Using ArcGIS for Server in the Amazon Cloud
Getting started today
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Building a site in the cloud

- ArcGIS 10.1 for Server
- Publishing web apps and services
- Unexpected number of visitors
- Optimize cost
- Optimize time to setup
- Optimize security

- Case 1: Small web site for personal use
- Case 2: Enterprise web site for public
Case 1: Architecture

ArcGIS 10.1 for Desktop & Cloud Builder

Administer Services

ELB

Port 80

Min servers = 1
Max servers = 2

Port 6080

eip

ArcGIS for Server

Web Server
Case 2: Architecture

ELB
Min servers = 2
Max servers = 6

ArcGIS for Server
Min servers = 2
Max servers = 3

Web Server
Min servers = 2
Max servers = 6
Cost Analysis

- Instance Costs
  - Hourly rate
  - Network I/O
  - Storage per GB

- ELB costs
  - Per GB

- EIP costs

- ArcGIS for Server Licensing in the cloud
Security Analysis

- Security group settings for access
- ArcGIS Server security
- Web Tier security
- Advanced security topics
  - VPC
Questions
Publishing Web Applications
Sample User Screens Layout

- **Underground Utilities**
  - Texas

- **Utility Network**
  - Germany

- **University**
  - Pennsylvania

- **Building/Room**
  - Panama

- **Railroads**
  - Switzerland

- **Oil Platform**
  - Norway
ArcGIS 10.1 Themes

- Online
- Desktop
- Server
- Mobile
- Developer
- Solutions
Arrows

Arrows for Connecting Items

Arrows for Connecting Large Concepts
Shapes for Diagrams

<table>
<thead>
<tr>
<th>Quick Style: Subtle Effect</th>
<th>Quick Style: Moderate Effect</th>
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DON’T APPLY EFFECTS from the Design tab
Shapes for Diagrams (continued)

- Circle behind a group of objects
- Cloud optimized for use behind diagrams
- Cloud for general diagram
- Content box for each tier (see sample diagrams)
  Optional: Use as a frame around showcased screenshots
Access the Entire Icon Library

Over 110 items added in 2011
• 535 total icons available for Esri use
• Browse and search from any Microsoft Office application

New! Read-me PDF with complete instructions
\\pizzabox.esri.com\space\•Diagrams\Elements\
A Selection of Frequently Used Icons

ArcGIS Desktop
ArcGIS Online
Web Blog
Web Blog
Mashups
Mashups
Browser
Open Standards
ArcGIS Desktop Authors
Web Map
Web Map
Map
Web Map
Web Map
Map
Web Map
Raster Files
Raster Files
Web Map
Web Map
Map
Web Map
Web Map
Map
Web Map
Web Map
Map
Explorer
Web Map
• What is the use case we will implement?
• What Cloud builder creates in the console
• How to RDP
  - Security group setup for RDP
  - Keycodes file, cloud builder created vs console
• How to deploy a web app
  - Enable IIS
  - Ports setup
• How to create a site template
  - Two instances
    Start new site with auto scaling from template
• Themes
  - Cost
  - Time/ease/security