Agenda

- Overview of Business Analyst
- What's New
- Road Ahead
ArcGIS Business Analyst

Helps organizations make informed decisions for site location, customer targeting, and market planning.
ArcGIS Business Analyst

Allows you to combine your data on customer and site locations with demographic, lifestyle, behavioral, and spending data from Esri.
ArcGIS Business Analyst

Lets you understand this data using smart mapping, perform location driven analytics and create and share beautiful reports.
ArcGIS Business Analyst

- A complete implementation of ArcGIS
- Connected Apps, Tools, Reports & Data
- Workflows to solve business problems

Sites

Customers

Markets
ArcGIS Business Analyst

Web App
Mobile App
Desktop App

...powered by BA Server / ArcGIS Online
Who Uses Business Analyst

- Commercial
  - Real estate
  - Retail
  - Banking/Finance
  - Consulting
  - Marketing
  - Sales or operational

- Local Government
  - Economic development

- Health & Human Services

- Federal Government

- Utilities
  - Electric
  - Telecom
What’s New in Business Analyst Web App

1. 2017 US Demographic Data in the Online release
2. Easily use your own organizational data
3. More Smart Mapping Options
4. Suitability analysis workflow
5. Create beautiful infographics to visualize and present data
6. Data updates for 34 countries (Asia and Middle East)

Available Now
What’s New in Business Analyst Mobile App

• New field data collection workflow

• Seamless sync to the BA Web App

Release shortly after User Conference
What’s New in Business Analyst Desktop and Server

• Support for 10.5.1 ArcGIS Desktop and ArcGIS Enterprise

• Bug fixes and performance improvements

• On-premises BA Web App and Data Enrichment

Working on a Business Analyst Pro extension for end of year 2017
Demographic Data Updates

• Updated U.S. demographic data
  - Current year estimates and 5-year forecasts – 2017/2022
  - New variable definitions for a large subset of the data

• MBR data updated for 34 countries (Mainly in Asia and the Middle East)

Available online now and delivered on-premises in Aug/Sep

• Data localization efforts underway
  - Return report, data collection in local languages
  - Brazil, France and Germany adopters
Demo

- Determine most suitable locations
- Collect data in the field
Demo

Infographics
Business Analyst
Road Ahead
Road Ahead

1. New Business Analyst Pro Extension (ArcGIS Pro 2.1)
2. Improved Business Analyst Web and Mobile Apps
3. Enhanced Business Analyst Server (ArcGIS Enterprise 10.6)
4. Updated Business Analyst Desktop Extension (ArcGIS Desktop 10.6)
Road Ahead: Business Analyst Pro

- ArcGIS Pro’s mission that all work can be done in Pro
- Adding a Business Analyst Pro Extension for the Pro 2.1 release
- Business Analyst Pro:
  - Port key GP tools
  - Enables BA users to do most of their work
  - Work with online or local data
Road Ahead: Key Workflows in Business Analyst Pro

- Make it easy to create a demographic map
- Create an infographic / report for an area
- Data enrichment
- Suitability / rankings
- Territory management
Demo

Business Analyst Pro
Road Ahead: Web and Mobile App Improvements

- New “comparison” workflow
- Output to a story map
- More infographic enhancements
- Territory Design
- Improved organizational settings
- Localization
Road Ahead: Improved Business Analyst Server

• Significant performance improvements for data enrichment & reporting
• Improved scalability
• Simplified installation
• Single Geoenrichment Data Store for enrichment and mapping
• Seamless integration with Business Analyst Web App
• New Architecture, validated in ArcGIS Online
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