



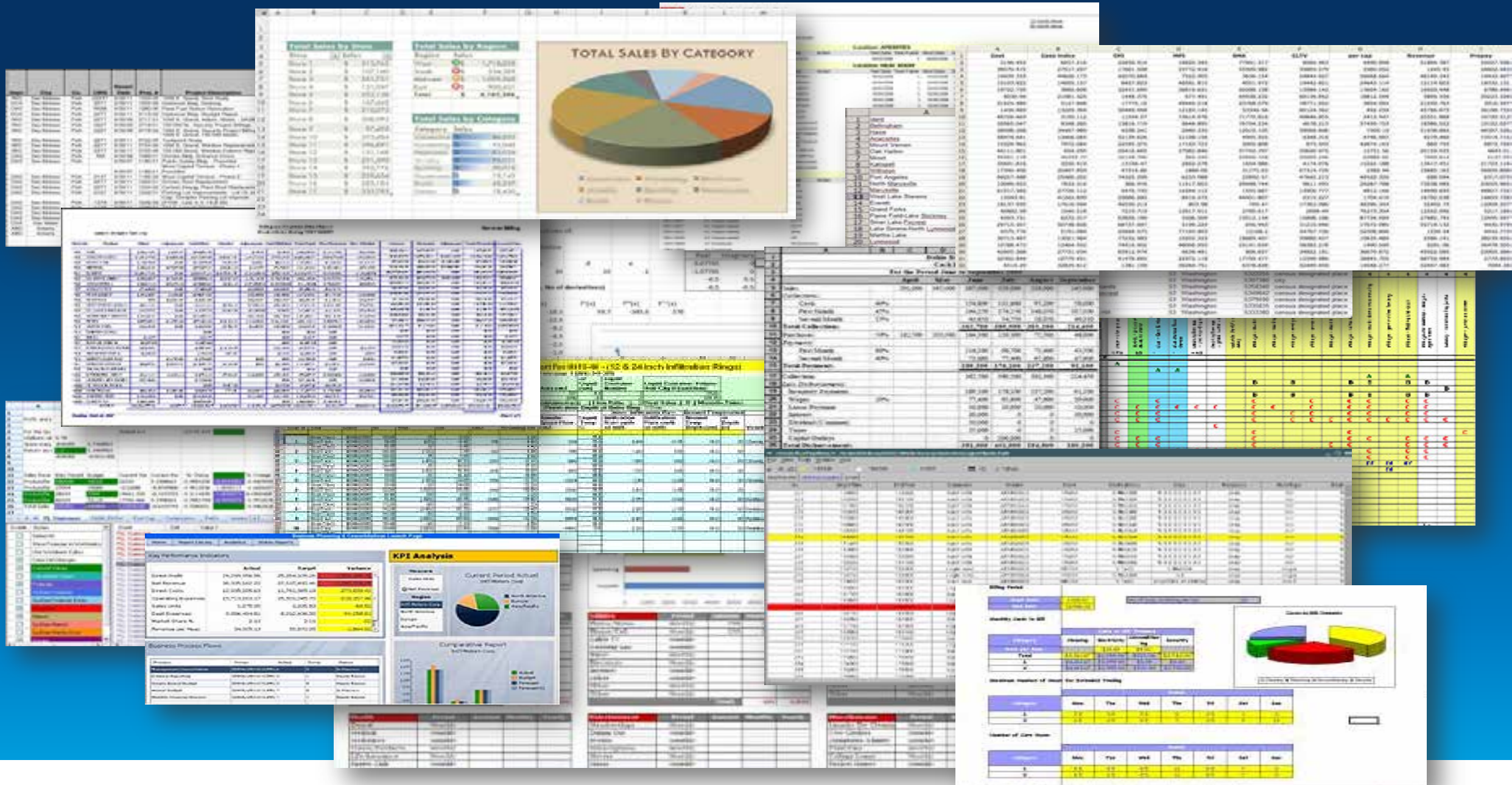
# GIS for the United Nations and the International Community Conference



