

# Esri Southwest User Conference

November 13–15, 2013 | Salt Lake City, Utah



## Mapping for the Non-GIS Staff in Your Agency

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# Agenda

- **Esri Maps for Office**
- **Community Analyst**

# Location Analytics



**Mapping and  
Visualization**



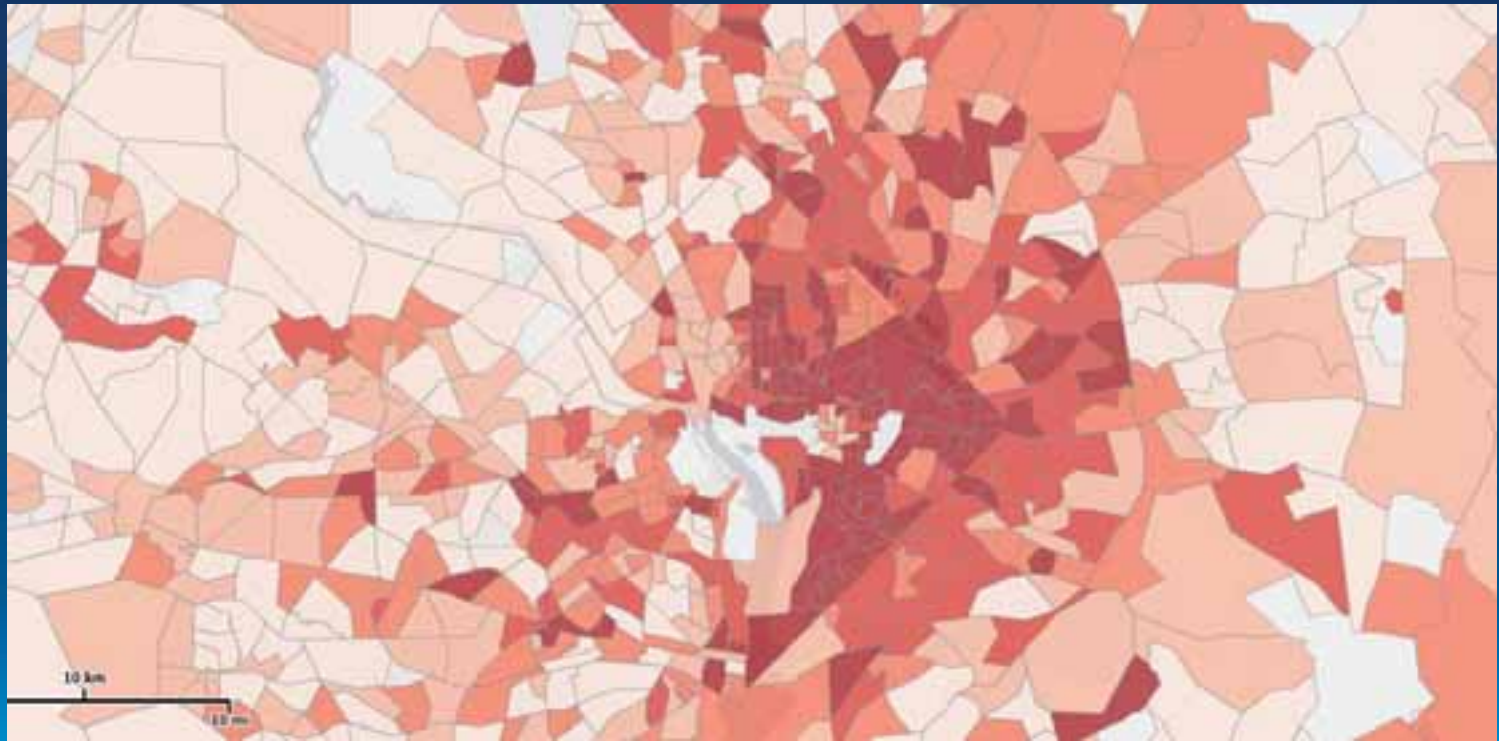
**Spatial  
Analytics**



**Information /  
Data Enrichment**

# Why Use It?

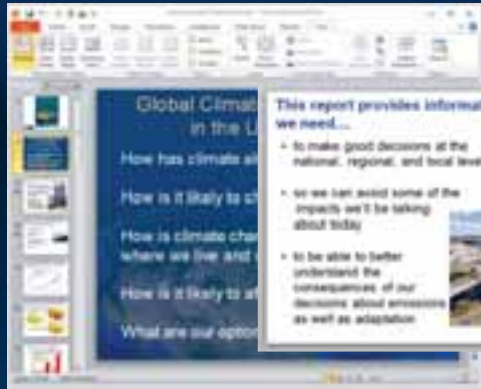
- Evaluate the Flow of Resources



