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To go ArcGIS Online or not? That is the question!

Andrea Le Pard

2014 Esri Petroleum GIS Conference

To go ArcGIS Online or not?

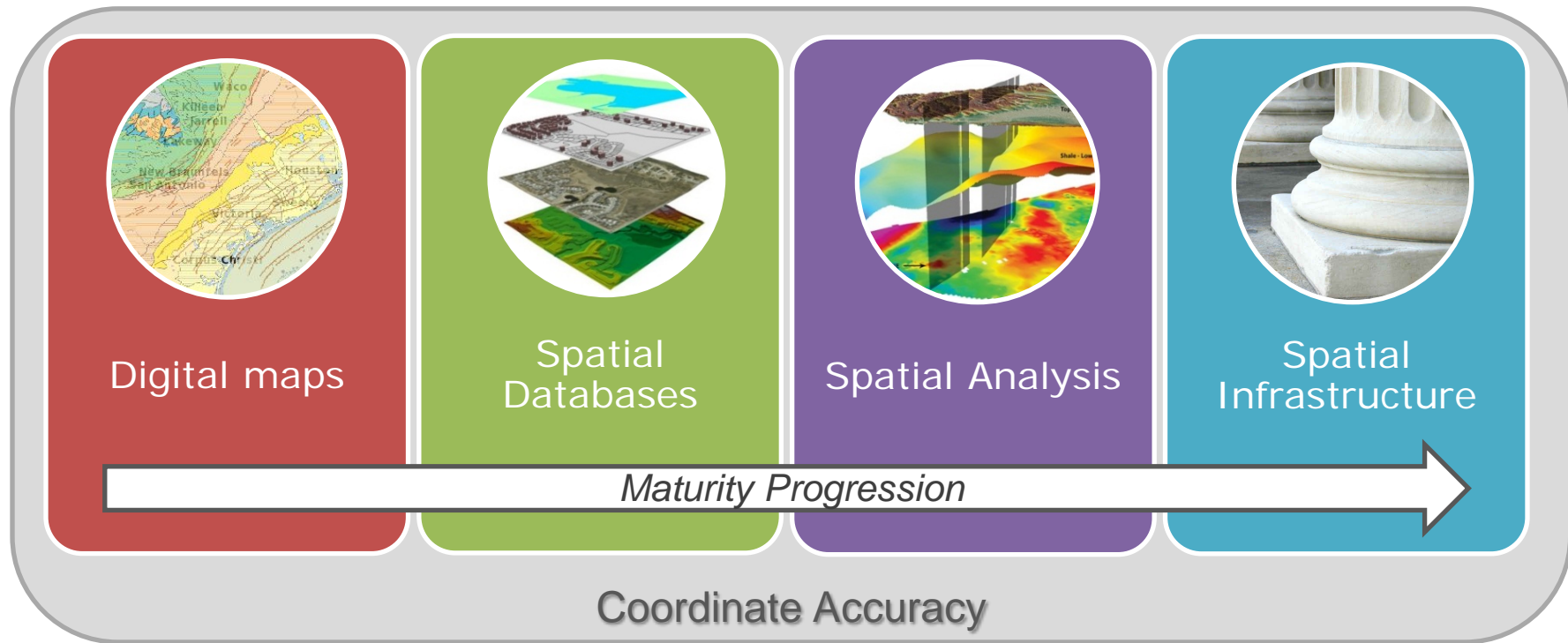
That is the question!

● The answer depends on your vision

- What is your GIS Team's charter?
- How do you ensure that your business has what they need?
- Is your team enabling competitive advantage?
- How do we, as a GIS Profession, maximize our value?

GIS Maturity in an organization

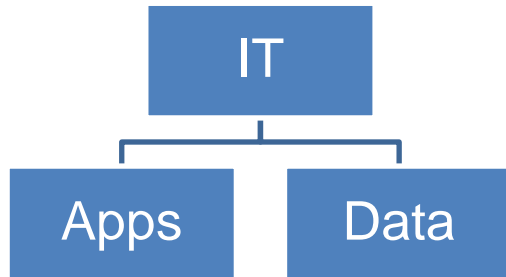
Where are you on the continuum?