## ArcGIS and Location Analytics

Paola De Salvo  
Technical Account Manager  
Non Profit and Global Organization





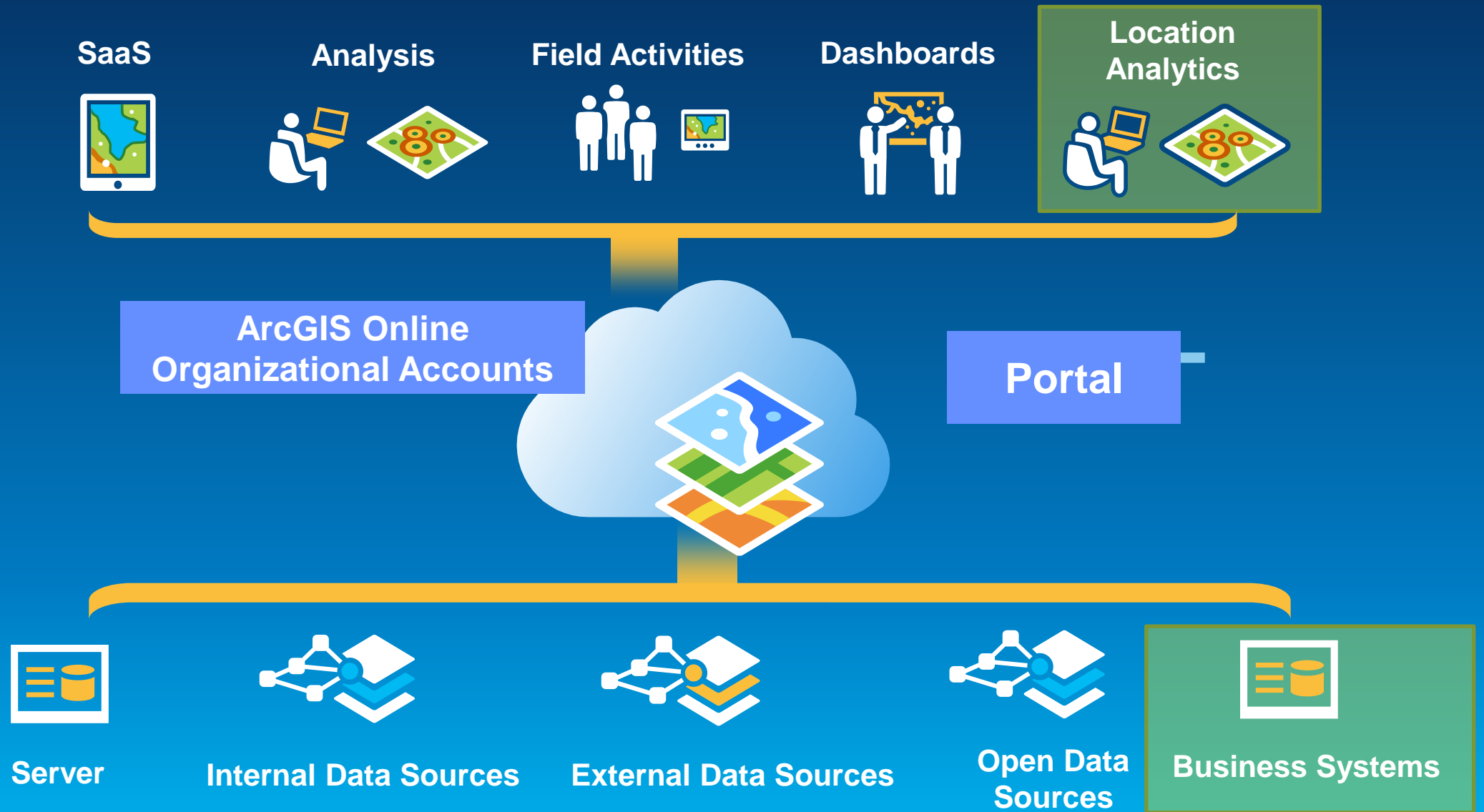
Unlock the Power of Where!

# Information requirement

For any humanitarian response key questions managers would asked include:

- **Where?** geographical location
- **Who?** Population groups (drought affected, IDPs)
- **How many?** Beneficiary estimates
- **Why?** Insecurity, drought, market failure, disaster type
- **When?** How soon (Early Warning)
- **For how long?** Duration of intervention
- **How much assistance?** Resource mobilization/who to contact
- **What type of intervention?** Intervention modality
- **How ?** Logistics, procurement, programming
- **Can this happen again?** Monitoring and Preparedness

# The ArcGIS Geospatial Platform



# ArcGIS Is a Platform

- Enabling Web GIS Everywhere

Simple  
Integrated  
Open



- Available in the Cloud . . .  
. . . and On-Premises

# Geo-Enable the Enterprise with Esri's open mapping platform

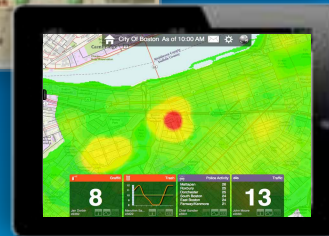
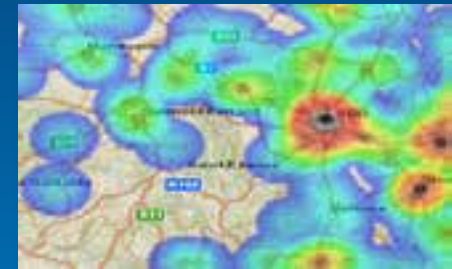
- **Breaking Down the Barriers**



