Esri Pacific User Meeting
CA / HI / NV
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ArcGIS Online Steps to Success

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Agenda

ArcGIS Online Steps to Success

- ArcGIS Online introduction
  - Web GIS
  - How does it fit into the ArcGIS platform?
  - Desktop Entitlements
- Eight steps to success
  - How to get started with ArcGIS Online
  - Best practices and workflows

Jack’s Plenary Message

“Web GIS is actually starting to transform everything we do. And who's leading it? You are.”

http://www.esri.com/events/user-conference

ArcGIS Is a Platform

Enabling Web GIS Everywhere

Available in the Cloud and On-Premises

ArcGIS Online

Delivering Web GIS throughout your Organization

Self-service

Built-in Security

Content management

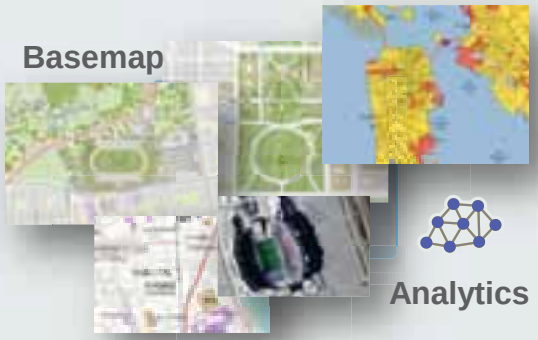
Groups

Share

Maps for Office

Demographics

Basemap



Analytics

Ready to use web apps

ArcGIS Online Steps for Success

ArcGIS Online Accounts

- Public Accounts
  - No charge
  - Personal use (or qualifying organizations)
  - Basic features and capabilities
- Organizational Account
  - Via subscription
  - Business / professional use
  - Full capabilities (website, publishing, access premium services, full experience)
  - Management framework and tools

Establish The Vision and Governance

Cultivate and support your advocates.

Vision & Governance

- What is the mission and vision?
- What problems will it solve?
- What are the deliverables?
- Who is the audience?

- Establish a curator, or group of curators
- Form a governance committee

Configure Your Site

Establish your presence and your brand

Configuration & Settings

- URL and logo
- Home page (banner and background)
- Featured content (gallery ribbon)
- Gallery
- Map
- Security Settings

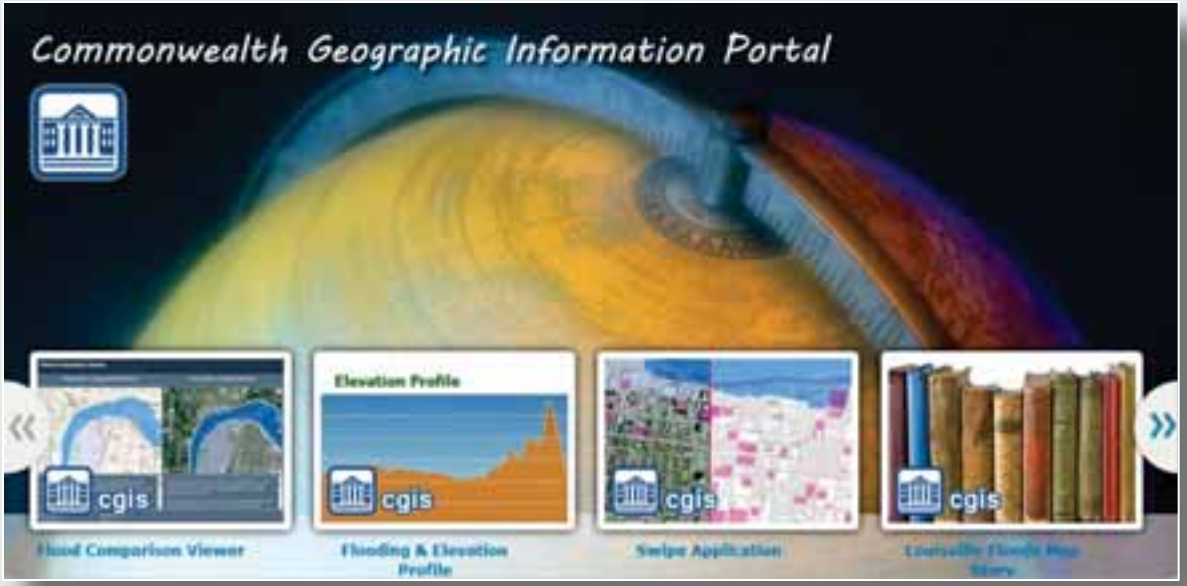
Your Home Destination

Public / Esri Home
arcgis.com/home

Your Organization
<org>.maps.arcgis.com

Not necessarily a public destination!