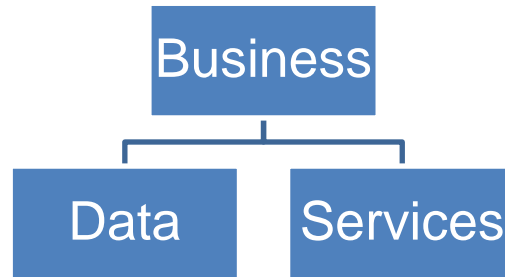
Patterns for GIS organizations – real teams & virtual teams

Your model will set the stage for how far you can progress your GIS

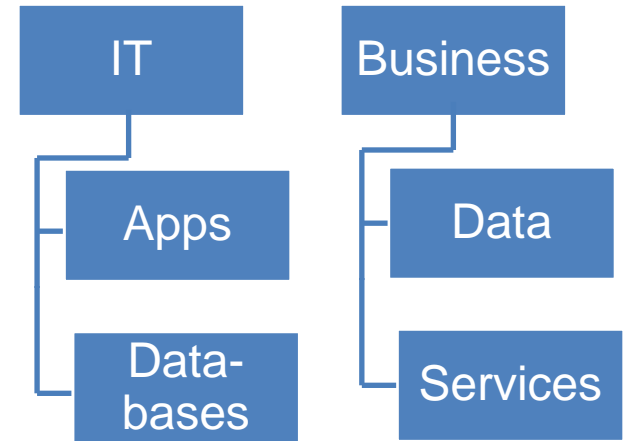
IT Centric Model



Business Centric Model



Hybrid Model



Business engagement

How engaged is your clientele?



Service

- Make maps
- Manage data
- Develop workflows



Use

- Your clients use ArcGIS Desktop
- Add-on apps and tools for workflows
- Training and support is key



