2013 Esri International User Conference
July 8–12, 2013 | San Diego, California

Technical Workshop

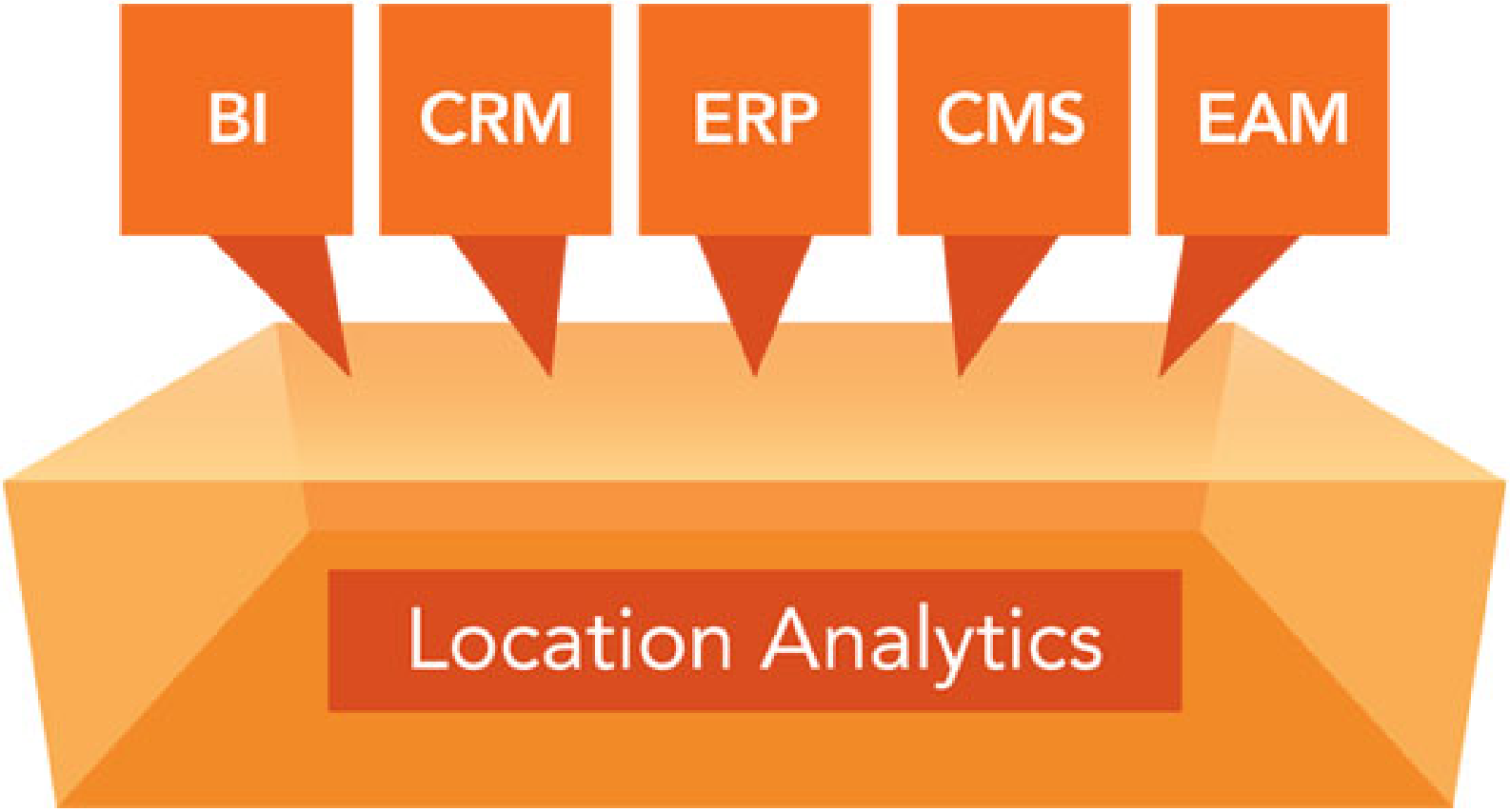
Esri Business Analyst: Overview and Update

Lucy Guerra, Kyle Watson

Product Overview

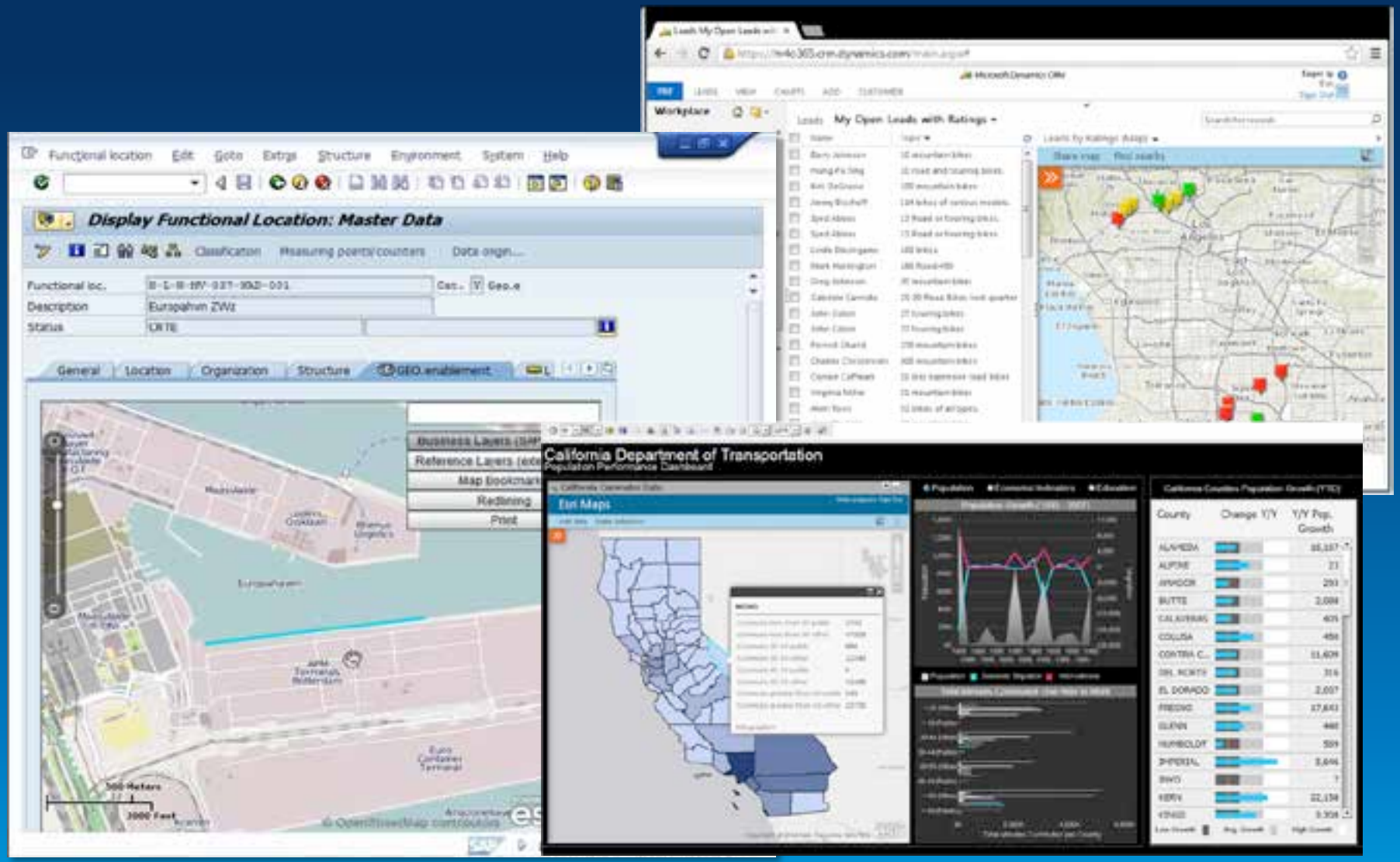
One of Esri's Location Analytics Solutions

Business Analyst | Part of a family



Location Analytics

Geo-Enabling Enterprise Business Systems



Bringing Esri to Your World

Benefits of Esri maps directly inside your business systems

Focused Solution for Market Planning & Site Selection

Business Analyst | What is it for?

You have to make a multi-million dollar real estate decision.

Where is the best place to locate?

You need to maximize the performance of your store network.

Which ones should be doing better?

The Market is changing.
You need to plan for the future.

How can you stay competitive?

Individual Commercial Real Estate Practitioners

City Planners

Insurance Companies

Commercial Real Estate Firms

Small Retail Chains

Extremely Large Retail Chains

Economic Development Agencies

Retail Banking

Who Uses Business Analyst?