Organization Branding



Establish visual queues for your authoritative shared content

Tip: ArcGIS Online for Local Government resources

Map Your Organization Using Groups

Tailor your organization to…
your organization

Organization or Project Chart

Groups are organization building blocks

- Consider
  - Consistent visual queues
  - Consistent naming convention
  - Well-documented
  - Color coded

Organize Useful Content

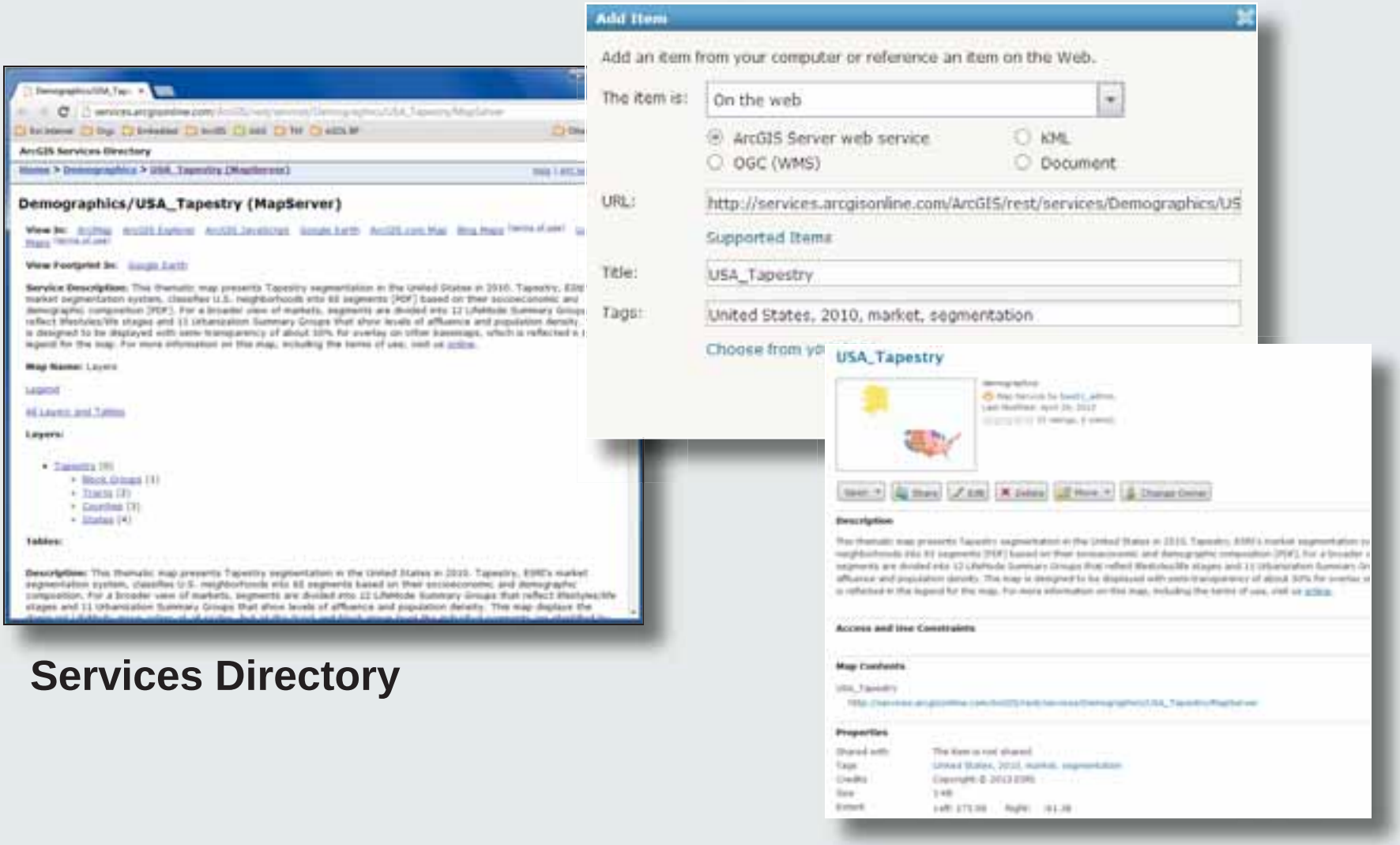
It’s a portal after all…

ArcGIS Online Content

- What can you add to ArcGIS Online?