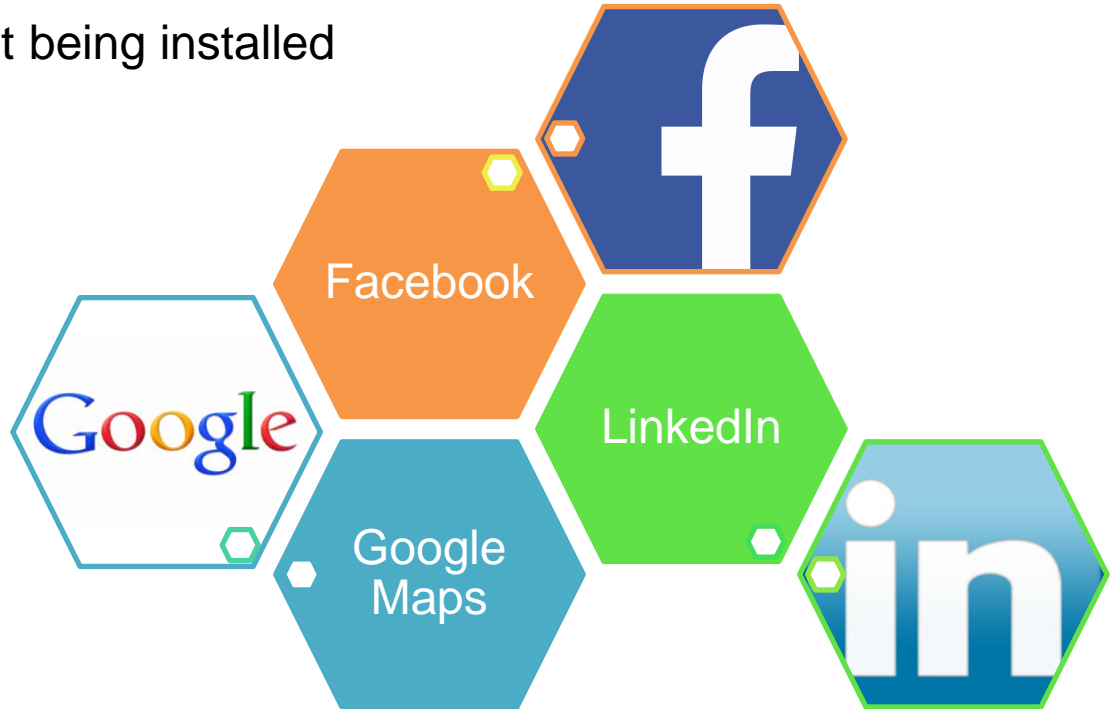
Enable

- Self service
- Interactive web access
- Available on every device
- Seamless integration of data

Demands on IT related services are changing quickly

Consumer expectations

- Apps are accessible without being installed
- Apps have specific uses
- Apps run on any device
- Training is not required
- Fast network speed



The New Enterprise GIS

ArcGIS Online & Portal

● Users want a new paradigm

- Most don't want to learn another technical app
- Give them the data and tools to do their job
- Web access, available on all devices
- Web apps that deliver to their specific workflow needs

Esri's GIS Technology

Same face, but different underlying technology



ArcGIS Online

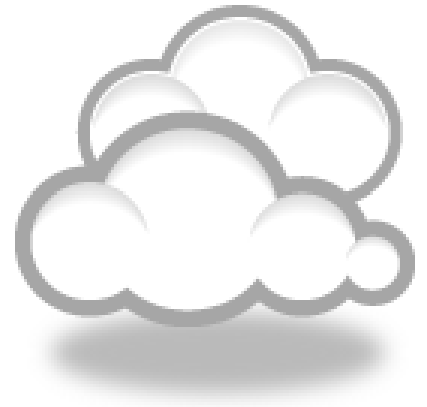
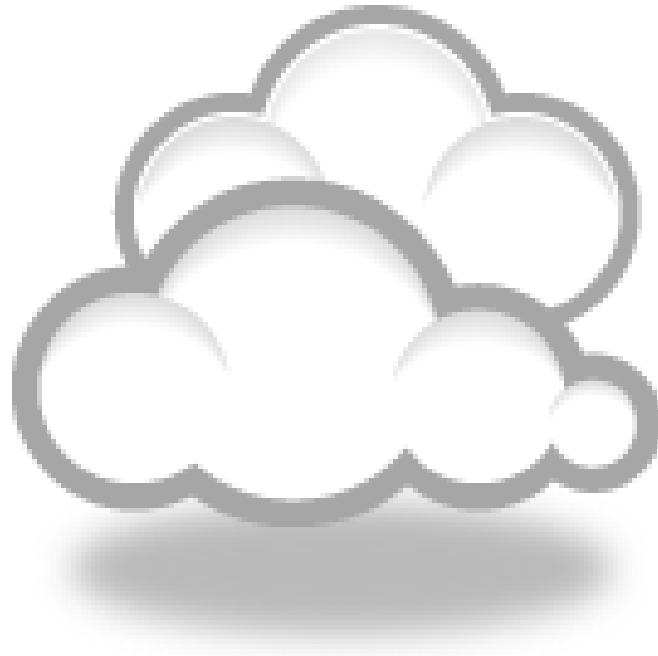
- Create interactive web maps and apps that you can share
- Ready-to-use content, apps, and templates
- Access by desktops, browsers, smartphones, or tablets

Portal

- Map-centric collaborative content management system
- Create, organize, secure, and manage geographic assets within your organization
- Connect end-users with useful online apps, maps, and data