Individuals to Large Organizations

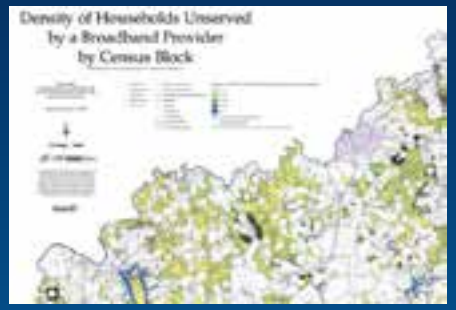
Economic Gardening

Greater New Orleans

Urban & Regional Planning

Community Needs Assessment

Utilities & Telco



Network Planning

Facility Site Selection

Hospitals, Parks,
Fire Stations et cetera

Recruiting

US Air Force

Public Safety

Emergency Management

Other Uses

Not Just Retail &
Commercial Real Estate

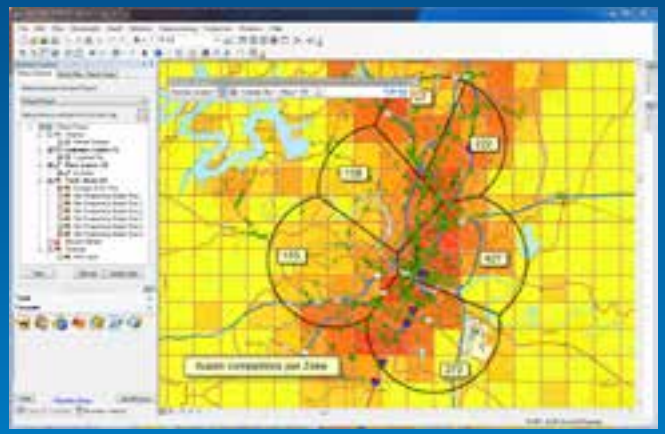
1 User

20,000 Users

Sizes of Organizations | Varies Enormously

Web App

Business Analyst Online ("BAO")
No training required
Basic but powerful site analysis



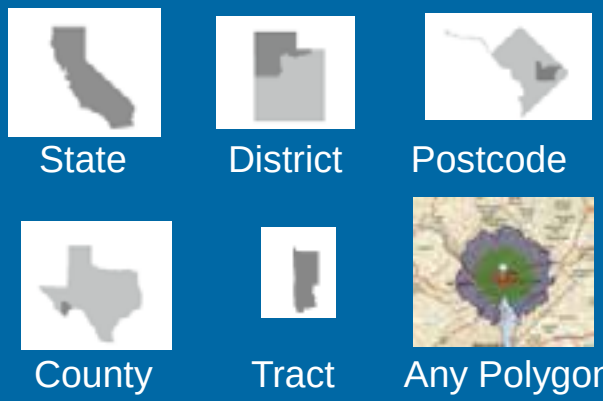
Desktop App

Business Analyst Desktop ("BA Desktop")
The power tool for professional analysts.
Build models. Use with SAS/SPSS
Extension to ArcGIS for Desktop

API

Cloud API: BAO API
On-Prem: BA Server

For any area…



Find out what's nearby

Get rich facts about the area

Demographics

Lifestyle

Vulnerable Population

Wealth

Poverty

Consumer Spending

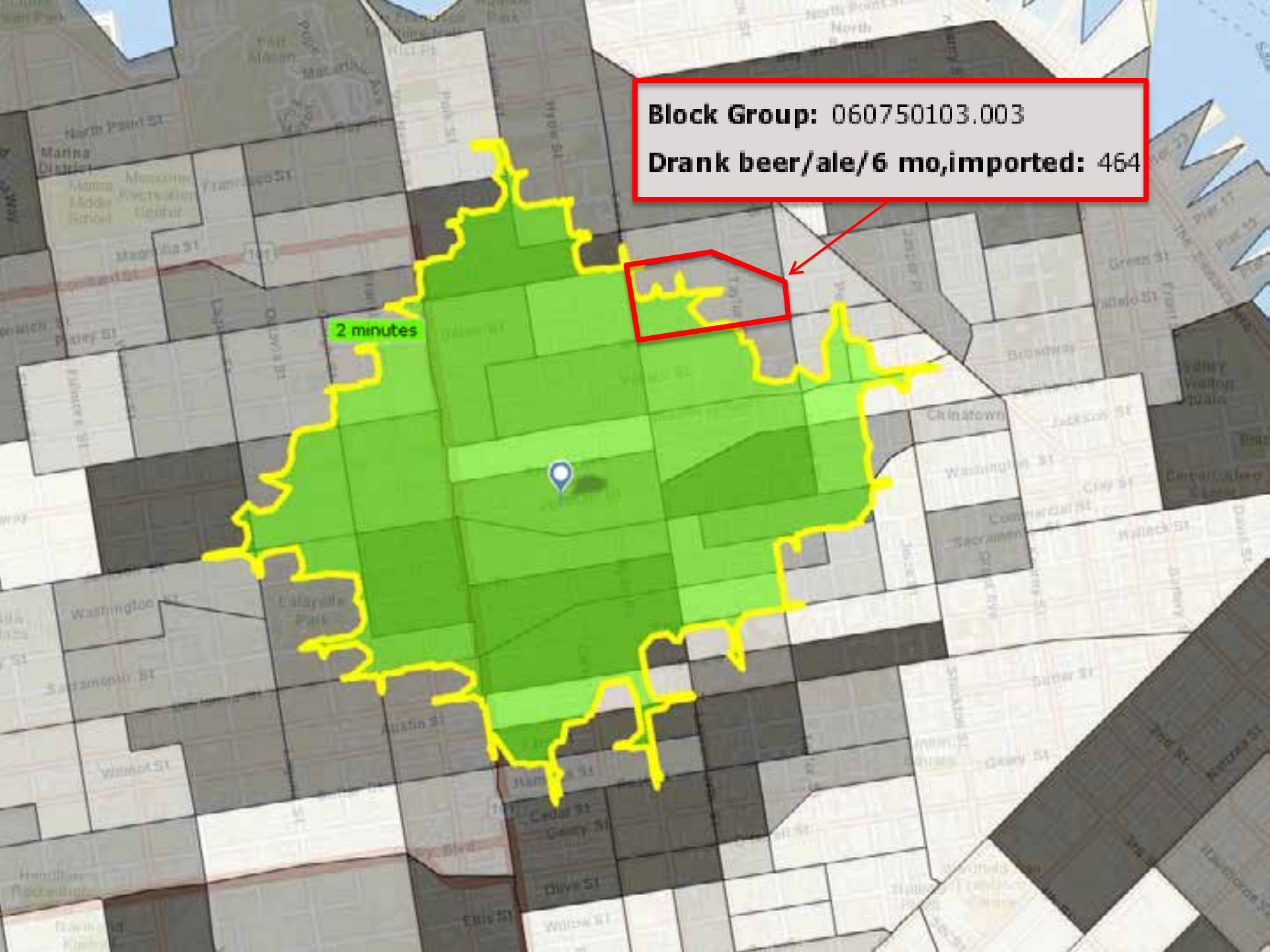
Business Sales

Landscape Data

…

Median Income	Median Age	Tapestry Segment
$77,018	32.4	Laptops & Lattes

Information for Any Location or Area


Block Group: 060750103.003
Drank beer/ale/6 mo,imported: 464
2 minutes

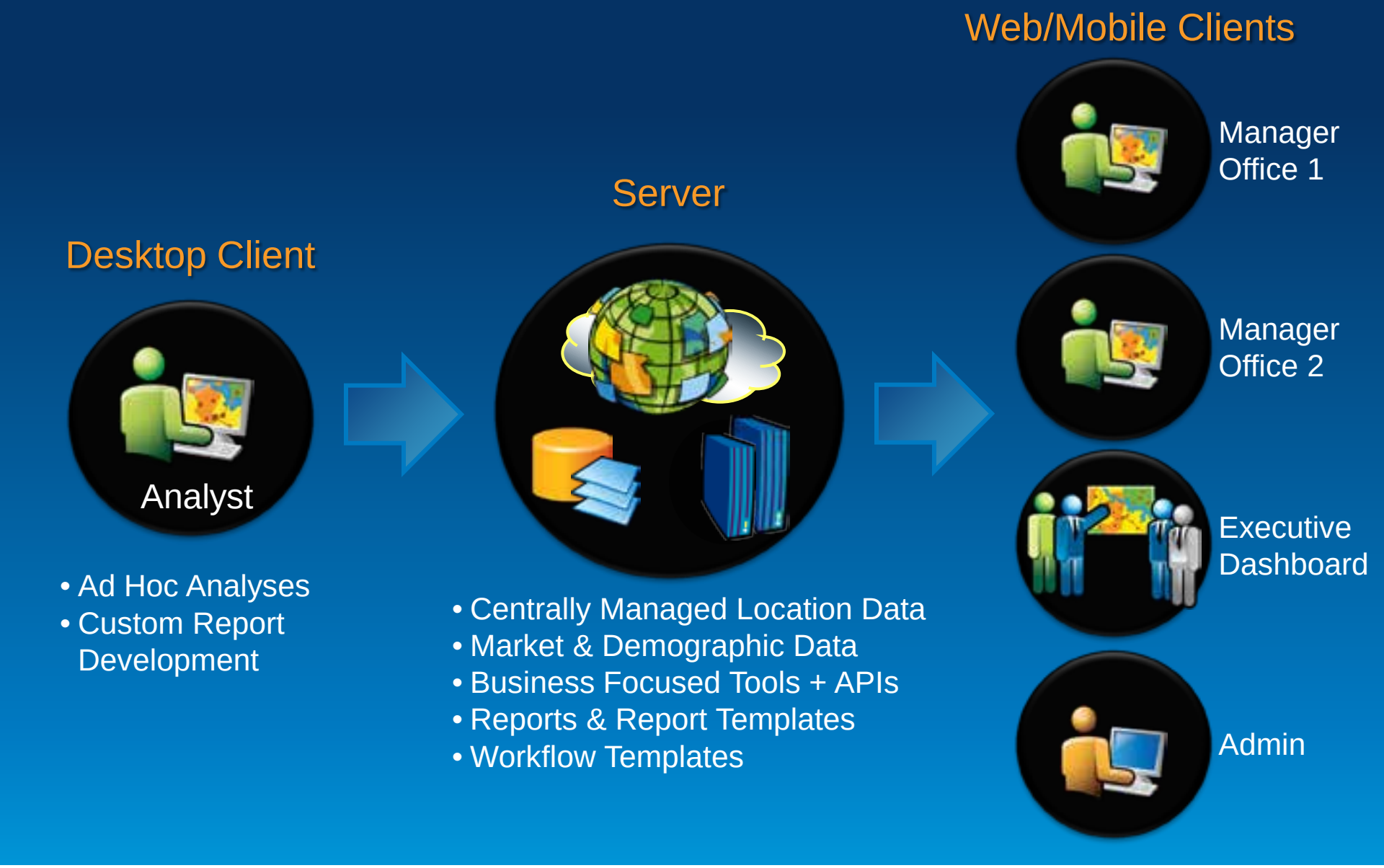
Coverage:

- July: USA + Western Europe, Brazil, India, Japan, Russia
- November: 124 Countries

Content:

- Everywhere: 100+ variables
- Canada: 2,900+ variables
- USA: 4,000+ variables

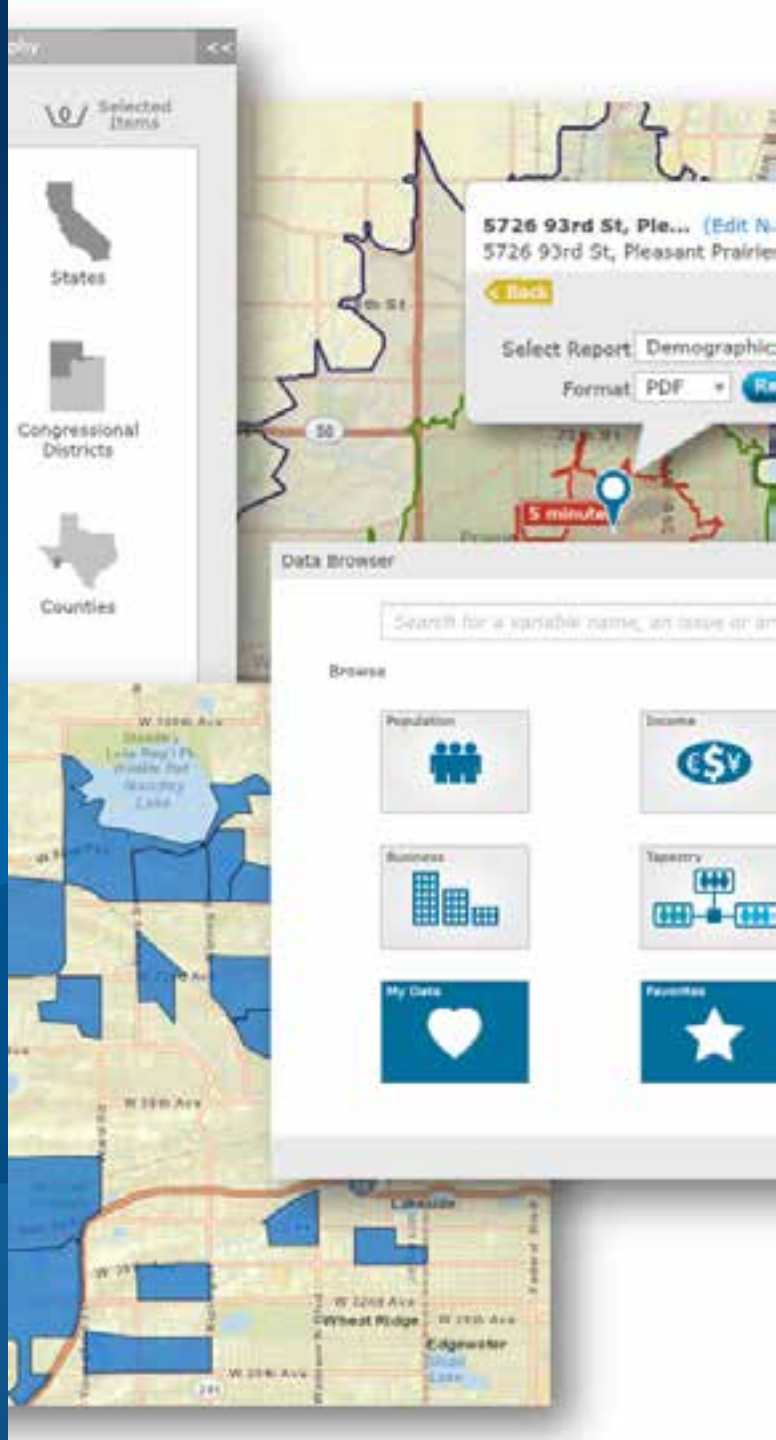
Global “Dial Tone” for Data



Business Analyst Use Patterns

Using the Components Together

Product Update: BAO



Announcing a Brand New Business Analyst Online!

