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
Key Drivers to Location Analytics
Business Analytics – more than BI…

$38 Billion Business Analytics

$8 Billion “BI”
## Business Analytics Taxonomy

### Performance Management Apps
- Financial Performance / Strategy Management
- Supply Chain Analytics
- Production Planning Analytics

### BI Tools
- Query / Reporting / Analysis
- Service Operations Analytics
- Advanced Analytics / Data Mining
- Workforce Analytics
- Content Analysis

### Data Warehouse Platform
- Data Warehouse Management
- Data Warehouse Generation

Source: IDC 2011
IBM Institute for Business Value

Respondents who say analytics creates a competitive advantage

- 2011: 58%
- 2010: 37%

57% increase

MIT Sloan Management Review

Organizations achieving a competitive advantage with analytics are

2.2x more likely to substantially outperform their industry peers

CIOs' minds.
THE BOTTOM LINE
A recent examination of Nucleus Research ROI case studies found organizations earn an average of $10.66 for every dollar spent on deployments of analytics applications such as business intelligence (BI), performance management (PM), and predictive analytics. With such high returns to be earned on the deployment of analytics, management teams should consider these technologies to be one of the most attractive investment opportunities available to the CFO.
Businesses using Analytics

% of Businesses > than $100M

97%

Use
Not Use
How effective has the use of business analytics been in helping your organization make decisions?
Register now for a live Microsoft Office 365 online demo and learn how to build a connected workplace in the cloud.

Blog: Wayne Eckerson

Welcome to Wayne’s World, my blog that illuminates the latest thinking about how to deliver insights from business data and celebrates out-of-the-box thinkers and doers in the business intelligence (BI), performance management and data warehousing (DW) fields. Tune in here if you want to keep abreast of the latest trends, techniques, and technologies in this dynamic industry.

The Missing Analytic: Location Intelligence
Consumerization driving Expectations
Another variable to Business

Social Networking

Search

Empowered User

Apps

Mobility

Consumerization driving expectations
Esri Location Analytics
Esri is the Geography Company

Applying a ‘geographic approach’ to creating meaningful solutions that transform your business
Geography matters

Improving efficiency, communication, and decision-making
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

Content Management

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

Boundaries

Basemaps

Spreadsheets

Maps & Slides

E-mail

Use & Embed Anywhere

ArcGIS Online
Esri Maps for…
Location Analytics Products

• Today
  - Esri Maps for IBM Cognos
  - Esri Maps for Microsoft SharePoint
  - Esri Maps for Microsoft Office

  - Solutions include Business Analyst and Community Analyst

• Tomorrow
  - What we have today Plus… a bunch more
Location Analytics Brings 3 Key Capabilities

- Mapping and Visualization
- Spatial Analytics
- Information / Data Enrichment
Esri Maps for Office
Microsoft Office is Pervasive

% of Office use in Business Analytics

38% Use Office for Business Analytics
62% Don't Use

*The Current State of Business Analytics, 2011
Bloomberg BusinessWeek Research Services
Esri Maps for Microsoft Office

ArcGIS Online

- Maps
- Catalog
- Groups
- Hosting
- Content
- Services
Sharing your work

ArcGIS

Maps & Slides

E-mail
Impactful Presentations

Dynamic or Live Maps as well as static map images
One Map, everywhere...
Supports many languages

Welcome!

¡Bienvenido!

Bienvenue!

Добро пожаловать

ようこそ

Willkommen!

Benvenuto!

Bem-vindo!
Esri Maps for SharePoint
Microsoft SharePoint 2010

The Business Collaboration Platform for the Enterprise and the Web
What is Microsoft SharePoint 2010

What do businesses 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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<th>Type</th>
<th>Name</th>
<th>Modified</th>
<th>Modified By</th>
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<tr>
<td>Engineering</td>
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<td>Art Haddad</td>
<td></td>
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<td>Product</td>
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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
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
Esri Maps for IBM Cognos

ArcGIS

Catalog
Groups
Hosting

Content
Services

IBM Enterprise Analytics

Esri Maps for IBM Cognos
SMART METER USAGE/COST COMPARISON

<table>
<thead>
<tr>
<th>YEAR</th>
<th>METER CLASS</th>
<th>USAGE (AVG)</th>
<th>COST (AVG)</th>
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<tr>
<td>2008</td>
<td>Smart Meter</td>
<td>34,158.62</td>
<td>$91.55</td>
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<tr>
<td></td>
<td>Cost/Gal: 0.00268</td>
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<tr>
<td>2009</td>
<td>Water Meter</td>
<td>58,457.60</td>
<td>$150.28</td>
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<tr>
<td></td>
<td>Average: 2,684.78</td>
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<tr>
<td></td>
<td>Smart Meter</td>
<td>36,777.24</td>
<td>$83.71</td>
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<td></td>
<td>Cost/Gal: 0.00272</td>
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<tr>
<td></td>
<td>Water Meter</td>
<td>40,122.99</td>
<td>$99.46</td>
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<tr>
<td></td>
<td>Average: 2,090.89</td>
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AVERAGE MONTHLY USAGE TRENDS (000 gal)