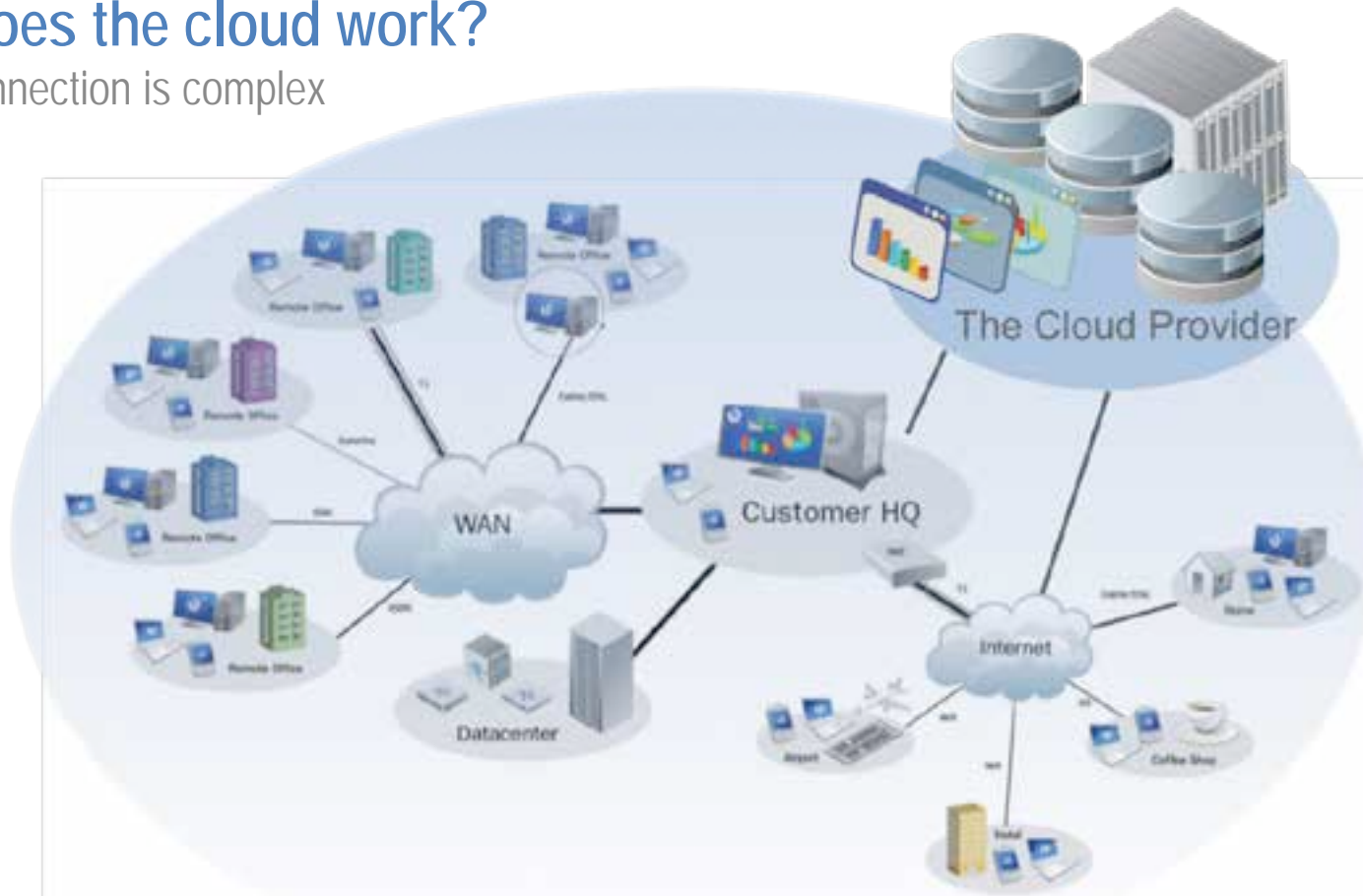
Same but different!