ArcGIS Services

Great documentation starts at the source



Services Directory

Authoring at the Desktop

Leverage the cloud when it makes sense

- Publish as hosted tile or feature services
- Must be a Publisher role in ArcGIS Online
- Authoring tips:
  - Use ArcGIS Online scale levels
  - Symbology
  - Document properties
  - Hide unnecessary fields
  - Use Aliases on fields

Thumbnails

Geographic

Graphic

Organization
Branding

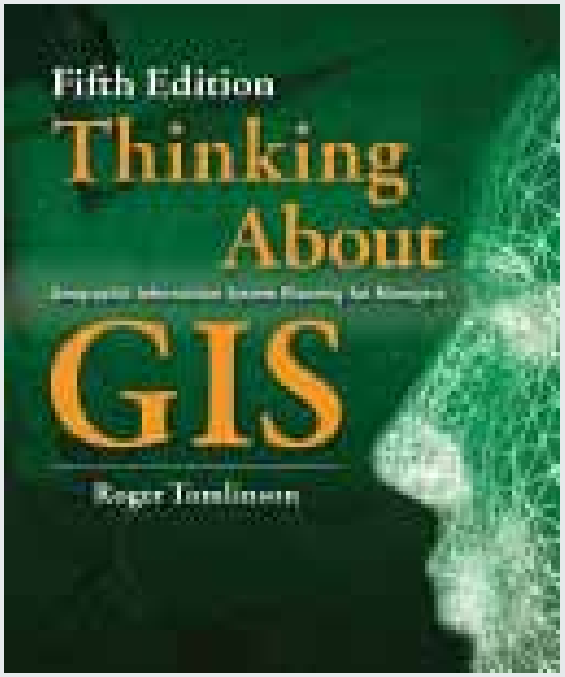
Content

Create Useful Information Products

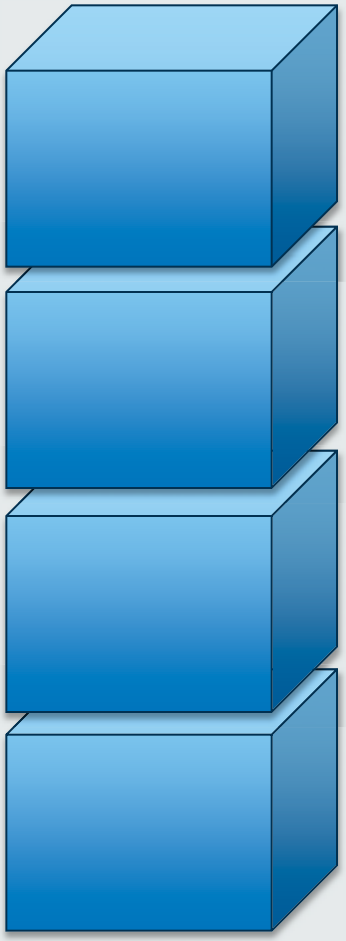
Useful information supports your organization,and establishes value, support, and adoption.

What is an information product?

- A simple, focused answer to a business problem or question designed for ease-of-use for identified users or sets of users.