- **Sharing Resources . . .**
- **. . . Supporting Collaborative Approaches**

# Why Is Location So Compelling Now?

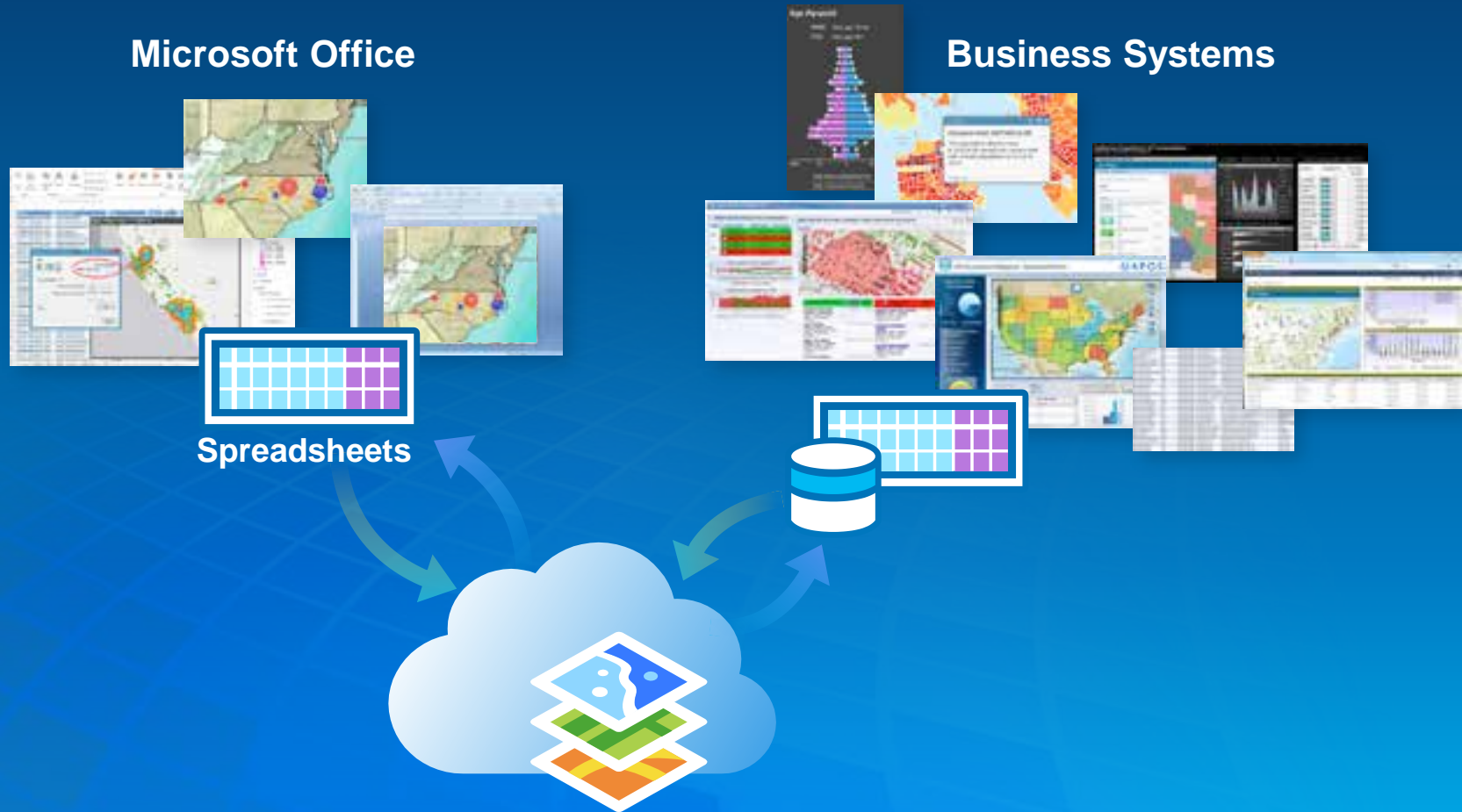
- **Maps** communicate
- **Spatial analysis** is powerful
- **New technology** is making location easier



*. ....Better and Faster Decision Making  
... Improved Communication  
... Increased Efficiency*