Let's talk Cloud



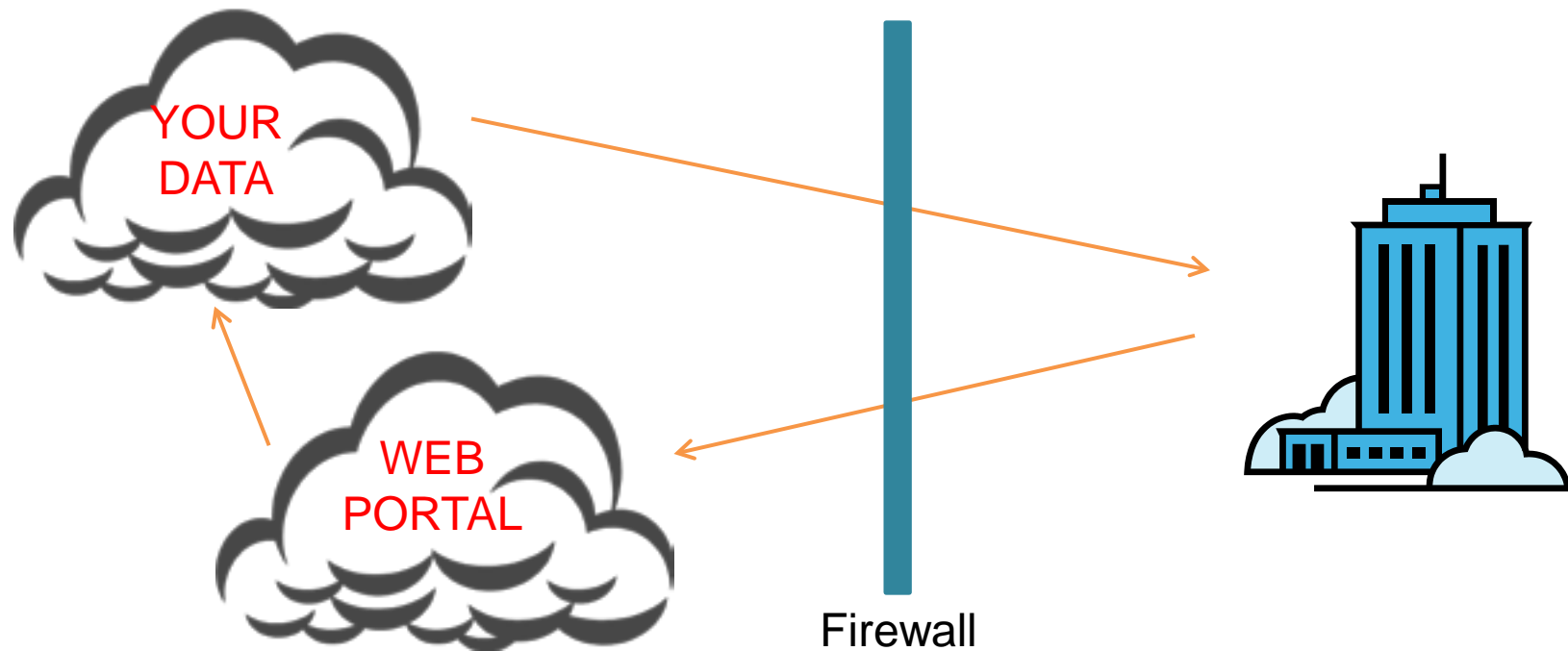
How does the cloud work?

