Agenda

• Location Analytics
  - Esri Maps for SharePoint
    - 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...

Requirements 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 SharePoint

SharePoint Lists

Boundaries

Basemaps

Maps & Documents

Workflow

Use & Embed Anywhere

ArcGIS Online
Esri Location Analytics

*Bringing the Esri Platform to Business Analytics*

- Delivering the capabilities and content of the Esri Geospatial Platform to your Business Systems.

- Familiar
- Non-disruptive
Location Analytics

Mapping and Visualization

Spatial Analytics

Information / Data Enrichment
Esri Maps for SharePoint
Microsoft SharePoint 2010
The Business Collaboration Platform for the Enterprise and the Web

Connect and Empower People
Cut Costs with a Unified Infrastructure
Respond to Business Needs

Sites
Communities
Composites
Content Insights
Search
Insights
Composites
What is Microsoft SharePoint 2010

What/ do you use it for… Why…

• Collaboration/Sharing
  - Office Documents and Organizational Social Networking
  - Instant Messaging / Contacts

• Dashboards
  - Informational / EIS – drill down for more information

• Business Decision Making

• Source Control Management (TFS)

• More…
Typical Use of SharePoint

Location Analytics Team Site

A team at Esri dedicated to spatially enable business systems using Esri capabilities and content. Products consisting of Esri Maps for:

- Microsoft Office
- Microsoft SharePoint
- IBM Cognos
- Business Analyst / Community Analyst
- BA Online
- BA Server
- BA Desktop

Shared Documents

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Getting Started

- Share this site
- Change site theme
- Set a site icon
- Customize the Quick Launch
But… did you know…

Sophisticated Web Sites

Document Flow and Processing
Let’s See It!
Esri Maps for SharePoint

- Rich, Silverlight User Experience
- Configurable and WYSIWYG design-time experience
  - Familiar SharePoint experience
- Supports
  - Mapping and Visualization
  - Spatial Analytics
  - ArcGIS Online and Server
- Extensibility SDK
Map Web Part

*Provides mapping visualization in SharePoint*

- Interactive and configurable Web Part
- Easily and quickly create and implement GIS Web mapping on SharePoint page
- Access and use SharePoint data, ArcGIS Server and ArcGIS Online services
- Open and display Web Maps from ArcGIS.com
What Maps are available to Esri Maps for SharePoint?

- 20+ USA Demographic Maps
- 1000’s of Maps Published by Esri User Community
- Maps published by your organization
- Bing Maps (BYOK*)

Can be customized
Mapping your data

- Point Maps
- Clustered Point Maps
- Color-Coded Maps
- Heat Maps
Map Web Part functionality

- Add and configure
  - Geoprocessing services
  - Editing of Features
- Export selected features to .csv or .txt files
- Extend using the Extensibility SDK for Silverlight
Esri Location workflow

Spatially enable your SharePoint data

- Geocode addresses in SharePoint lists or libraries
  - Workflow can be automatically applied when item is added or changed
- Based on SharePoint workflow
  - Familiar UE for SharePoint users
- Interactive candidate match
- Locators are configurable
Spatially enabling your data
Where can you map addresses?

Can be customized
Spatially enabling your data
Lookups using Common Geographies

Worldwide
By Country
By Region
By Postal Codes
Location field

- Custom data type available to SharePoint
  - Added when a geocoding workflow is applied to SharePoint data
- Stores geographic location of associated SharePoint spatial data
  - Displays on basemap
- Geographic location can be edited
Welcome!

¡Bienvenido!

Bienvenue!

Добро пожаловать

ようこそ

Willkommen!

Benvenuto!

Bem-vindo!
Road Map
Esri Maps for SharePoint - 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
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: 1386
Second Offering ID: 915