

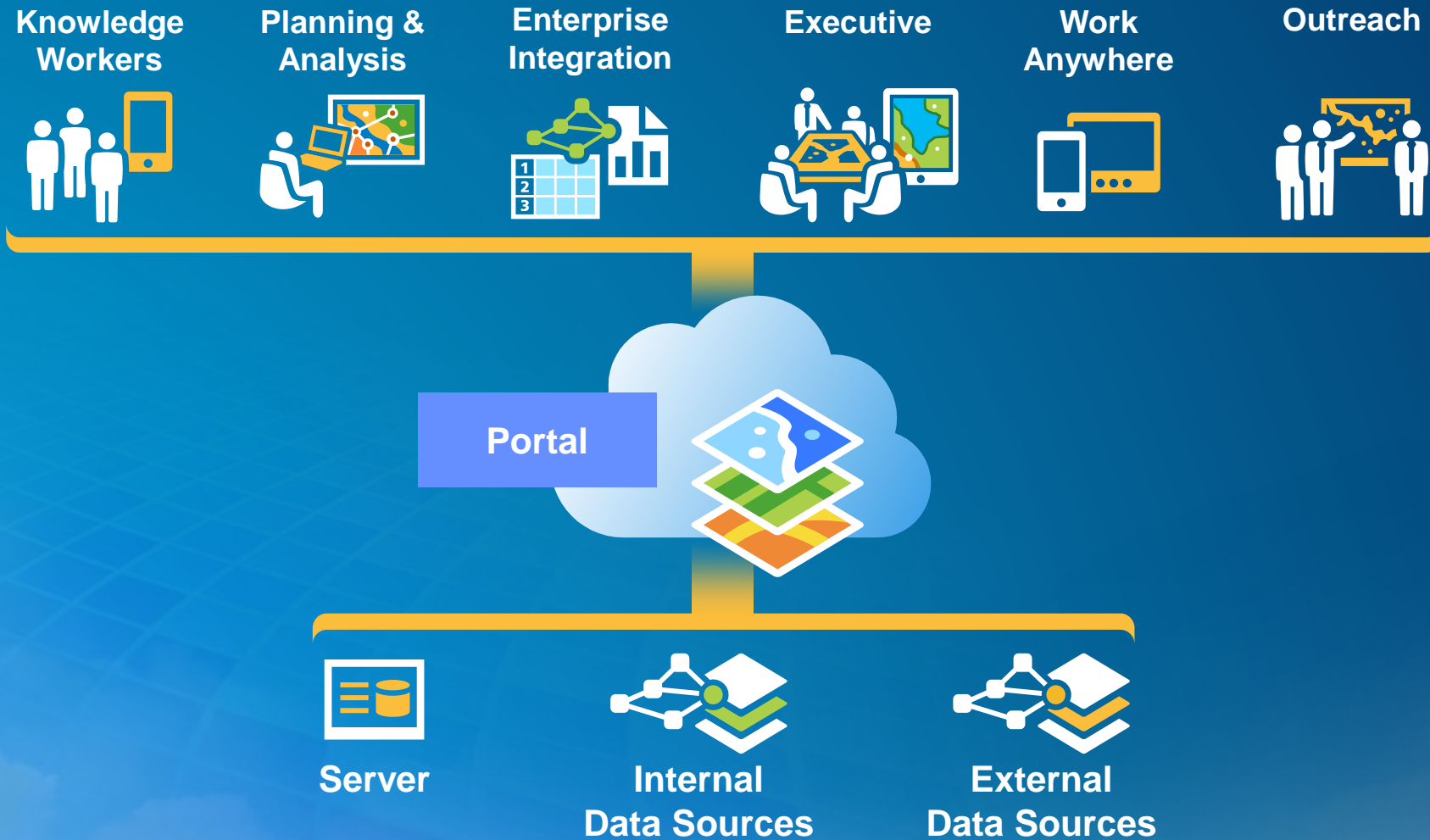


Esri Technical Demonstration—What's a Web Map?