% of Households with Income < \$15,000



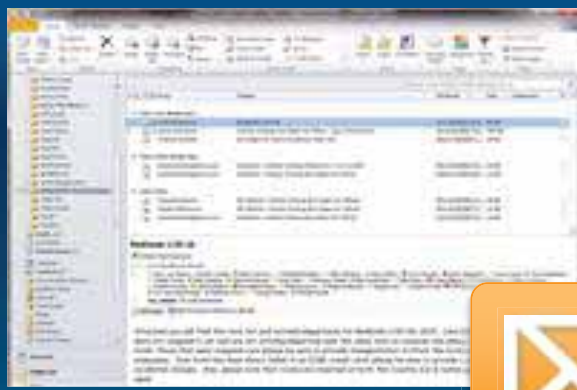
**Spreadsheets**



**Presentations**



**Internet / Browser**



**E-mail**





**Spreadsheets**



**Presentations**



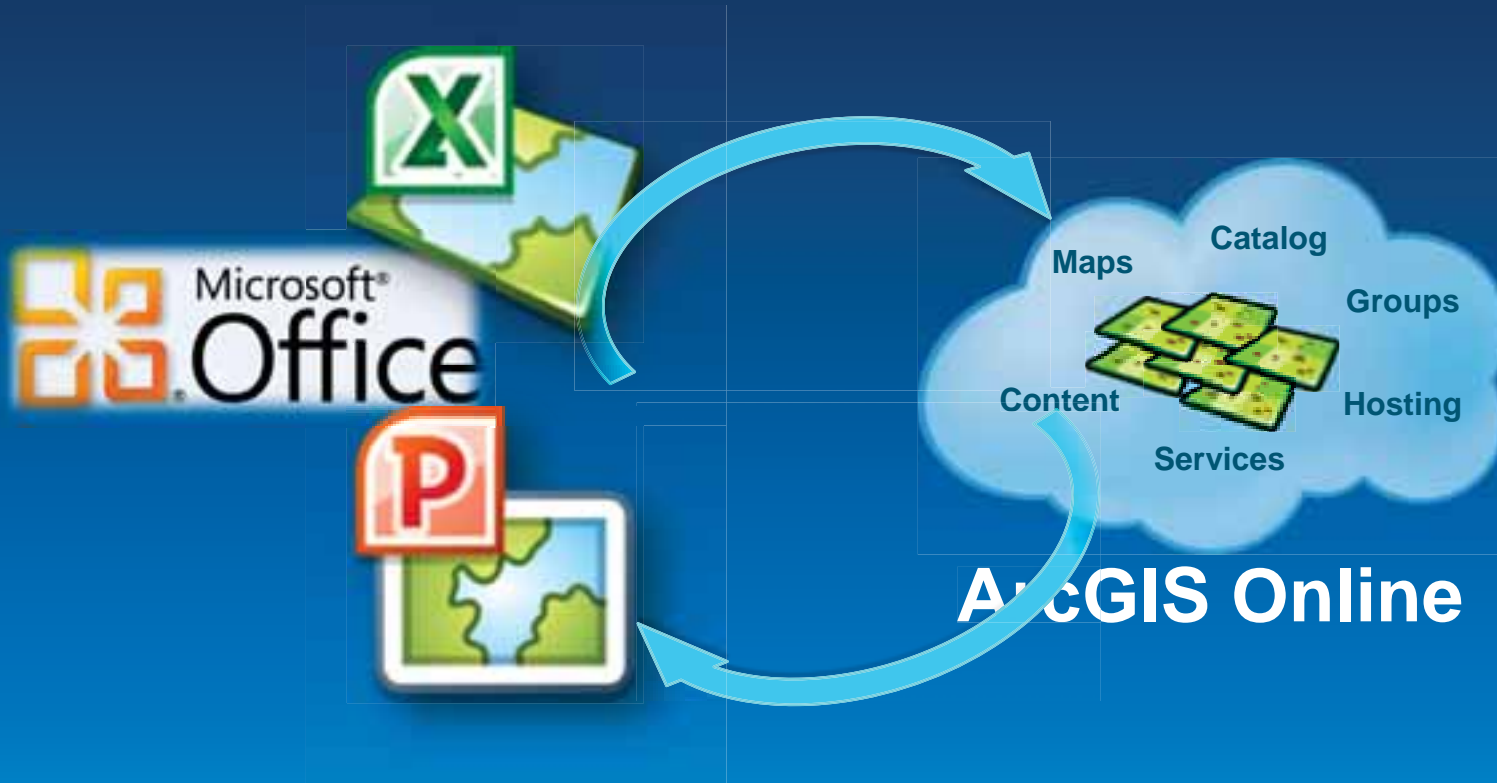
**Internet / Browser**



**E-mail**



# Esri Maps for Office



**Demo**

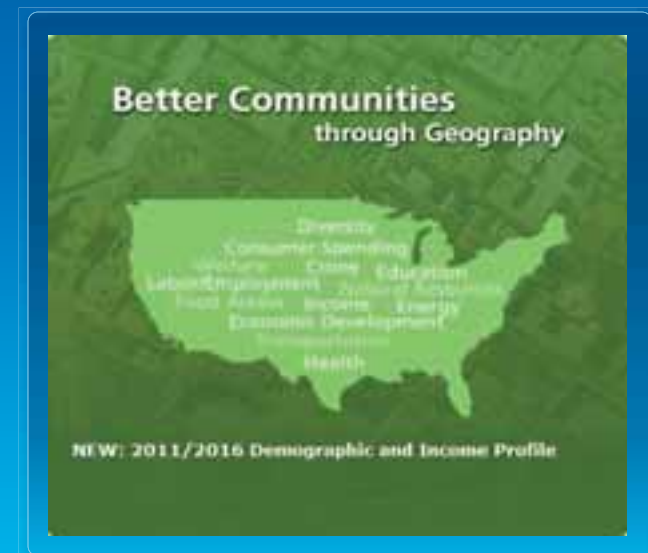


# Community Analyst

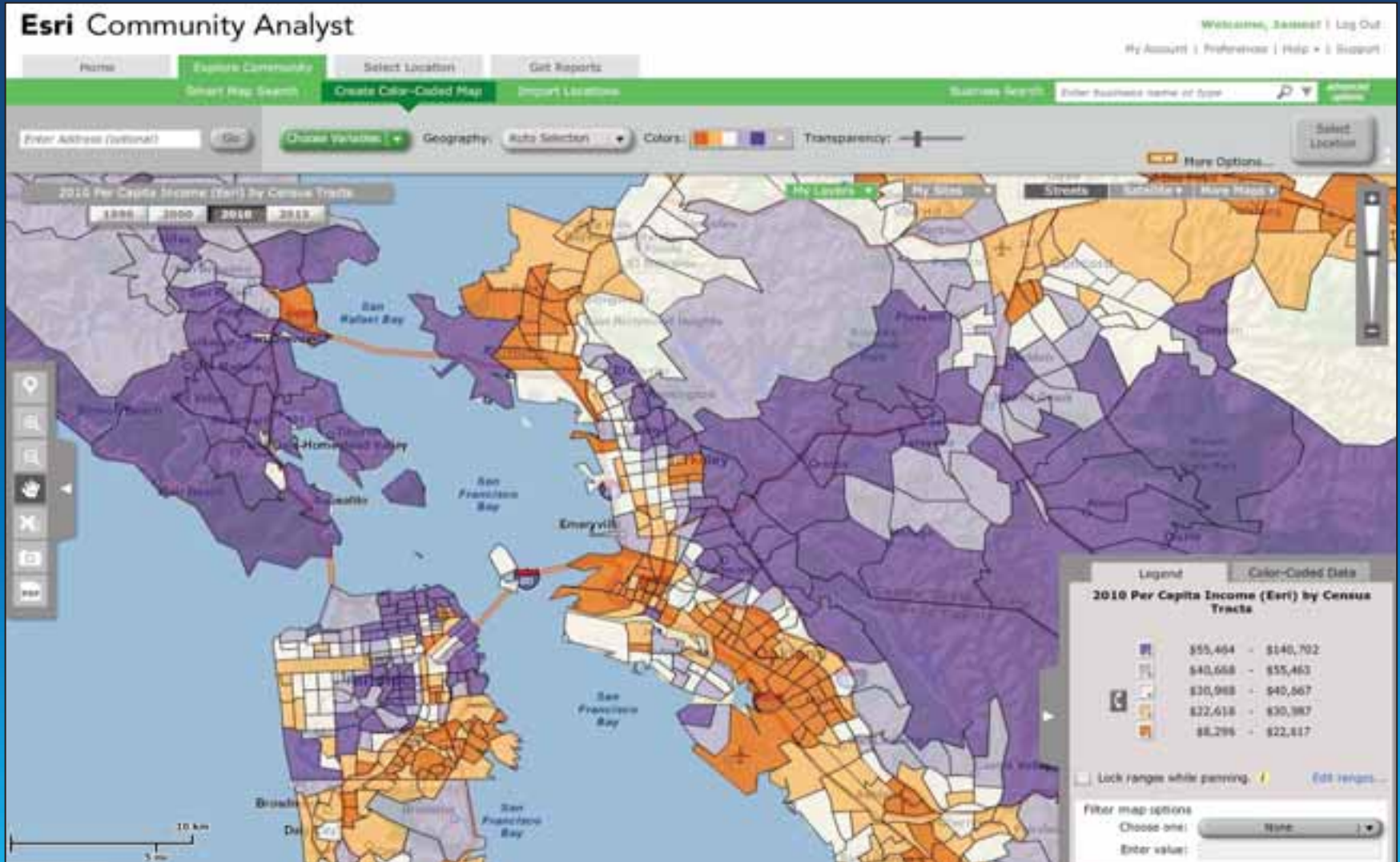


# What is Community Analyst?

- **Web application to make better decisions about a community**