Every connection is complex

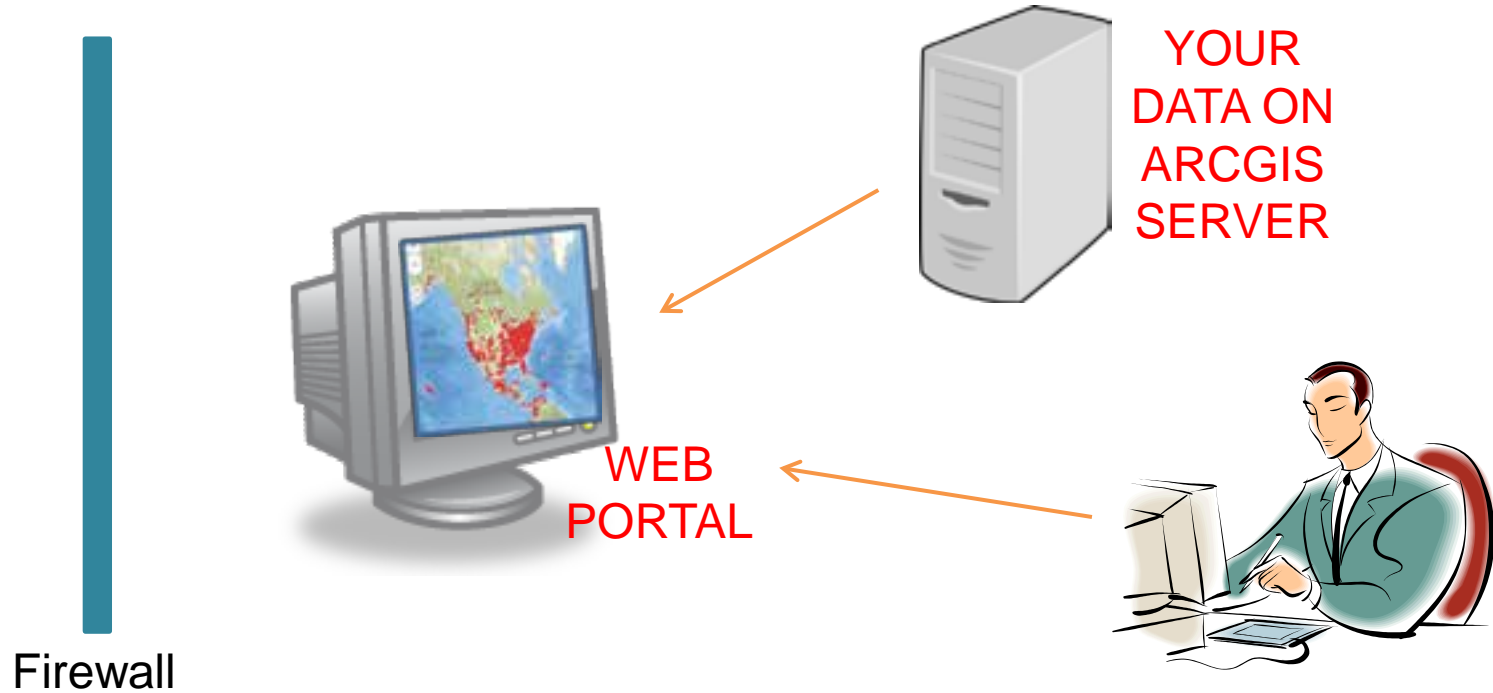


Deployment Pattern 1: Standard "ArcGIS Online" fully in the cloud

Web portal and data in the cloud

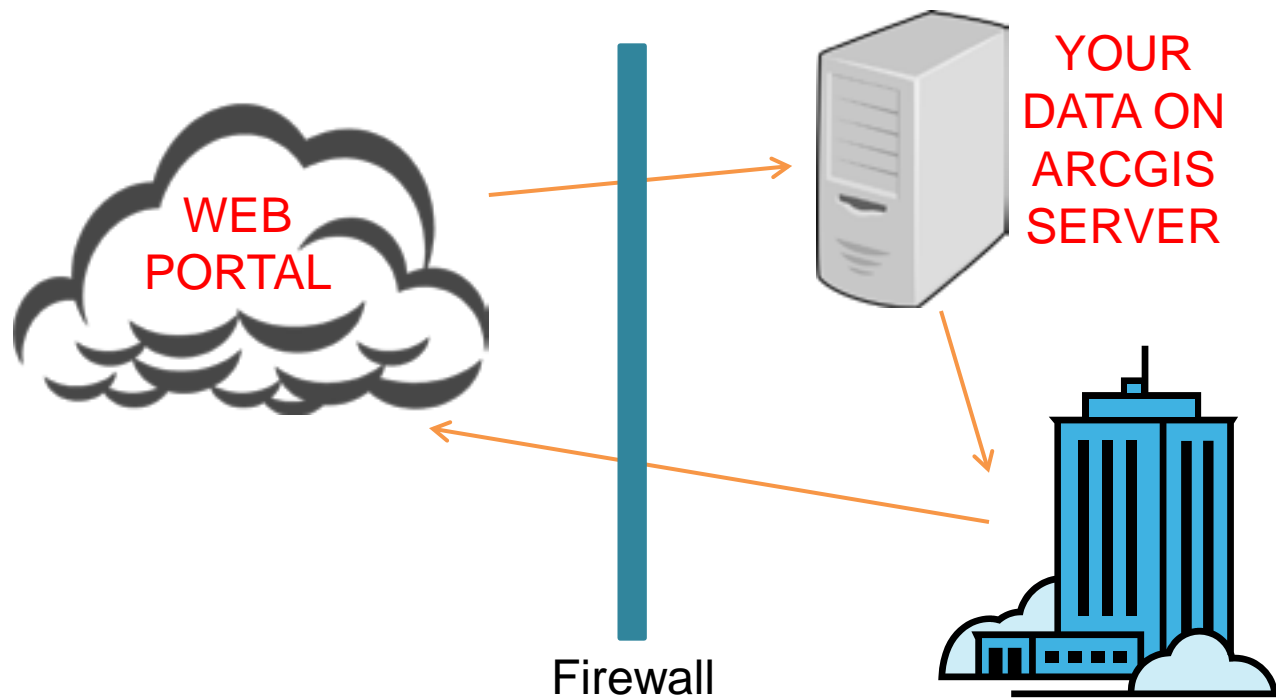


Deployment Pattern 2: "Portal" fully behind your firewall



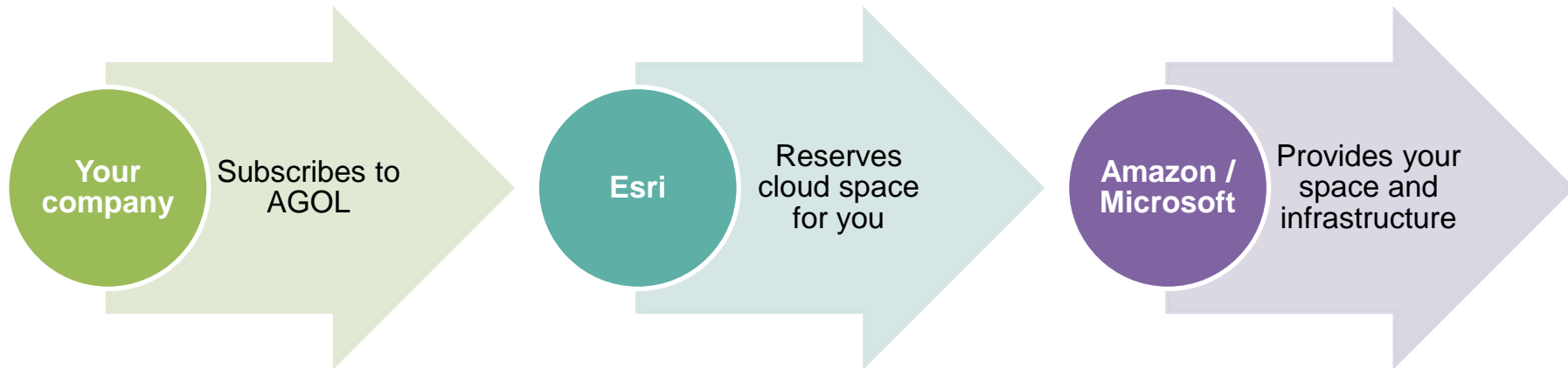
Deployment Pattern 3: Hybrid option

Data behind firewall, web portal in the cloud



Basic understanding of ArcGIS Online infrastructure

Or put another way... Infrastructure for dummies



- Esri is the middleman to the cloud provider
- You have to live with the “standard” delivery of Amazon or Microsoft offerings
- If you need more flexibility, consider Portal (onsite or deployed in the cloud)

Nexen's key requirements

Focusing on the business

Business Requirements

- End user self-service, with access to:
 - A portal for maps, apps and data
 - Access to Esri's industry templates (Land/Lease viewer & Digital Oilfield basemap)
 - Esri maps for Office & Sharepoint
 - Esri Operations Dashboard
- Light resourcing requirements (small team, big remit)
- 100% uptime / disaster recovery is not a requirement