(And Why It Matters For National Security Missions)

Jeff Baranyi, Esri
Chris Delaney, Esri

The National Security Platform Vision

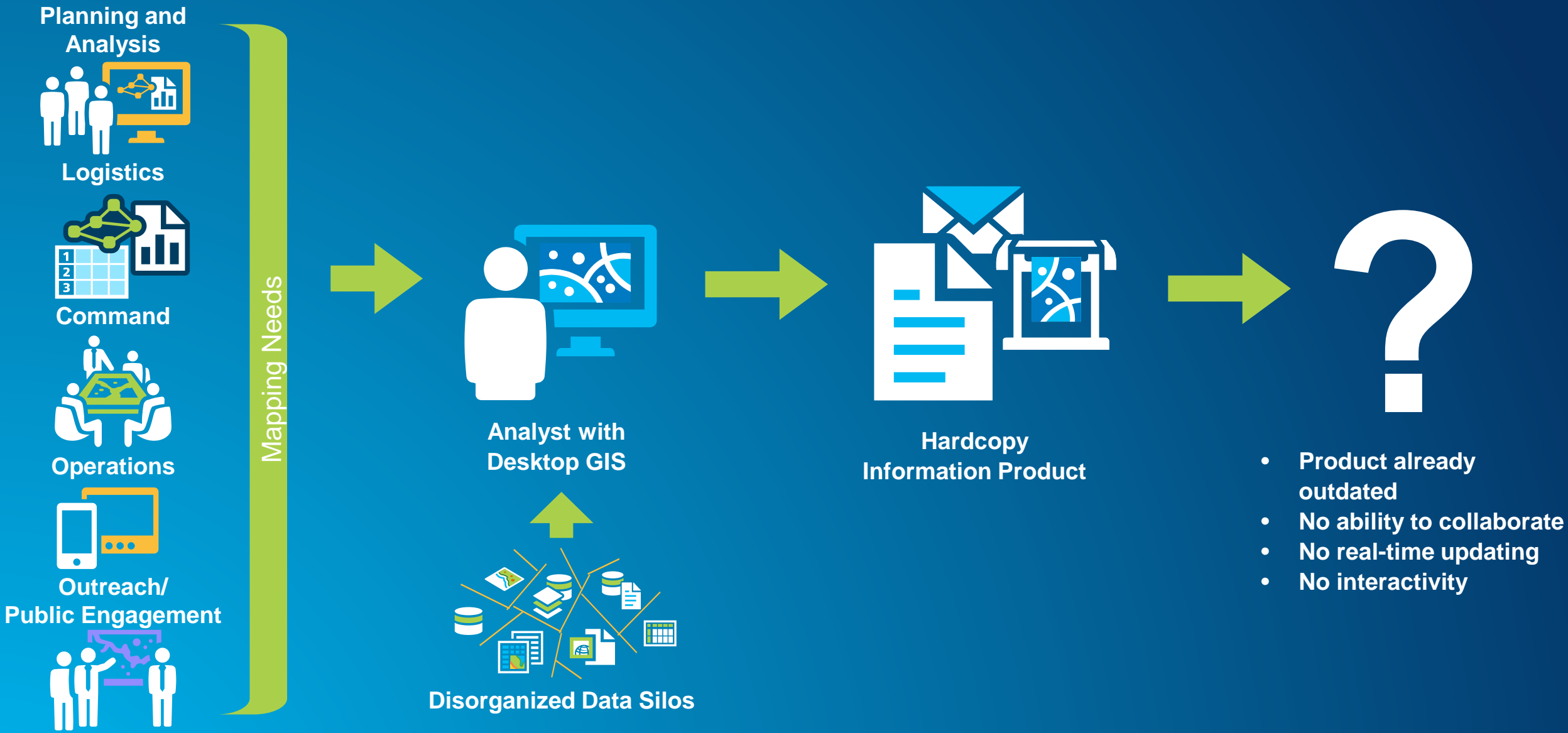


Supporting any Mission on any Device

Location is the Platform for Empowering Agency Decision-Making

Geography is in every decision we make – GIS helps make smarter decisions





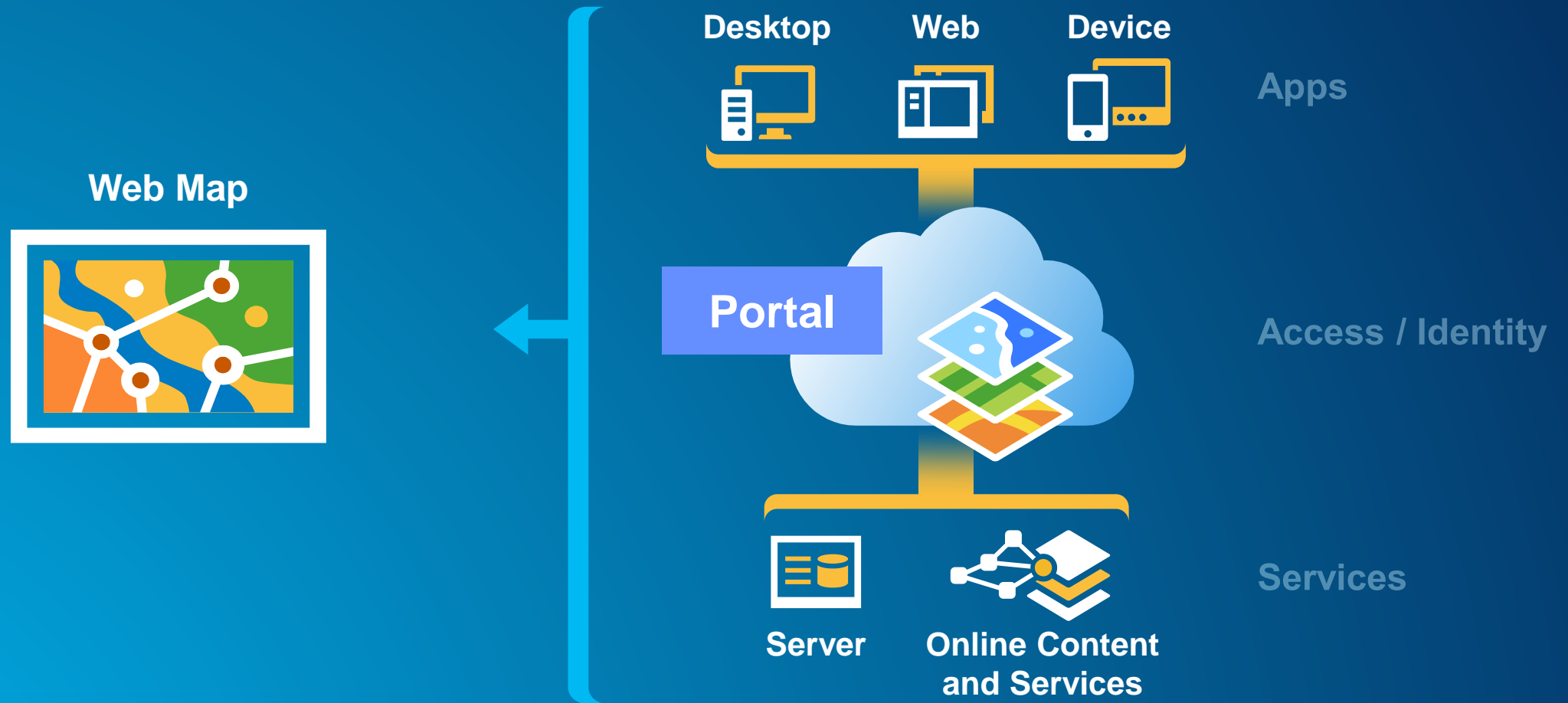
The Current State

-Growing need, unsustainable process



The Future State: Empower Employees

- Leverage consumerization of IT: Any device, anywhere, anytime
- Use, make, and share maps from authoritative work sources



How? The ArcGIS Platform

Made possible via the web map

Source Materials



ArcGIS
Desktop



Spreadsheet



Databases



CSV



Sensor & Real-
Time Data



3D Data

Data from Esri



Basemaps



Data from
ArcGIS Online

How do I get data into a web map?

Your source, any source.



Multi-Scale Base Map Layer

- 10 different types provided by Esri
- Customer can use their own



Operational Layers

- Crimes
- Calls for Service
- Probationers
- Parolees

Web Map



- Analysis
- Styling
- Filter & Query
- Pop-Ups
- Notes
- Security



Geography Layers

- Police Beats
- Census Tracts
- Neighborhoods
- Gang Boundaries



Analysis Layers

- ArcGIS Online Analysis Services
- Published from ArcGIS Desktop

What types of data are in a web map?

Organize. Analyze. Share.

Source Materials



ArcGIS
Desktop



Spreadsheet



Databases



CSV



Sensor & Real-
Time Data



3D Data

Data from Esri



Basemaps



Data from
ArcGIS Online

Web Map



- Analysis
- Styling
- Filter & Query
- Pop-Ups
- Notes
- Security

What does a web map do?

Organize. Analyze. Share.