Building blocks of an Information Product



Title, Description, and Who will use it

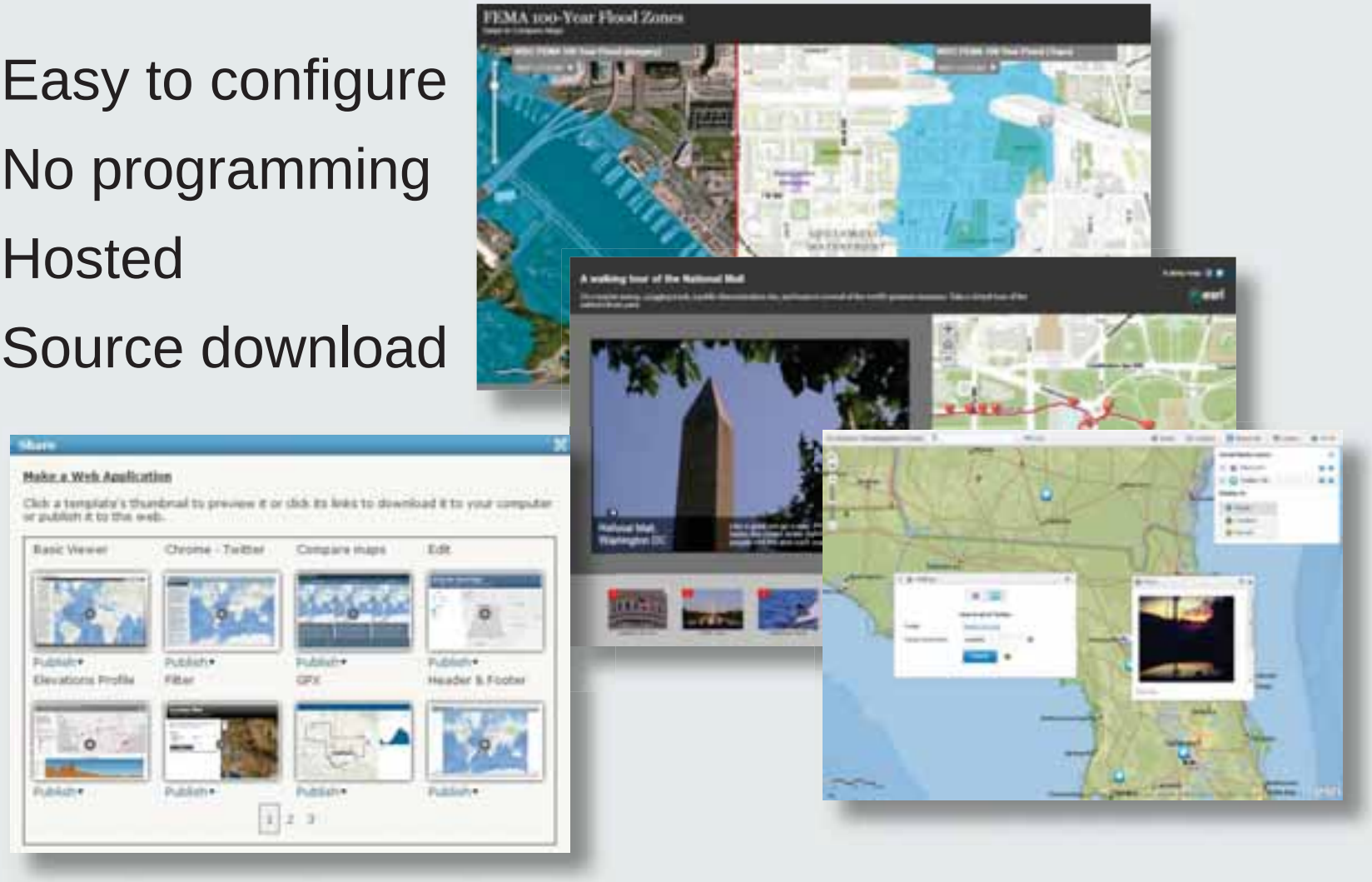
Input requirements ***(Layers, data, symbology, basemap, attributes, popups…)***

Delivery requirements ***(Story Map?, Mobile access?, Web app? Embedded web map?)***