Esri Business Analyst Online #20335

Hello User • | Preferences | Help • | Contact Us

USA •

Home | Maps | Reports

My Content | Create Maps from Data | Define Areas for Reports

Enter a ZIP Code, city, county or state

Smart Map Search <<

2 Set your ranges.

Ranges are for ZIP Codes in Current Map

2012 Total Population

10,000 — 95,727

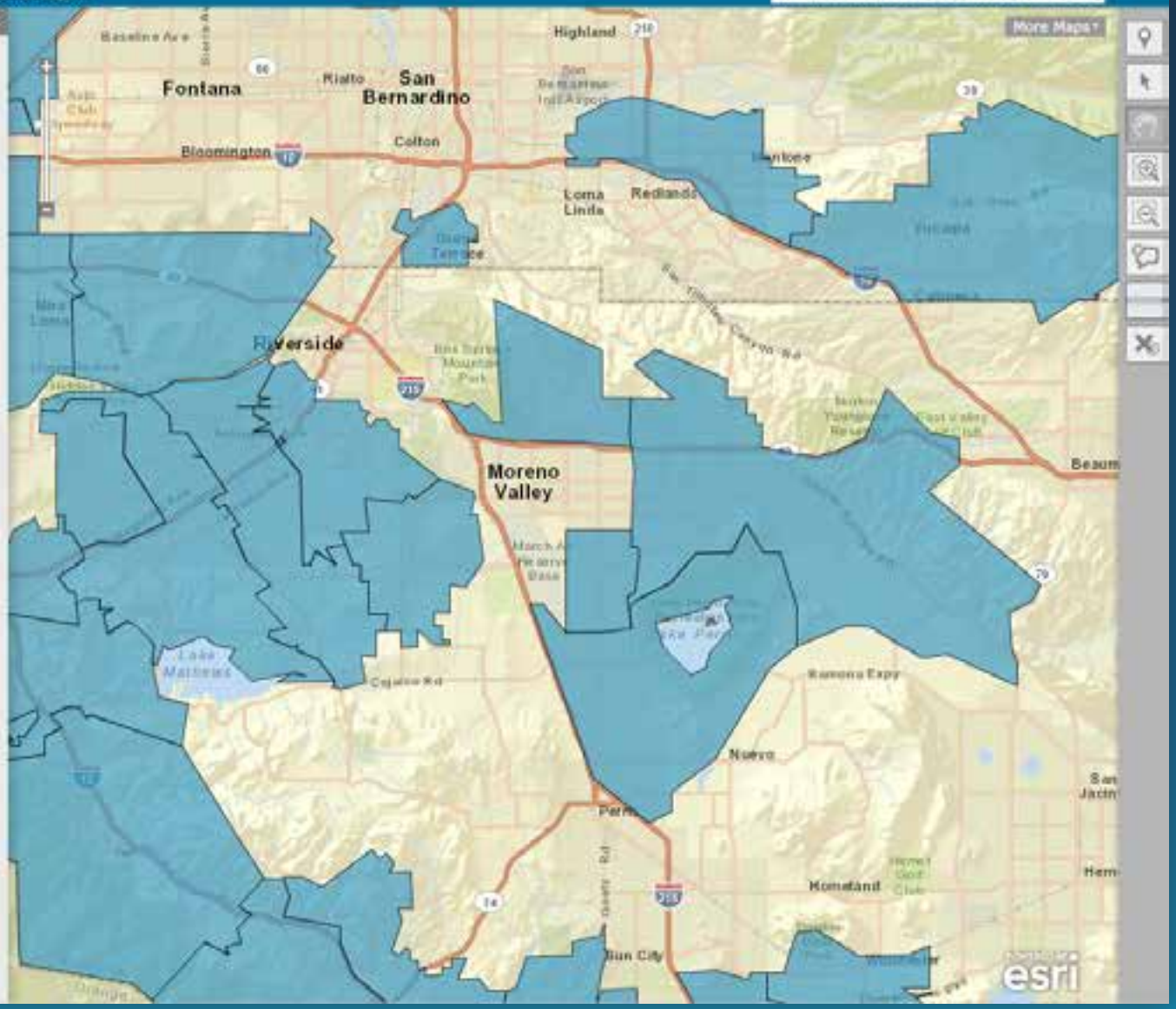
2012-2017 Growth Rt: Population — Index

110 — 1,285

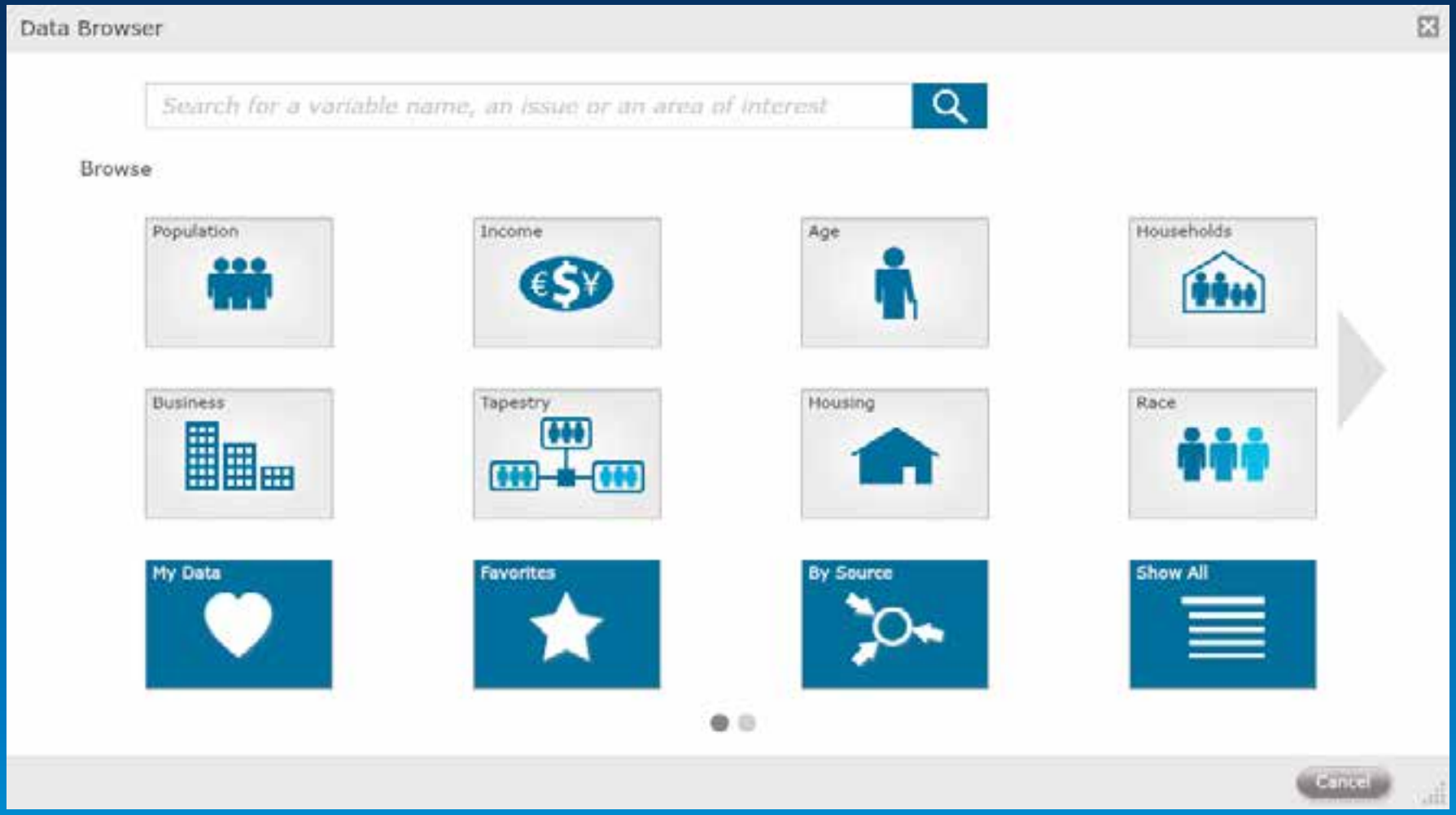
2012 Median Household Income — Index

$50,000 — $146,605

Change variables | View Results Table



Dozens of New Features

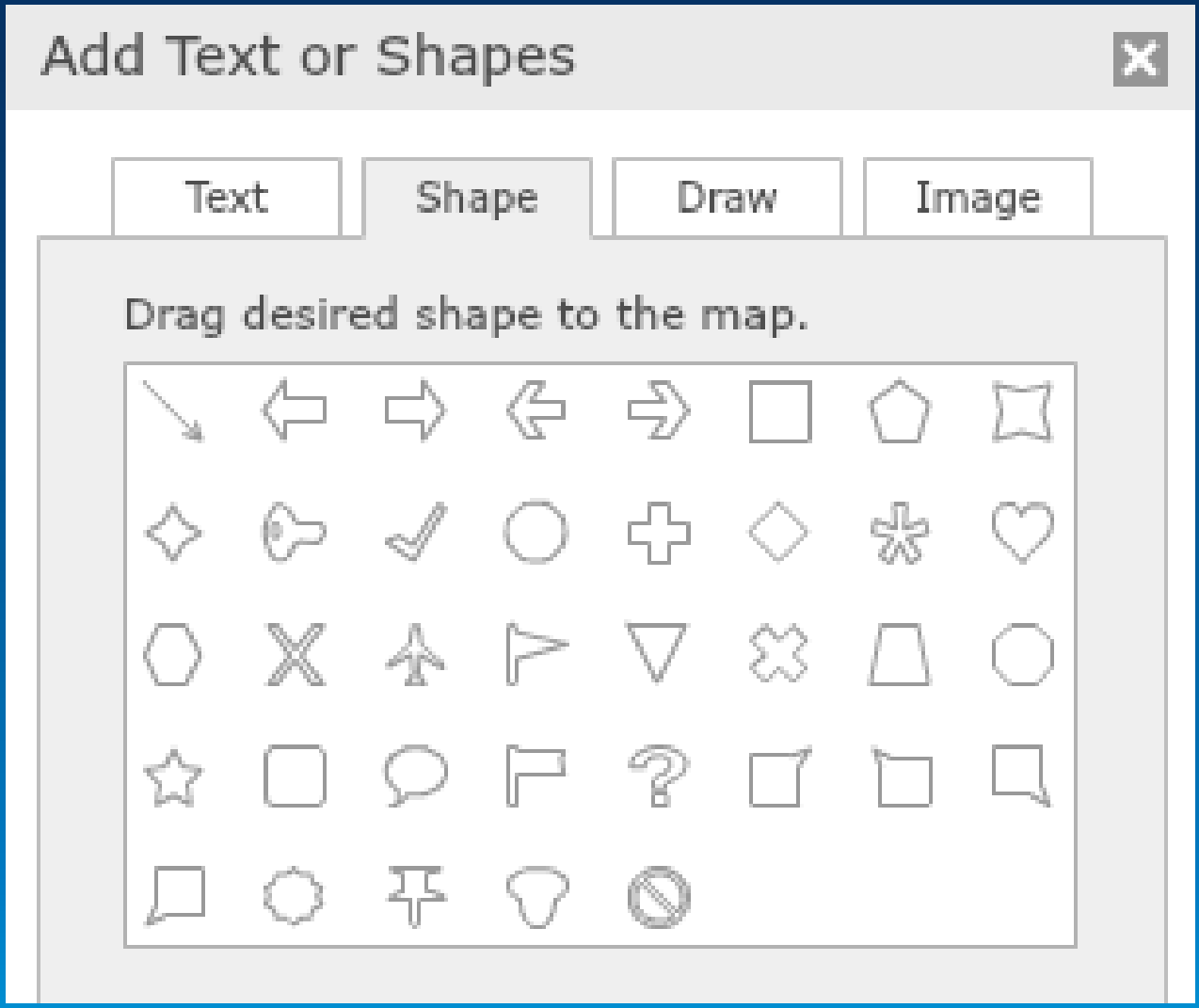


Data Browser

Find the variables your looking for fast!

