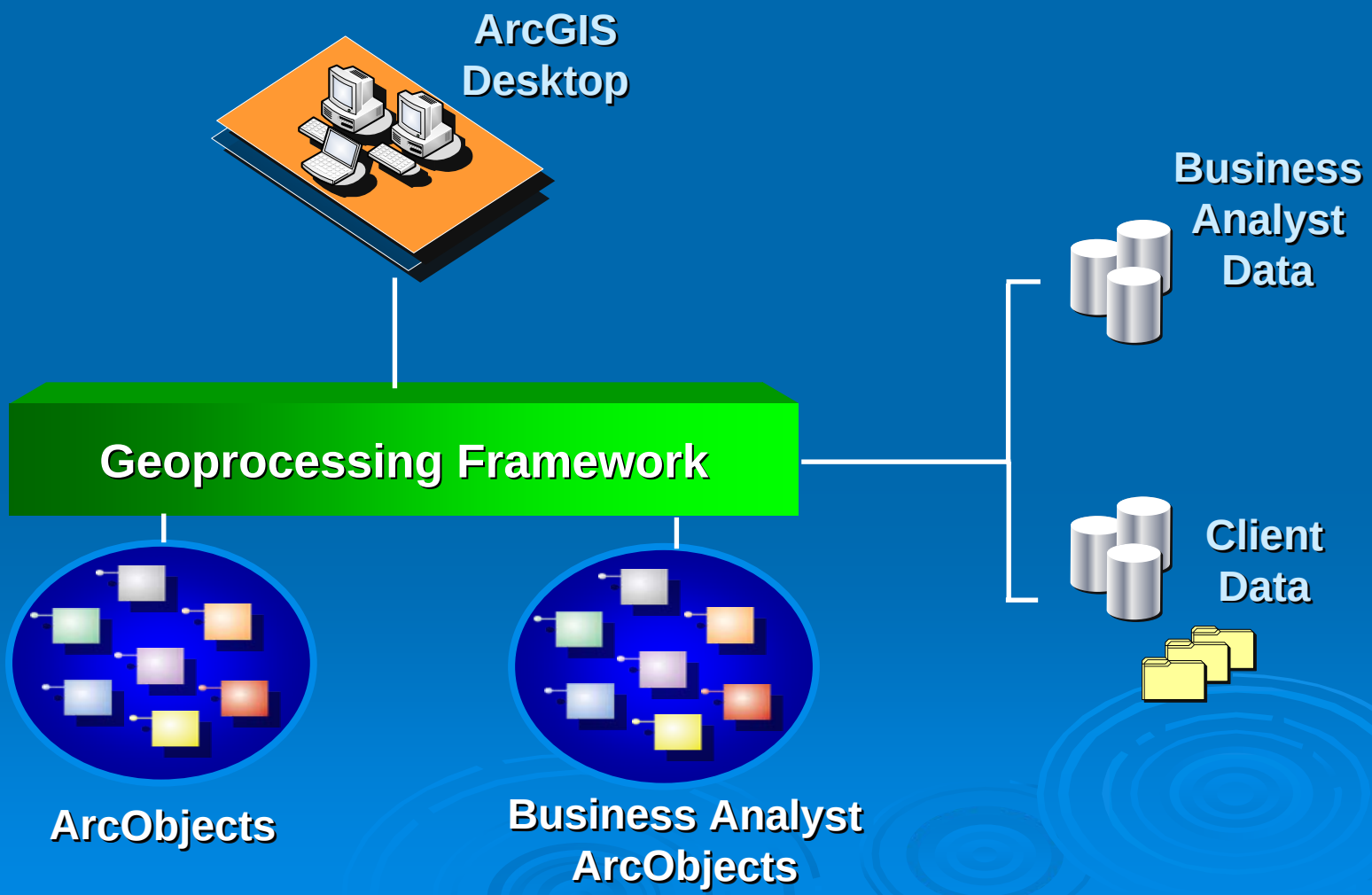


ArcGIS Server for Business (ASB) Development

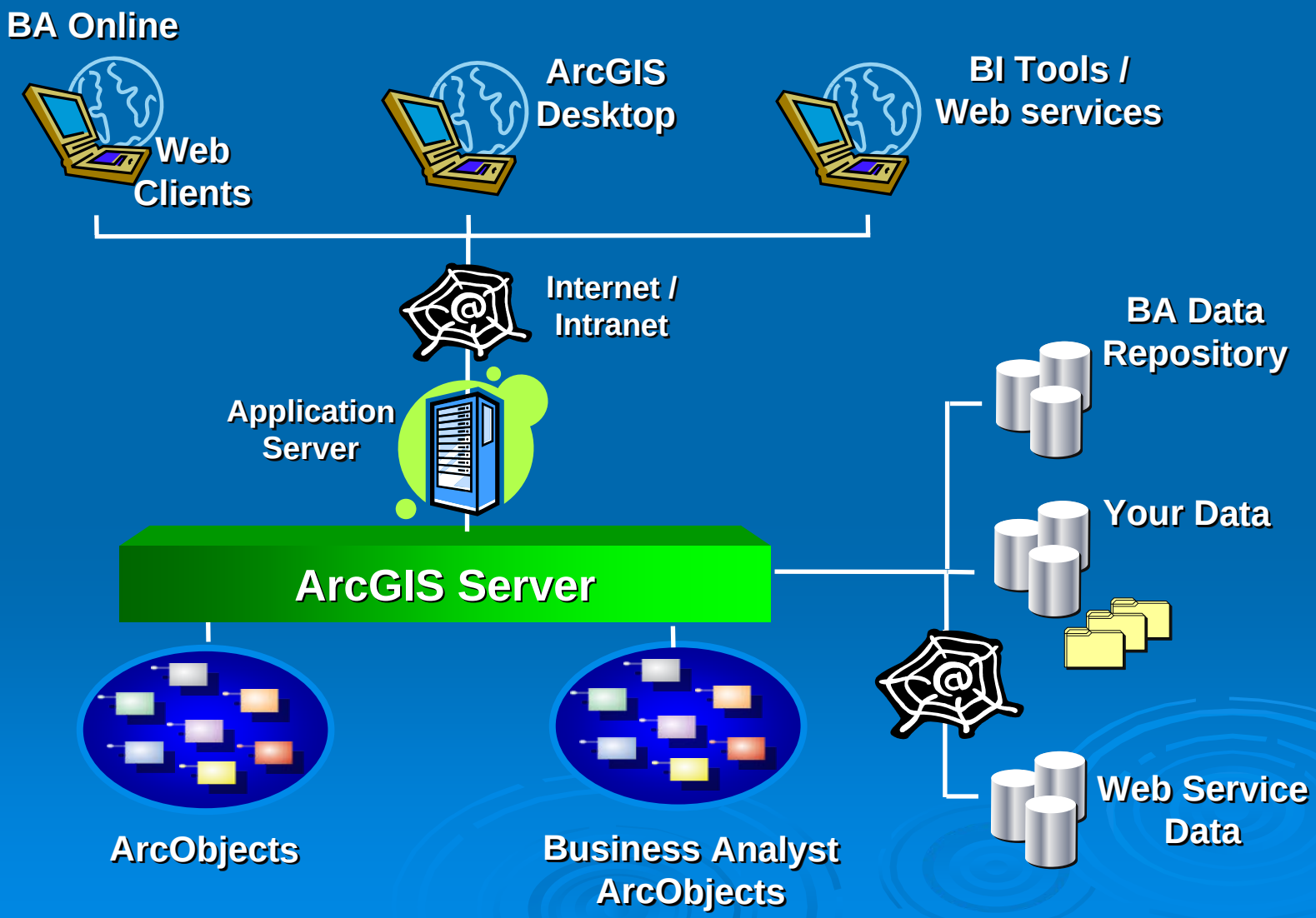
- 20 “High Priority” Business Analyst tools in ArcGIS Server 9.2
- Cross-platform neutral GIS software objects
- Developer Support
  - Create multiple APIs
  - Java, .NET
  - COM, SOAP/XML
- Client and server ready
  - Thread safe



BA Desktop System Overview



“ASB” System Overview



ArcGIS Server for Business

Demo

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!