Esri Maps for Office and SharePoint
Sentha Sivabalan, Scott Ball, Elitsa Baklova
Agenda

• Location Analytics
• Esri Maps for Office
• Esri Maps for SharePoint
Location Analytics
Location Analytics | Geo-Enabling Your Enterprise Business Systems
Geo-Enable the Enterprise with Esri’s open mapping platform
Location Analytics | Core capabilities
Map Visualization
• **Locate** your data using addresses, places and custom areas from your organization

• **Style** and group based on attribute values

• Overlay data on maps with demographic and other location-based context

• **InfoGraphics** that display rich contextual information on your locations

Visual Analytics

Fresh insight on your data through visualization
Hard-core Analysis… Through Easy-to-Use Tools

Spatial Analytics | Analyze based on location

**Hot spots**

**Optimized routing**

**Find nearby**

**Cluster**

\[ f(x) = a_0 + \sum_{n=1}^{\infty} \left( a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L} \right) \]
• Find statistically significant **hot & cold spots**

• Create **reports** for your locations with rich demographic, lifestyle and other location-based information

• Show point distribution with **heat maps**

• **Cluster** features to find patterns

• Get **optimized routes** between your points (SharePoint)

• Select and **find nearby** locations

\[ f(x) = a_0 + \sum_{n=1}^{\infty} \left( a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L} \right) \]
Excel → Map
- Filter rows to turn map data on/off
- Select features on the map by right-clicking on rows

Map → Excel
- Hide/show rows in style groups from the Map Contents
- Select rows associated with the map selection

Excel: Bi-directional Interaction
From the spreadsheet to the map and back
- SharePoint $\rightarrow$ Map
  - Select a row in SharePoint list view to select item on the map
- Map $\rightarrow$ SharePoint
  - Filter a list view by selecting on the map
Work Together  |  Securely Share Your Maps
- Use your organization’s **base maps** and **default map**
- Use **custom locators** from your Portal
- **Share** maps and layers
  - Use on any device
  - Use to build custom applications
Enrich Your Maps + Your Data
Access to a huge wealth of Geographic Information - Globally
• “Demographics and Lifestyle” Group in ArcGIS Online
  • Ready to use maps

• Dynamic Map Layers

• Part of your ArcGIS Subscription
• Dynamic and Interactive
• HTML Based
• Works in any browser
  • Desktop, tablet, phone
• Populated with Information
  • Demographic & Lifestyle
  • Landscape Data
• Add new columns of information to your data

• Use to slice, dice and analyze your data in whole new ways

• Demographics, Lifestyle and Landscape data

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>St</th>
<th>ZIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>123 S Main St</td>
<td>Fairfax</td>
<td>VA</td>
<td>22031</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Median Income</th>
<th>Median Age</th>
<th>Tapestry Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>$77,018</td>
<td>32.4</td>
<td>Laptops &amp; Lattes</td>
</tr>
</tbody>
</table>
• Demographics, Consumer Behavior, Lifestyle and Business data
  - Retail Market Potential
  - Demographic and Income report
  - Others…

• Coverage:
  - USA: 33 Reports
  - Canada: 10 Reports
  - Most Countries: 1+ reports

• Run for any area of interest
Esri Maps for Office
Bringing Esri Maps into Everyday Office tools

New ways to work with geography
Sharing your work

E-mail

ArcGIS

Maps & Slides
Dynamic Presentations
Welcome!

¡Bienvenido!

Добро пожаловать

ようこそ

Bienvenue!

Willkommen!

Benvenuto!

Bem-vindo!

Supports Many Languages
First Class Citizen

Included with the Platform: ArcGIS Online / ArcGIS for Portal
Road Ahead

Location Analytics
Road Map

- **Esri Maps for Office v3.0: Fall 2014**
  - Support for coordinate systems other than Web Mercator
  - Time slider
  - Support for Intranet-only Scenarios
  - New Add Data with Smarts
  - Easy to use:
    - Multiple maps
    - Floating and anchored maps

- **In 2015**
  - Extensibility
  - PowerPoint Improvements
  - More Analytics
Esri Maps for Office

Scott Ball
Microsoft’s platform for sharing and collaboration

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

Microsoft SharePoint
A toolbox for the enterprise
Typical Use of SharePoint: Project Collaboration/Wiki
Public-facing websites

Jeff Shuey. SharePoint is Moving from Little g to Big G. (blog on SharePoint Conference 2012). Winshuttle. February 2013.
# Microsoft SharePoint

## Growing

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Penetration</td>
<td>66%&lt;sup&gt;3&lt;/sup&gt;</td>
</tr>
<tr>
<td>Fortune 500 Adoption</td>
<td>80%&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td>Users</td>
<td>135,000,000&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>Microsoft Revenue</td>
<td>$2,000,000,000&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>Market for ecosystem vendors, consultants, integrators, developers</td>
<td>$6,500,000,000&lt;sup&gt;3&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

<sup>1</sup> Bridget McCrea. MSDynamics World, October 2012.


Esri Maps for SharePoint

The Components
Geo-enables SharePoint with 4 Primary Components

- Esri Maps Locate Workflow
- Esri Maps Connect Workflow
- Esri Maps Location Field
- Esri Maps Web Part

ArcGIS

Workflows

Visualization

Esri Maps for SharePoint

JavaScript-based HTML5 architecture
Spatially Enable and Enrich Your Data

- **Add location to your SharePoint lists and SQL Server tables** based on addresses, place names and boundaries
- **Enrich** your SharePoint and SQL Server data with location-based information

![Diagram showing SharePoint data, Point layer, and Area layer]
Spatially Enable and Enrich | Bring location into your data
Map Visualization | Fresh insight on your data
Deep Analysis | For better decision-making
Road Ahead

Location Analytics
Esri Maps for SharePoint 4.0
Beta 2: August 2014; Final: Fall 2014

- New Platform: SharePoint Online
- Better Infrastructure
  - Support for Intranet-only Scenarios
  - Complete OAuth Support
  - Support for coordinate systems
- More Tools: Measure, Printing, Editing feature layers
- More Quality and Usability
- Feature Parity with Silverlight Web Part
  - Tools, HTML LocationOnMap Web Part
  - Deprecation of Silverlight Web Part
Extensibility

- Customize and Extend the Esri Maps Web Part

  - In Esri Maps for SharePoint Beta 2
    - August 2014

  - In Esri Maps for Office in 2015
Extensibility

Customize and Extend the Esri Maps Web Part

- **Tools**
  - User-driven
  - Functionality initiated by user action
  - E.g. when a button on a tool bar is clicked
- **Behaviors**
  - Event-driven
  - Functionality triggered by events
  - E.g. when a layer is added to the map
- **Package in an Extension Pack**
  - Share across Esri Maps products
Esri Maps for SharePoint

Elitsa Baklova
Thank you...

• Please fill out the session survey:

  Offering ID: 983

Online – www.esri.com/ucsessionssurveys
Paper – pick up and put in drop box