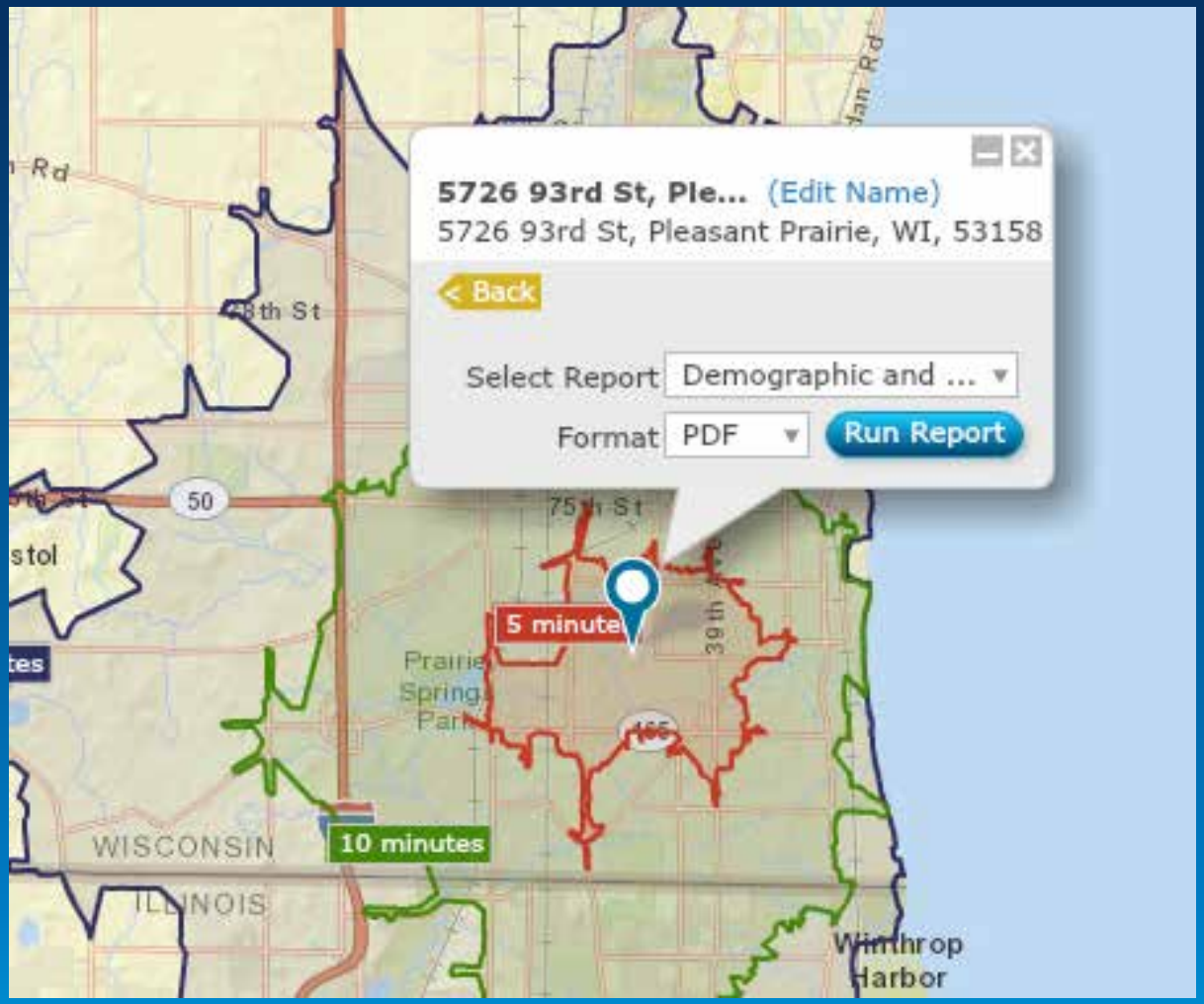
Create Custom Variables

e.g. “Males, ages 13-19”