  - **SaaS solution – leverage Esri infrastructure**
  - **Quickly and easily perform analysis**
  - **Communicate through maps and reports**
  - **Use authoritative data**



# Esri Community Analyst



# Who is it for?

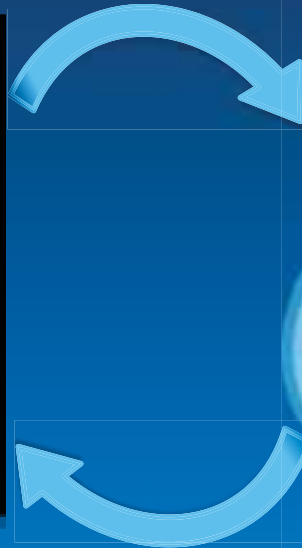
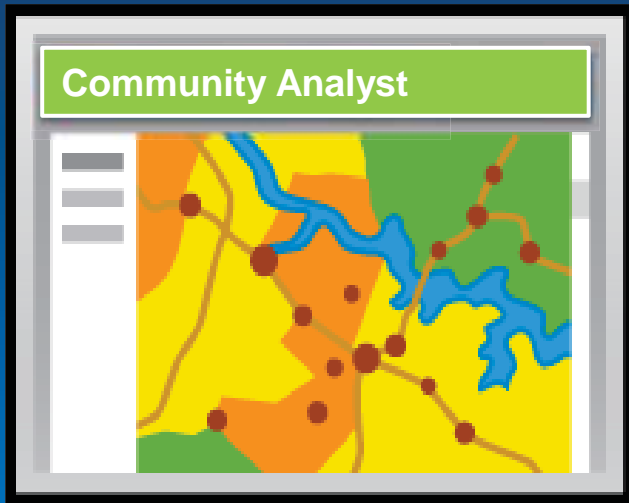
## For policy-makers, analysts, and advocates

- Government agencies (all levels)
- Civic and grant-making organizations
- Planners and planning commissions
- Advocacy groups
- NGOs
- Health agencies
- Consultants
- Educators

## What questions does it answer?

1. Are we putting resources in the right place?
2. How do we communicate *why* resources were allocated the way they were?
3. How can we reach the community more effectively?

# ArcGIS Online



# Tools

- Business Search
- Comparison Report
- Color-Coded Map
- Smart Map Search
- Standard Reports



**Demo**



# Thanks

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Understanding our world.