Workflow ***(Steps to create, Frequency of use)***

ArcGIS Online Configurable Web Apps

- Easy to configure
- No programming
- Hosted
- Source download



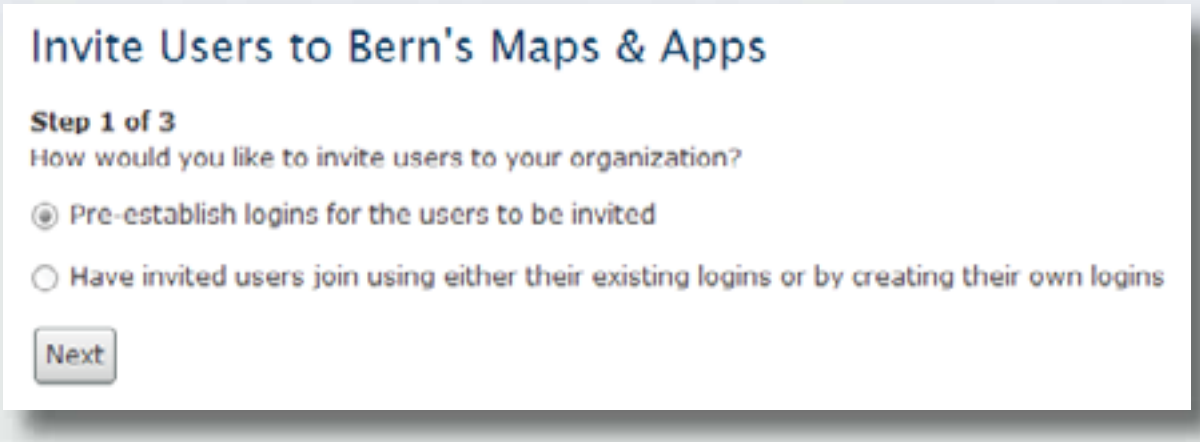
Best practices for Sharing

- Make “it” relevant
  - Meaningful name, description, date, ownership information…
  - Interesting thumbnails
  - Keep it simple and focused
  - Keep it timely
- Create meaningful Tags
  - Search made easy
  - Search tips
- Sharing consistency
  - Public, Organization, Group, Private

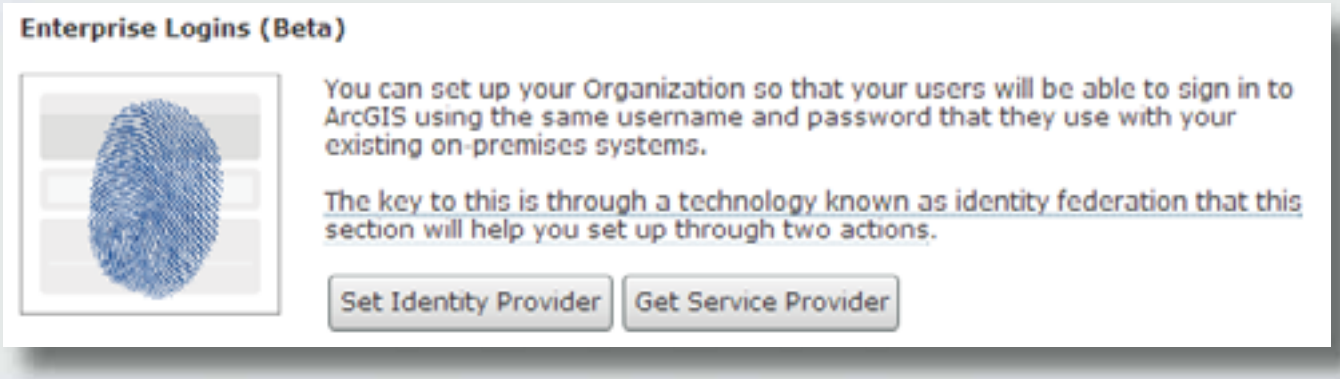
Invite Users

Rollout your organization, and teach users your best practices

Invite organizational members



Invite users via pre-established logins (recommended)
or by using existing account



Enterprise logins

Roles in the Organization

	User	Publisher	Administrator
Add items	✓	✓	✓
Create web maps	✓	✓	✓
Share content	✓	✓	✓
Participate in groups	✓	✓	✓
Publish hosted services		✓	✓
Customize Site			✓
Manage the organization & other users			✓

Organization Persona

Establish organization persona for authoritative shared content

Integrate With Other Business Systems

Your value is contingent upon how you integrate with existing systems, processes, workflows.

Esri Maps for Office

Support Office workflows and users

Extend your reach through apps

Promote Your Organization

Evangelize and promote your value using real examples and real value propositions.

Your Challenge

- Follow these steps for success
- Think outside the box…but don’t overthink it!
  - Simple, focused information products are popular
  - Use Analysis, e.g. from the Desktop and share the result as an information products
- Start at the top of the Organization
- Build a rollout plan that works for your Organization

Additional Resources

- ArcGIS Resource Center
  - Help
  - Blogs
  - Forums
- Training Videos
  - Many ArcGIS Online resources

Questions?