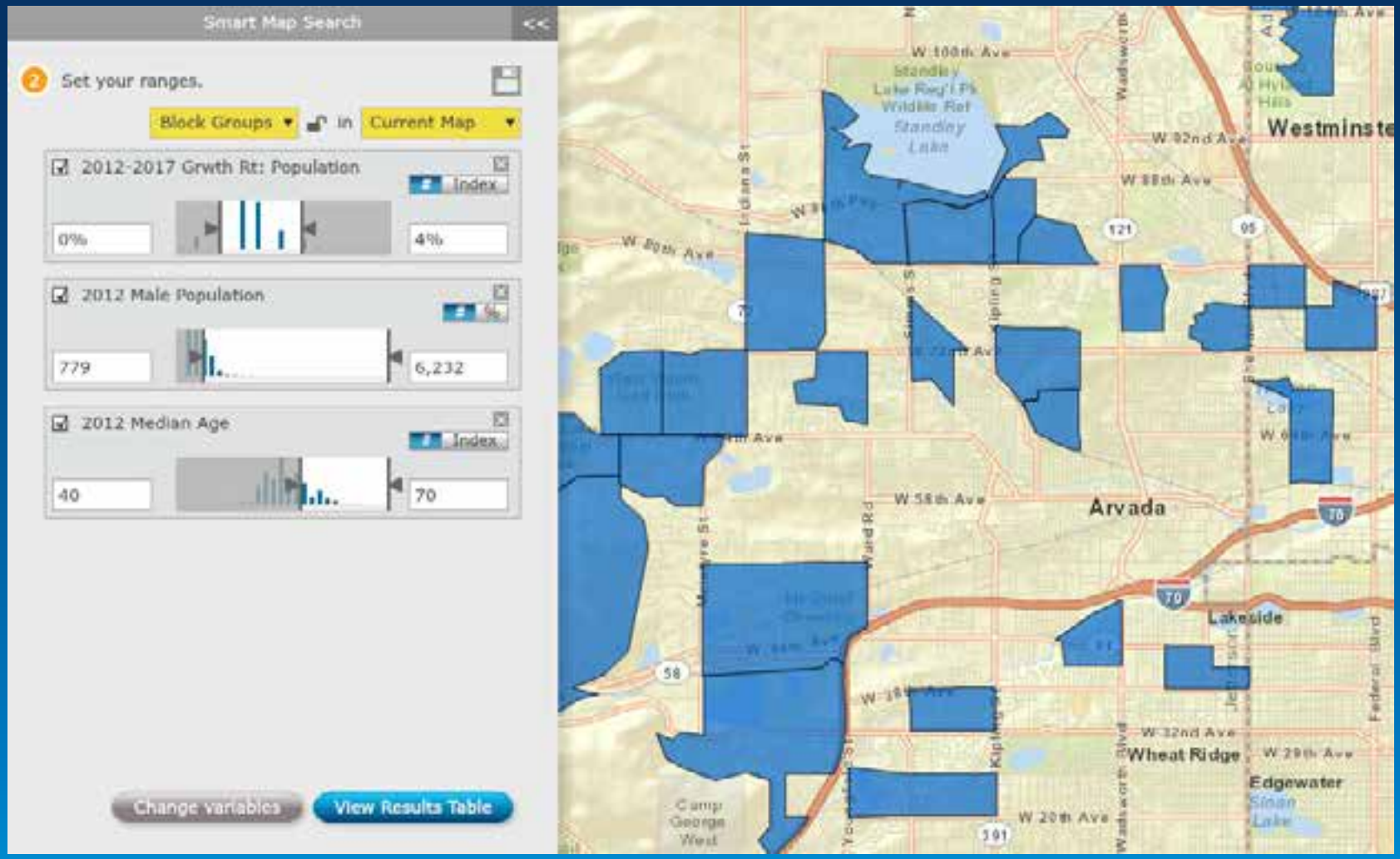
Annotate Your Maps

With text, shapes and images



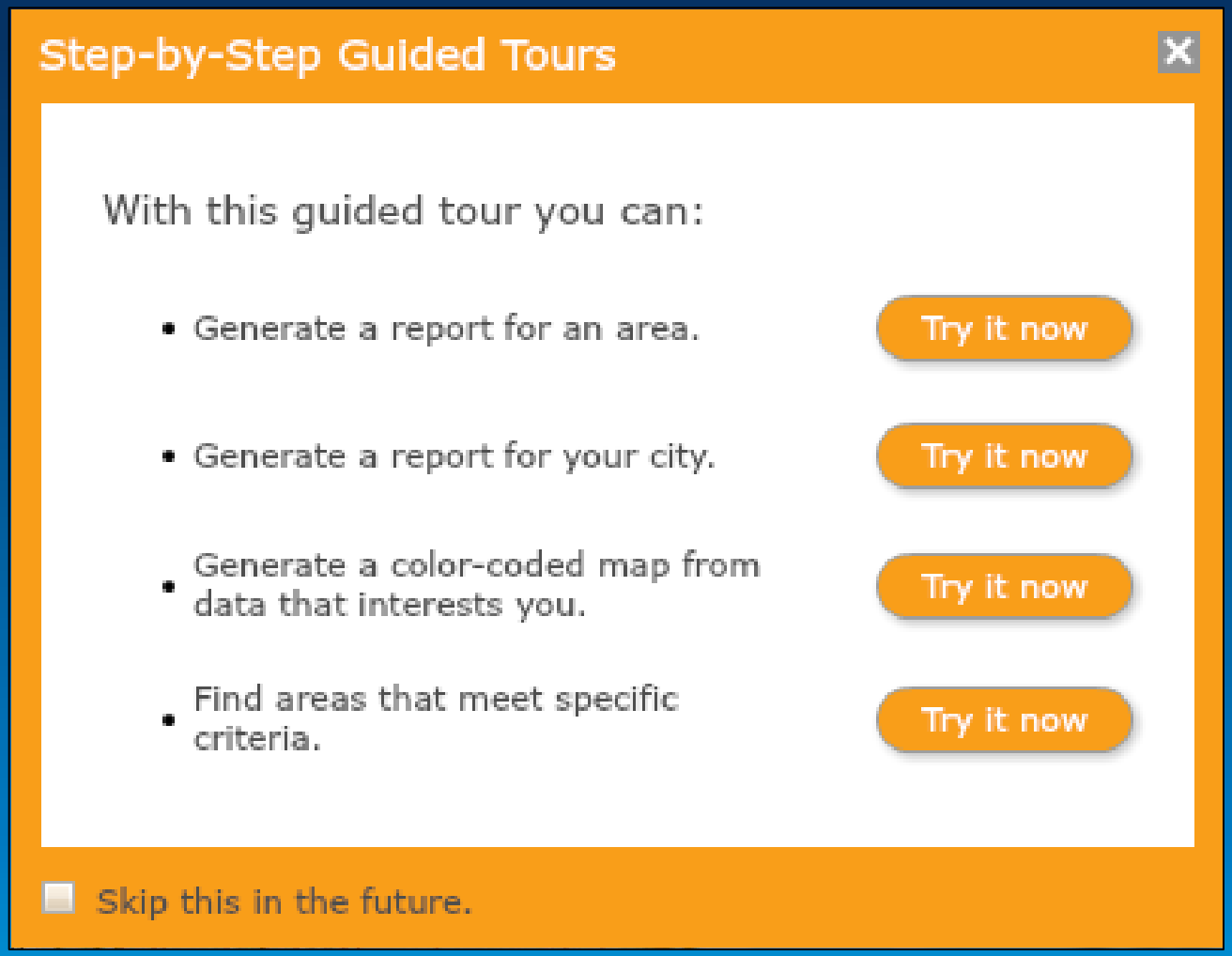
1-Click Access to Reports

Directly from the map



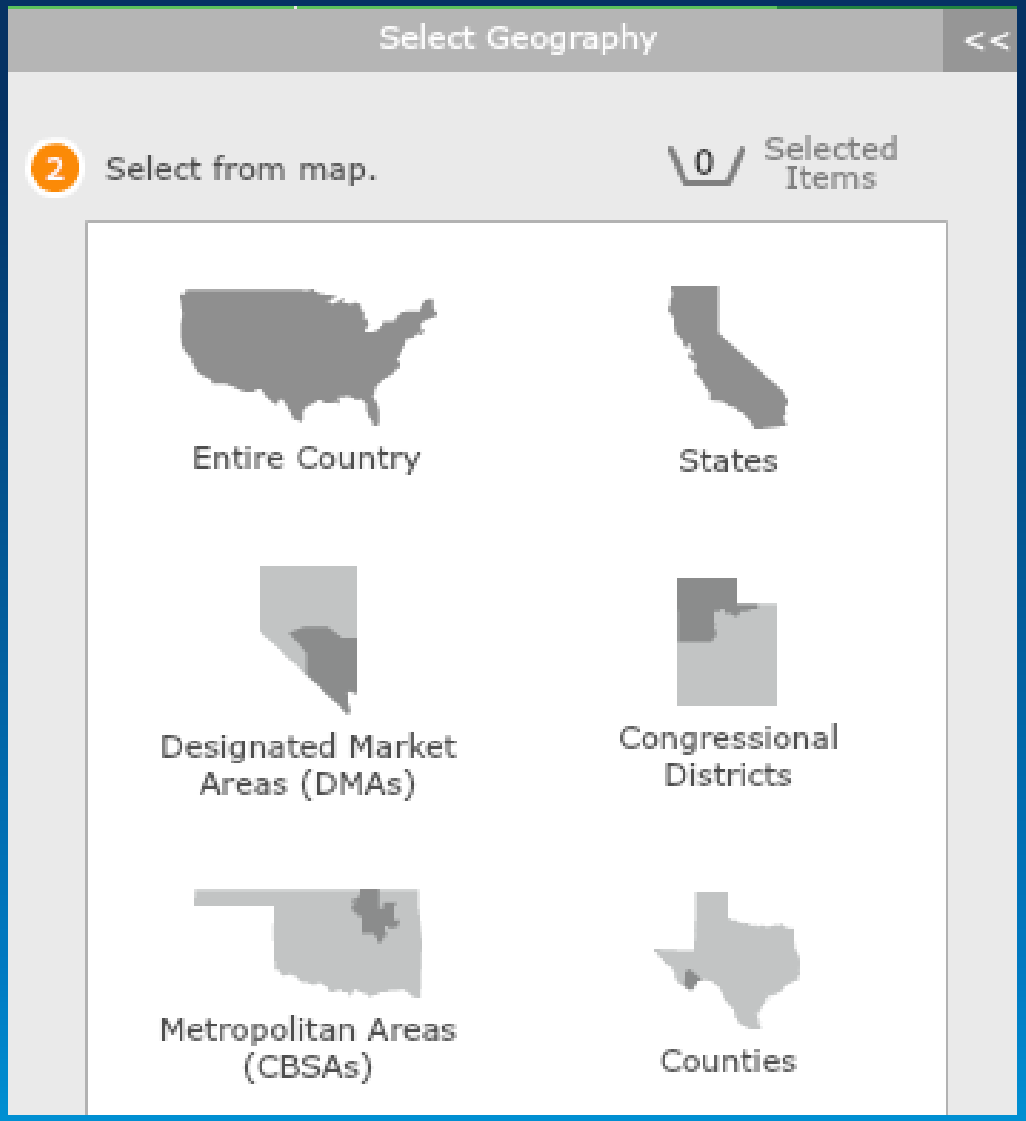
Instant Smart Map Search

Map updates on the fly



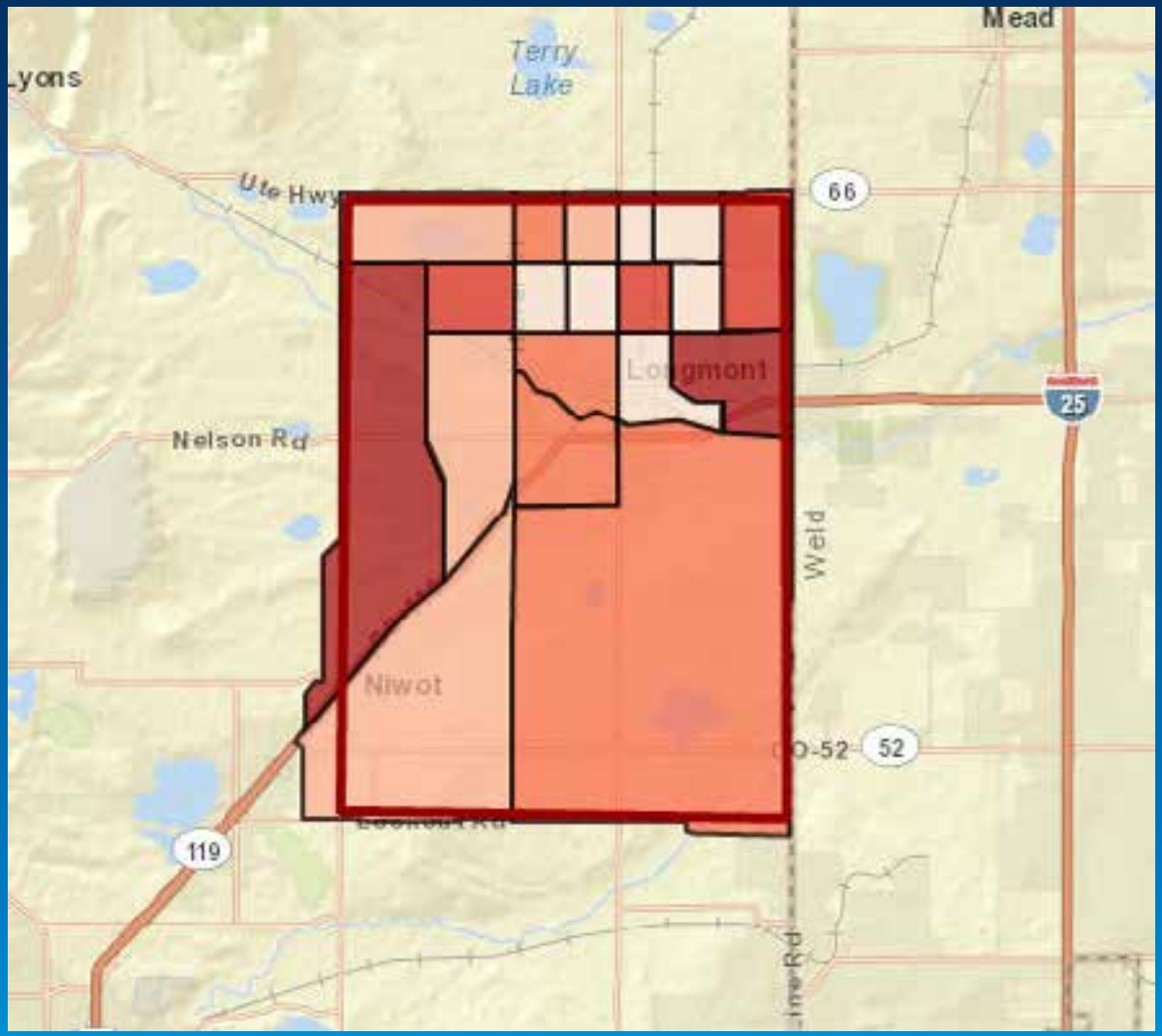
Guided Tours

Step-by-Step Guide to Get You Started



“Click-on-Map” Area Selection

Build Trade Areas Quickly

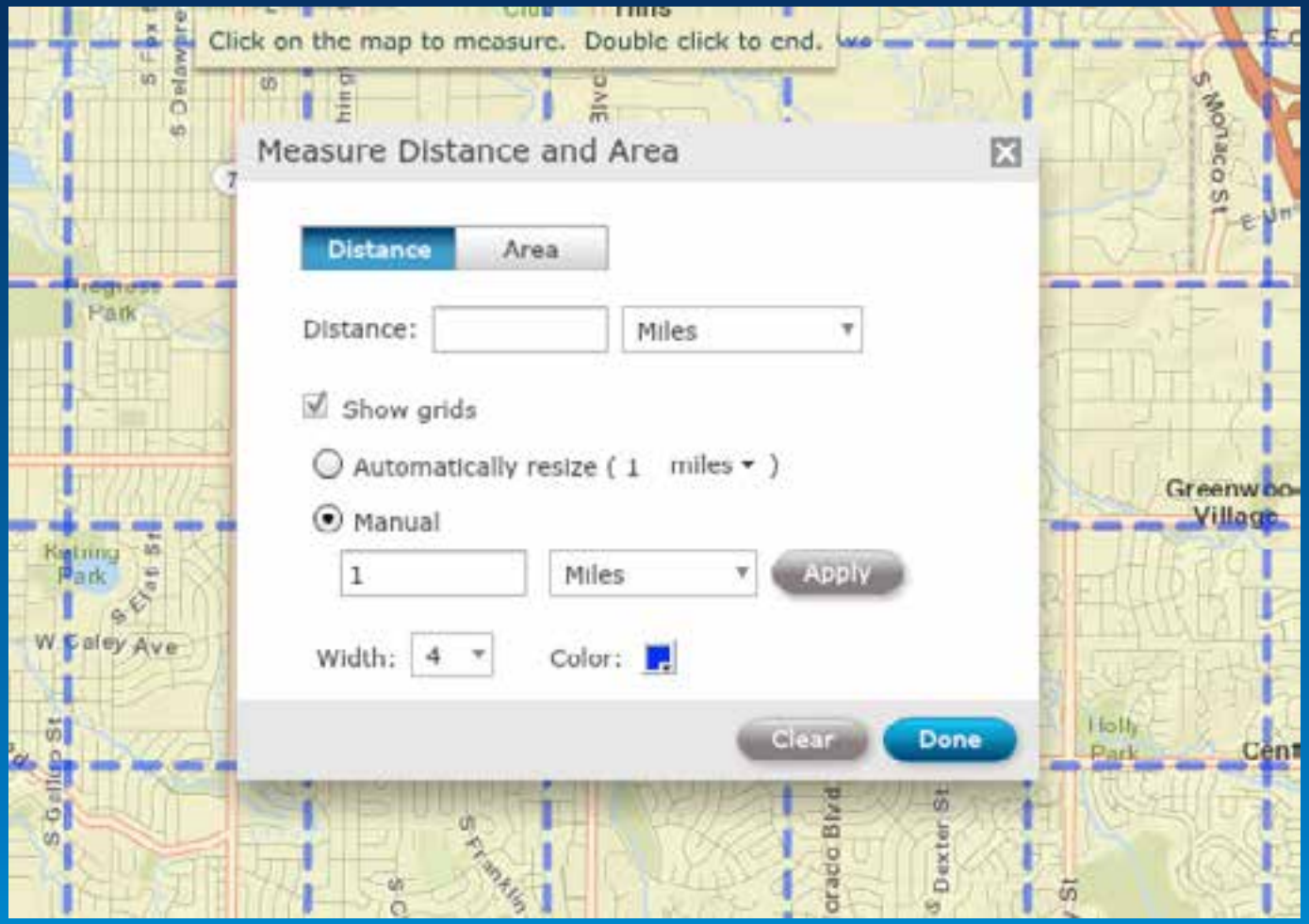