Source Materials



ArcGIS Desktop



Spreadsheet



Databases



CSV



Sensor & Real-Time Data



3D Data

Data from Esri



Basemaps



Data from ArcGIS Online

Web Map



- Analysis
- Styling
- Filter & Query
- Pop-Ups
- Notes
- Security

Apps



Dashboards



Mobile Apps



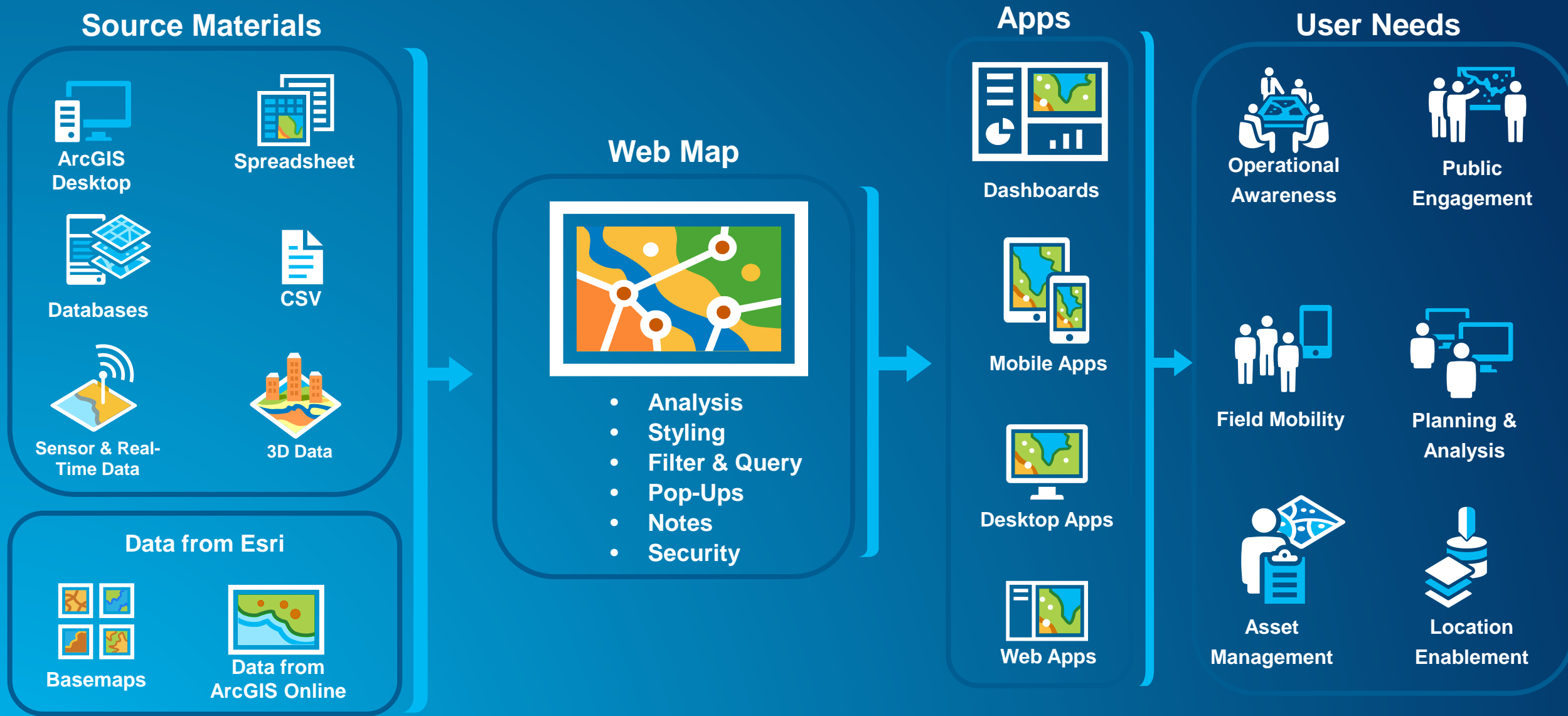
Desktop Apps



Web Apps

How do I use a web map?