Nexen's key requirements

Focusing on IT

IT Requirements: User Management

- Centralized user and role storage
- User single sign on
- Utilize Active Directory (AD)

Nexen's key requirements

Focusing on IT

IT Requirements: Security

- Support a secure Internet Connection (https)
- Data hosted in dedicated/isolated tenancy
- Secure transport (MPLS, Dedicated circuit)
- Internal Access Only (Intranet)
- Data cannot leave the mainland USA
- Formal Security Testing, Auditing, Reporting completed and results provided

Nexen USA's choice

It all boils down to a decision

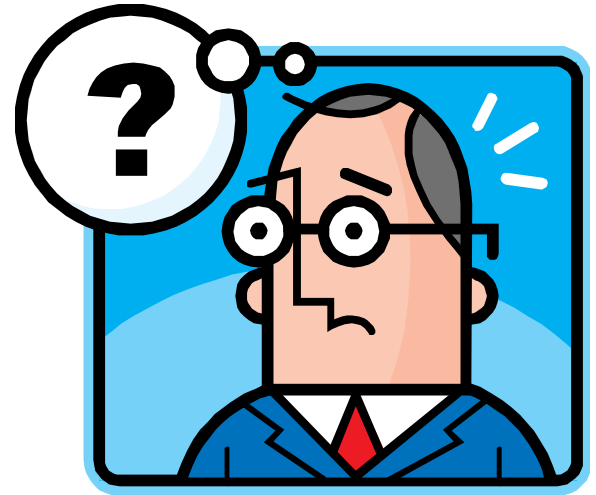
● Portal is our option

- We wanted to go with ArcGIS Online because it gives us the ability to reduce internal infrastructure management...but...it's lacking two key things for us:
 - Isolated tenancy
 - MPLS / direct connection
- We will go with Portal inside our firewall for now and reassess later

Now some questions to help you decide for yourself

Focusing on the technical requirements

- Has your company gone cloud yet? Do you know?
- Do you want to be the first? Second? Wait a while?
- What is your company's cloud strategy?
- How does your company manage AD for cloud?
- What are your infrastructure requirements?
- What are your security requirements?
- Who holds the purse strings?



My Lessons Learned

Get close to your IT team

• Either way you go, it really is all about IT!

- Some untruths I learned:
 - Portal is 100% internal, AGOL is 100% external
 - Portal makes more sense from a security perspective
 - AGOL is “easier” because we don’t have to manage it internally
- You can integrate with Active Directory, but...it will require ADFS
 - Active Directory Federated Service extends AD functionality to Internet-facing apps
 - Requires internal IT team to build/configure

Some known hurdles in our industry to ArcGIS Online

Issues affecting the greater community

- Licensing model
 - Single user logon license, which is expensive for larger companies
 - Cannot convert Portal accounts to ArcGIS Online or vice versa
- Security model
 - Petroleum companies are afraid of the cloud (for good reason!)
 - Limitations on hosting options (Esri doesn't own the cloud infrastructure)
- Performance
 - Today, AGOL depends on a generic internet connection to the cloud
- Collaboration
 - Often, GIS is run by non-IT people and their IT people don't understand GIS

Expect to hit some bumps in the road

Regardless of your choice between AGOL & Portal

It is not as easy as deploying a desktop app

- Turn to Esri:
 - Consultants
 - Enterprise Advantage Program (EEAP)
- Turn to your peers – The PUG!
 - Discuss on LinkedIn, at Regional PUG meetings, at conferences
 - Join the PUG technical workgroup
 - Feedback to Esri via PUG Ideas/List (ideas.arcgis.com)

Choose to move your Enterprise GIS ahead

It's all about value and competitive advantage

● It doesn't matter which path you take, just choose

- What direction for your company? Team? Users? Business?
- What direction will you go for your profession?





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Thank you!

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