Mask Color-Coded Maps by Site Boundaries

Keep your audience focused

Great New Search Bar

Search for places & businesses.
Anywhere in the app.



Distance & Area Measurement

Find out how big that lot is!

Esri Maps for Office

Included with your subscription
Create maps in seconds
Share to ArcGIS Online and use in BAO

ArcGIS Content

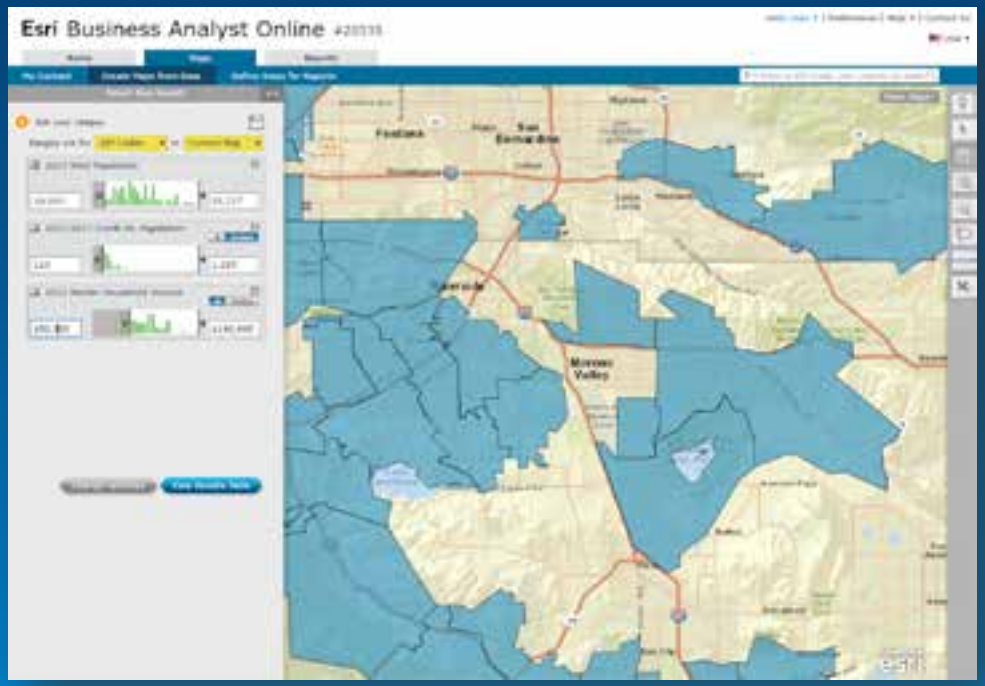
Rich maps & authoritative content
Share & collaborate