One map, many uses

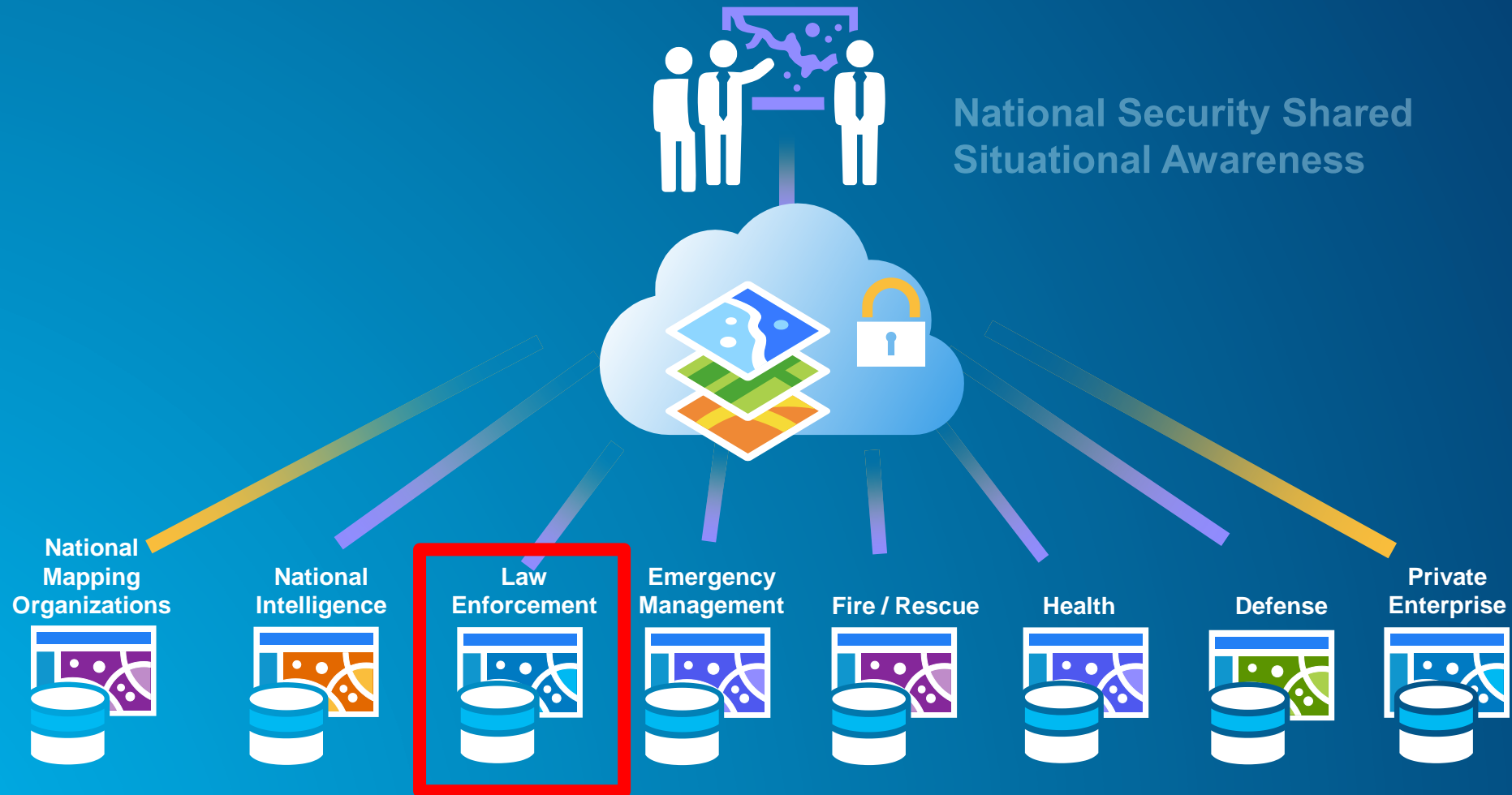


Why do I need different apps?

Different tools for different user needs

A GIS Platform To Enable Unity Across the National Security Community

Providing a Common Enterprise Platform



Organizational Problem- Solving with Web Maps

Chris Delaney



Web Maps Serve the Entire Agency

- Facilitating Collaboration
- Empowering Decision Making

- **Nepal Earthquake**
- **Ebola**
- **Special Events**
- **MH17**
- **Boston Marathon**
- **Ironman World Championships**
- **Civic Unrest**
- **CAPSTONE**
- **Napa Earthquake**

**We have observed this proven time and
time again**

1. Think Differently – The consumerization of IT is driving positive change for GIS
2. Expect and Demand More – the bar has been lowered, not just the GIS staff can use GIS, the power of GIS, like **ANALYSIS**, is available more broadly
3. Embrace Change – ArcGIS enables every employee and contractor to easily discover, use, make, and share maps from any device, anywhere, anytime

What are the implications to
Management?

1. Organize – provide **ACCESS** and foster **SHARING & COLLABORATION**
2. Empower – promote **DISCOVERY**, enable **SYSTEMS** integration for better strategic decision making
3. Use and exercise!

What are the implications to GIS Staff? |

- **Learn – ArcGIS Online, Web GIS, and the power of a Web Map**
- **UC Plenary**
- **Technical Workshops**
 - **ArcGIS Online**
 - **Solutions**
- **Ops Center and the National Security Showcase**
- **Zombie infestation exercise on Thursday**

How can you learn more? |



Understanding our world.