AVERAGE MONTHLY CONSUMER COST TRENDS

SMART METER PILOT MAP (CURRENT YEAR, CORPORATE ACCOUNTS)

Show Filters

SMITH METER CUSTOMERS

Cathcart Consulting
Address: 716 Lexington Ave
CONTACT: Lionel H. Flores
PHONE: 1-212-638-3658
ID: 16481

Callaway’s Liquor Mart
Address: 499 Park Ave
CONTACT: Xenos A. Hobbs
PHONE: 1-212-564-8994
ID: 16481

Madison Gym
Address: 990 2nd Ave
CONTACT: Alexandra D. Wright
PHONE: 1-917-129-2982
ID: 10782

***'Lowe, Bernston & Hecht***
Legal Services***
Address: 334 E 53rd St
CONTACT: Alvin D. Bauer
PHONE: 1-446-987-6512

62,702.85 | $170.85

61,059.64 | $166.08

80,174.67 | $200.44

79,136.36 | $197.84
# ACME Insurance - National Performance

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<thead>
<tr>
<th>Customer-ID</th>
<th>Name</th>
<th>City</th>
<th>State</th>
<th>Annual Revenue</th>
<th>Monthly Premium</th>
<th>Policy Class</th>
<th>TIV</th>
<th>NT Loss</th>
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<td>1104656</td>
<td>Barbara A. George</td>
<td>Anchorage</td>
<td>AK</td>
<td>3,073.38</td>
<td>256.12</td>
<td>Property</td>
<td>173,716.72</td>
<td>11,454.5</td>
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<td>1101273</td>
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<td>Sylacauga</td>
<td>AL</td>
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<td>259.06</td>
<td>Disability</td>
<td>209,481.09</td>
<td>11,246.48</td>
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<td>1101585</td>
<td>Norman A. Jenkins</td>
<td>Jack</td>
<td>AL</td>
<td>2,688.97</td>
<td>224.08</td>
<td>Automobile</td>
<td>57,218.05</td>
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<td>1101608</td>
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<td>3,774.59</td>
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<td>Daniel S. Adel</td>
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<td>110174</td>
<td>Jose J. Ricardo</td>
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<td>3,125.75</td>
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<td>Life</td>
<td>69,728.68</td>
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<td>1102203</td>
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<td>3,555.77</td>
<td>296.01</td>
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<td>1102356</td>
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<td>Peit City</td>
<td>AL</td>
<td>2,983.09</td>
<td>248.92</td>
<td>Life</td>
<td>141,779.25</td>
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<td>1102601</td>
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<td>Cutoff</td>
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<td>3,049.01</td>
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<td>Property</td>
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<td>1102657</td>
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<td>201.08</td>
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<td>29,648.15</td>
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<td>Robertsdale</td>
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<td>2,467.31</td>
<td>205.81</td>
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<td>187,871.14</td>
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<td>1102764</td>
<td>Shirley D. Garner</td>
<td>Foley</td>
<td>AL</td>
<td>3,748.38</td>
<td>312.2</td>
<td>Property</td>
<td>167,524.86</td>
<td>9,484.74</td>
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</table>

**TIV BY POLICY CLASS**

- **Property**: 173,716.72
- **Life**: 69,728.68
- **Automobile**: 57,218.05
- **Disability**: 209,481.09

**State**
- **AK**: 173,716.72
- **AL**: 4,952,887.85

**Claims**
- **AK**: 0
- **AL**: 12

**NT Loss**
- **AK**: 11,454.50
- **AL**: 369,621.52

**GR Loss**
- **AK**: 12,625.44
- **AL**: 429,693.74
Business Analyst
Business Analyst

Market Planning & Site Selection

Economic Development & Economic Gardening
Greater New Orleans

Urban & Regional Planning
Community Needs Assessment

Utilities & Telco
Network Planning

Recruiting
US Air Force

Public Safety
Emergency Management

Facility Site Selection
Hospitals, Parks, Fire Stations et cetera
Road Map
Road Map - More Products …

- Esri Maps for Microsotrategy
- Esri Maps for Office 2013 / 365
- Esri Maps for Microsoft BI
- Esri Maps for Dynamics CRM Online
- Others…
At least 3 releases a year
- Customer Driven

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

Evolve to support more Business Analytics

Deeper integration with other Office Applications/Products
Leader in Location Analytics