# The Platform Geo-enrichs Enterprise Systems

Providing Mapping, Spatial Analysis, and Reporting

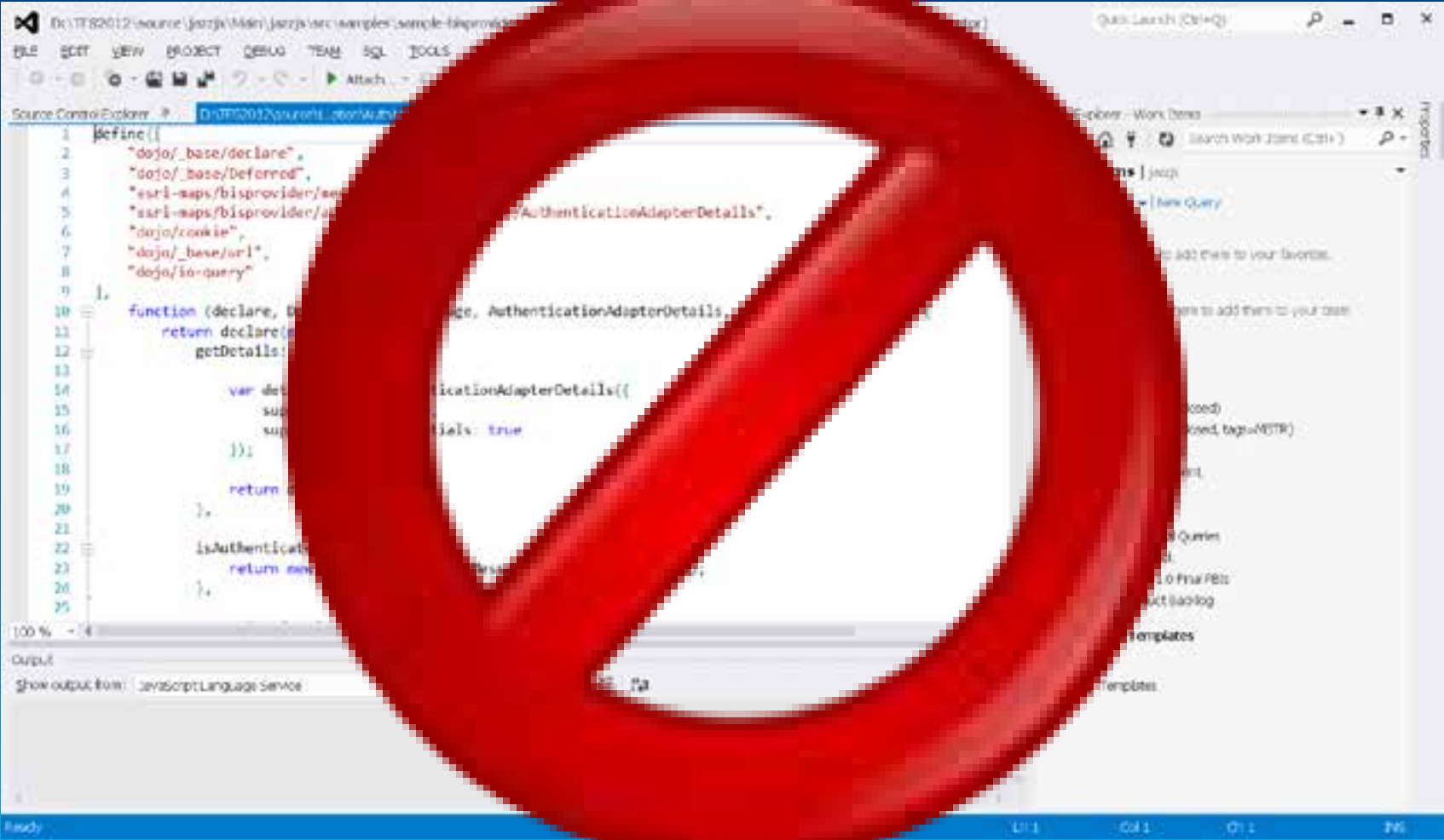


## Esri Maps for . . .

- Office
- IBM Cognos
- SharePoint
- MicroStrategy
- SAP
- Salesforce
- Dynamics



# No code solution



# ArcGIS is a platform for Location Analytics

SaaS or Software

ArcGIS [FEATURES](#) [PLANS](#) [GALLERY](#) [MAP](#) [HELP](#) [SIGN IN](#)

## The Mapping Platform for Your Organization

Create interactive maps and apps and share them with the rest of your organization. Be productive right away with ready-to-use content, apps and templates available for the web, smartphones, and tablets.

