Esri Maps for Office

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Agenda

- Location Analytics
  - Esri Maps for Office
    - Overview
    - Demo
    - What’s Included
- How to get it
- Road Map
- Q & A
Introducing Location Analytics
Geography matters

Improving efficiency, communication, and decision-making
Today’s Challenges…

Requires New Insights Into Your Data

- Managing Sales Information
  - Where, What, Why, Patterns, Quantity

- Understanding Customers and Markets
  - How, Where, Change, Impact

- Tactical and Strategic Planning
  - Changes, Tomorrow, Next Year
Evolving the Geospatial Platform

A New Architecture for Geospatial Collaboration

Providing

- Geospatial Content Management
- Intuitive Mapping
- Sharing and Collaboration
- Web and Mobile Use
- Enterprise Integration
- Open Interoperability
- Customer Engagement

A New Architecture for Geospatial Collaboration
Bringing maps into everyday office tools
New ways to extend the value of your geospatial assets

Esri Maps For Office

Spreadsheets
Boundaries
Basemaps
Maps & Slides
E-mail
Use & Embed Anywhere

ArcGIS Online
Esri Location Analytics

*Bringing the power of the Esri platform to Business Analytics*

- Delivering the capabilities and content of the Esri Geospatial Platform to your Business Systems.
- Familiar
- Non-disruptive
Esri Maps for…

Location Analytics Products

• **Today**
  - Esri Maps for IBM Cognos
  - Esri Maps for Microsoft SharePoint
  - Esri Maps for Microsoft Office
  - Business Analyst
  - Community Analyst

• **Tomorrow**
  - What we have today plus… a bunch more
Location Analytics

Mapping and Visualization

Spatial Analytics

Information / Data Enrichment
Esri Maps for Office
Let’s See It!
Esri Maps for Microsoft Office

ArcGIS Online
What Maps Are Available to Esri Maps for Office?

- **20+ USA Demographic Maps**
- **1000’s of Maps Published by Esri User Community**
- **Maps Published by Your Organization**
- **Bing Maps (BYOK*)**
Mapping Your Data

- Point Maps
- Clustered Point Maps
- Color-Coded Maps
- Heat Maps
“Styling your Data”

Style Configuration

- Do you want to group your data: Yes
- Choose the column to group: Total Premium
- Group column values by: Number Ranges
- Classification Method: Natural Breaks
- Number of Groups: 5
- Color Ramp: Red to Blue
- Reverse Colors: No

OK | Cancel
Spatially Enabling Your Data

Where can you map addresses?
Spatially Enabling Your Data
Lookups using common geographies

Worldwide

By Region

By Country

By Postal Codes
Spatially Enabling Data With “Custom Geographies”
Lookups using any map shared in ArcGIS Online
Dynamic Presentations
One Map, Everywhere...
Welcome!

¡Bienvenido!

Добро пожаловать

ようこそ

Bienvenue!

Willkommen!

Benvenuto!

Bem-vindo!
How to Get It

- Download links from the ArcGIS Online and Esri Maps for Office Web pages
Pricing
# Pricing – ArcGIS Online Subscriptions

Free 30 day trial available

<table>
<thead>
<tr>
<th>How many users do you have?</th>
<th>5 Users</th>
<th>50 Users</th>
<th>100 Users</th>
<th>Need Even More Users?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5 Users</strong></td>
<td>$2,500 per year</td>
<td>$10,000 per year</td>
<td>$17,500 per year</td>
<td>SAVE 60% PER USER</td>
</tr>
<tr>
<td></td>
<td>Includes $250 worth of service credits. (2,500 credits)</td>
<td>Includes $1,000 worth of service credits. (10,000 credits)</td>
<td>Includes $1,700 worth of service credits. (17,500 credits)</td>
<td>We offer larger plans that include more users and service credits.</td>
</tr>
<tr>
<td><strong>50 Users</strong></td>
<td><strong>Save 60% PER USER</strong></td>
<td><strong>Save 65% PER USER</strong></td>
<td><strong>SAVE MORE PER USER</strong></td>
<td>For U.S. Customers Only</td>
</tr>
<tr>
<td></td>
<td>For U.S. Customers Only</td>
<td>For U.S. Customers Only</td>
<td>For U.S. Customers Only</td>
<td>Add more users for $2,500 per 5 users. Add more service credits for $100 per 1,000 credits.</td>
</tr>
<tr>
<td><strong>100 Users</strong></td>
<td><strong>Save 65% PER USER</strong></td>
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<td>Add more users for $875 per 5 users. Add more service credits for $100 per 1,000 credits.</td>
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<td>Call us 1-800-447-9778 For U.S. Customers Only</td>
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</table>

http://www.esri.com/software/arcgis/arcgisonline/purchase
Esri Maps for Microsoft Office

- V1.0 Available Now with ArcGIS Online Subscription
Esri Maps for Office - Road Map

• At least 3 releases a year
  - Customer Driven

• Add support for
  - ArcGIS “Portal”
  - More “OTB” Analytics
  - Information Enrichment

• Evolve to support Office 365

• Deeper integration with other Office Applications
  - Outlook
Steps to evaluate UC sessions

- My UC Homepage > “Evaluate Sessions”
- Choose session from planner
  - OR
- Search for session

www.esri.com/ucsurveysessions
• Thank you for attending
• Have fun at UC2012
• Open for Questions

• Please fill out the evaluation:

  www.esri.com/ucsessionssurveys

  First Offering ID: 1387
  Second Offering ID: 916
Leader in Location Analytics