5 Users Included

Benefits of ArcGIS Online

BAO is an ArcGIS App

Demo



Data Browser

Custom Variables

Annotate Maps

1-Click Reports

Instant Smart Map Search

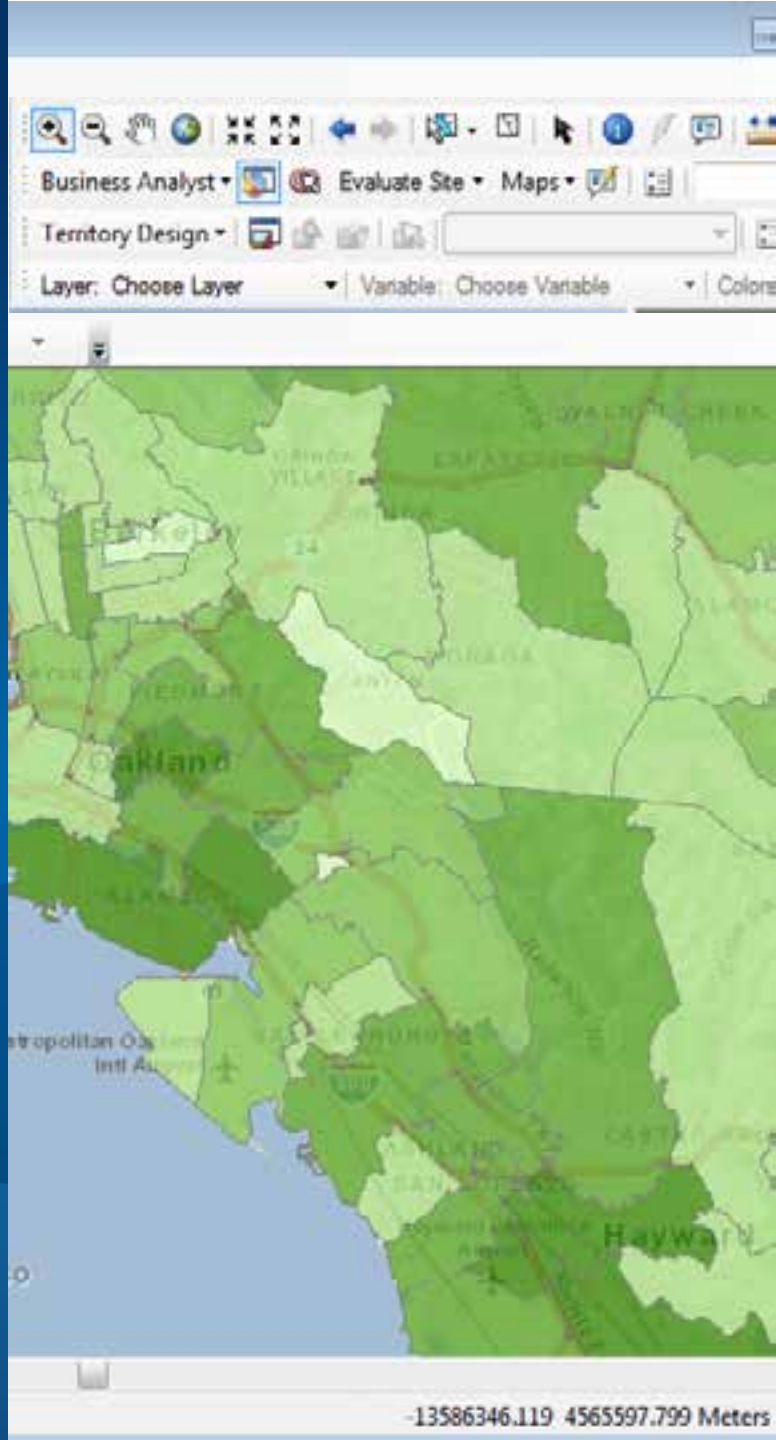
Map Measuring

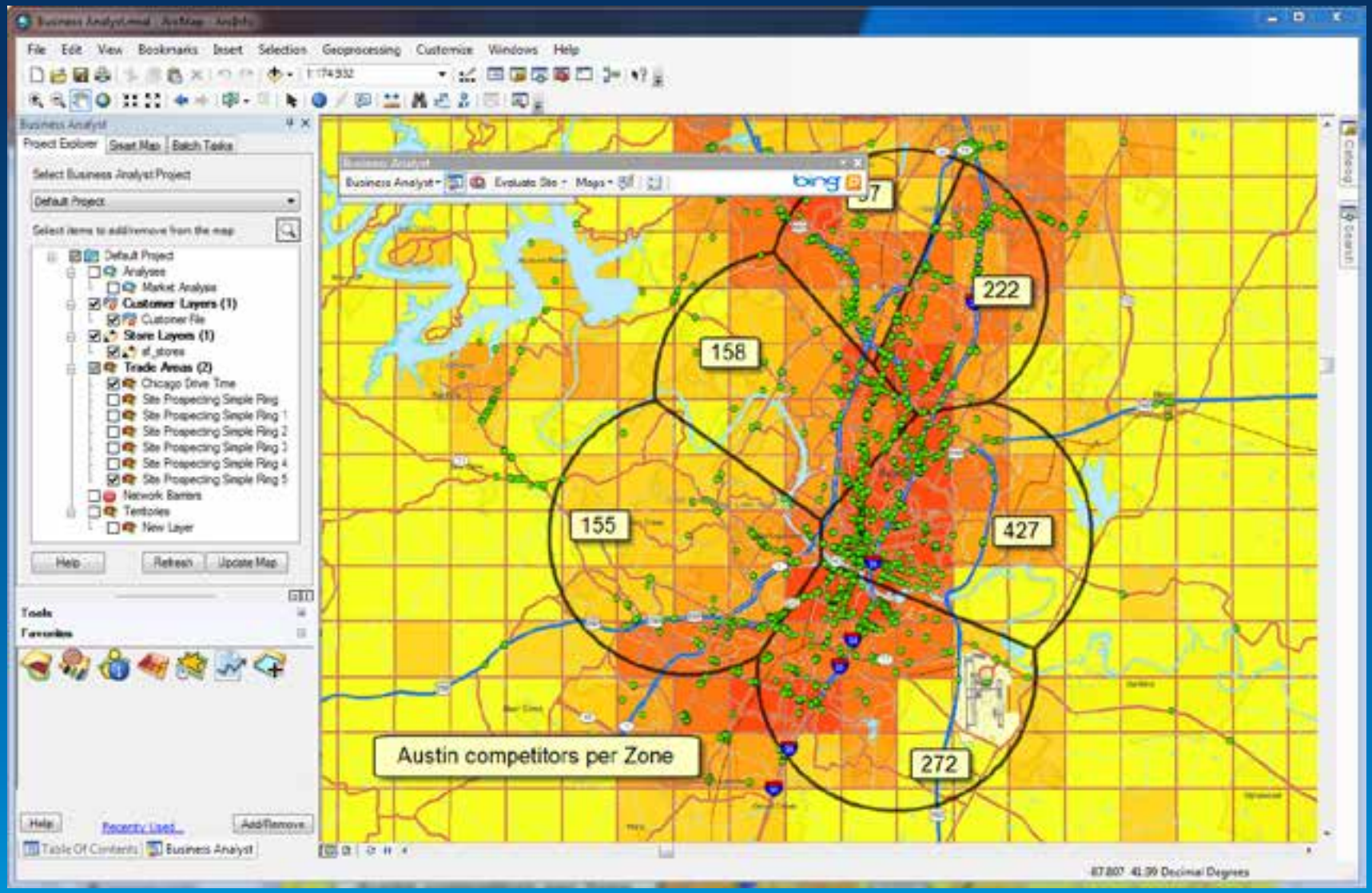
New Search Bar

Esri Maps for Office

ArcGIS Online

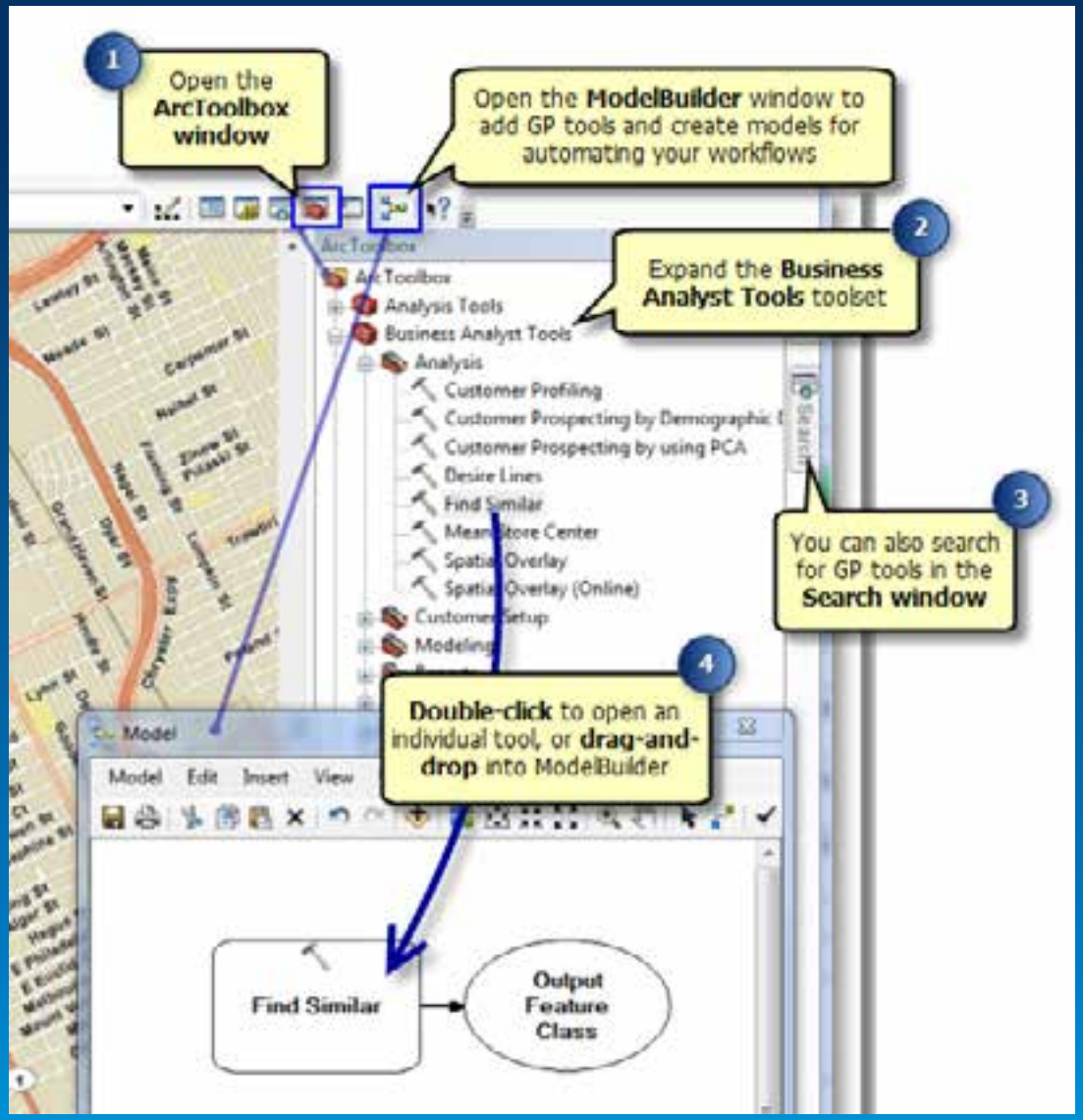
Product Update: BA Desktop





BA Desktop 10.2

Releasing with ArcGIS 10.2



- Model Builder Framework
- Python Scripting Framework
- Access Hundreds of Tools:
  - Geo-Analysis
  - Business Analysis
  - Spatial Statistics
- Designed for Analysts!

“Power Tool” | For Analysts

Demo

Tight Integration with ArcGIS Online

Global Data

Demo

Product Update:
BA Server
BAO API

Focus on Quality and Performance

Last Release of BA Server

- Functionality to become standard part of ArcGIS for Server

- Increasing use of cloud to access demographic data

Being Retired
March 31, 2014

Being Replaced with ArcGIS Online APIs

Trends

Increasing use of cloud for demographic data

Local data still an option for BA Desktop users

ArcGIS will have all the content of BA and more

Demographic maps, reports, infographics, geographic data enrichment

Access Demographics, Reports in other Apps

Esri Maps for Office, SharePoint, BI systems, CRM systems, GIS apps

This is all happening NOW!

esri

Understanding our world.