[30 DAY FREE TRIAL](#) [WATCH A VIDEO](#)

### Reach Your Users

Share your maps and data on your web pages, blogs, social media, or custom apps.

### Go Mobile

Access your maps and information from anywhere.

### A Living Atlas of the World

ArcGIS includes a living atlas of the world, with beautiful and authoritative maps on hundreds of topics.

### Get Started Quickly

Get started today with little to install or set up.

### Powerful out-of-the-box Apps

Take advantage of ready-to-use apps for field data collection, operational dashboards, and Microsoft Office.

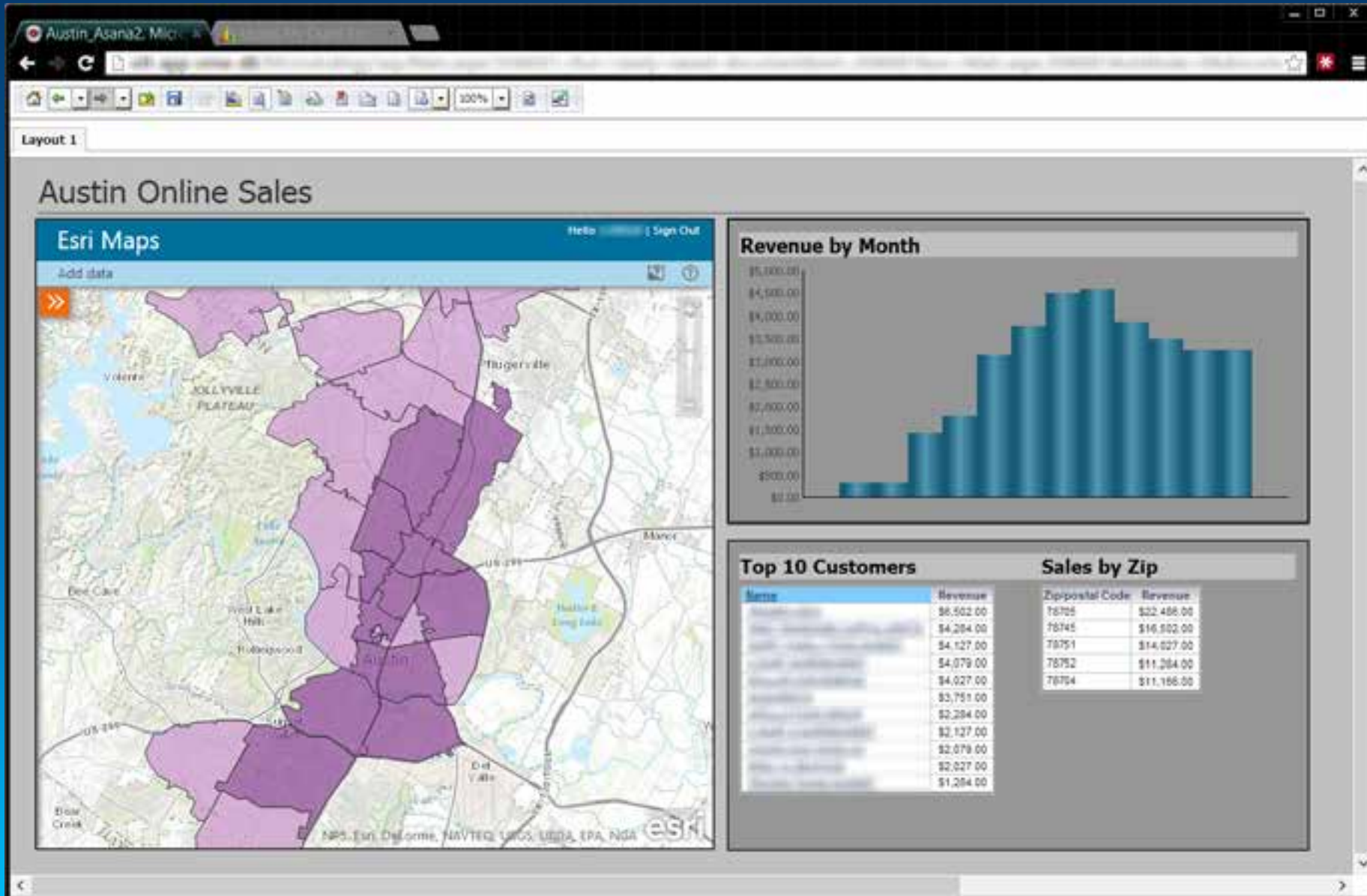
### Integrate

Add the power of dynamic mapping to your BI, EAM, CRM, and ERP system with Esri's powerful location analytics tools.

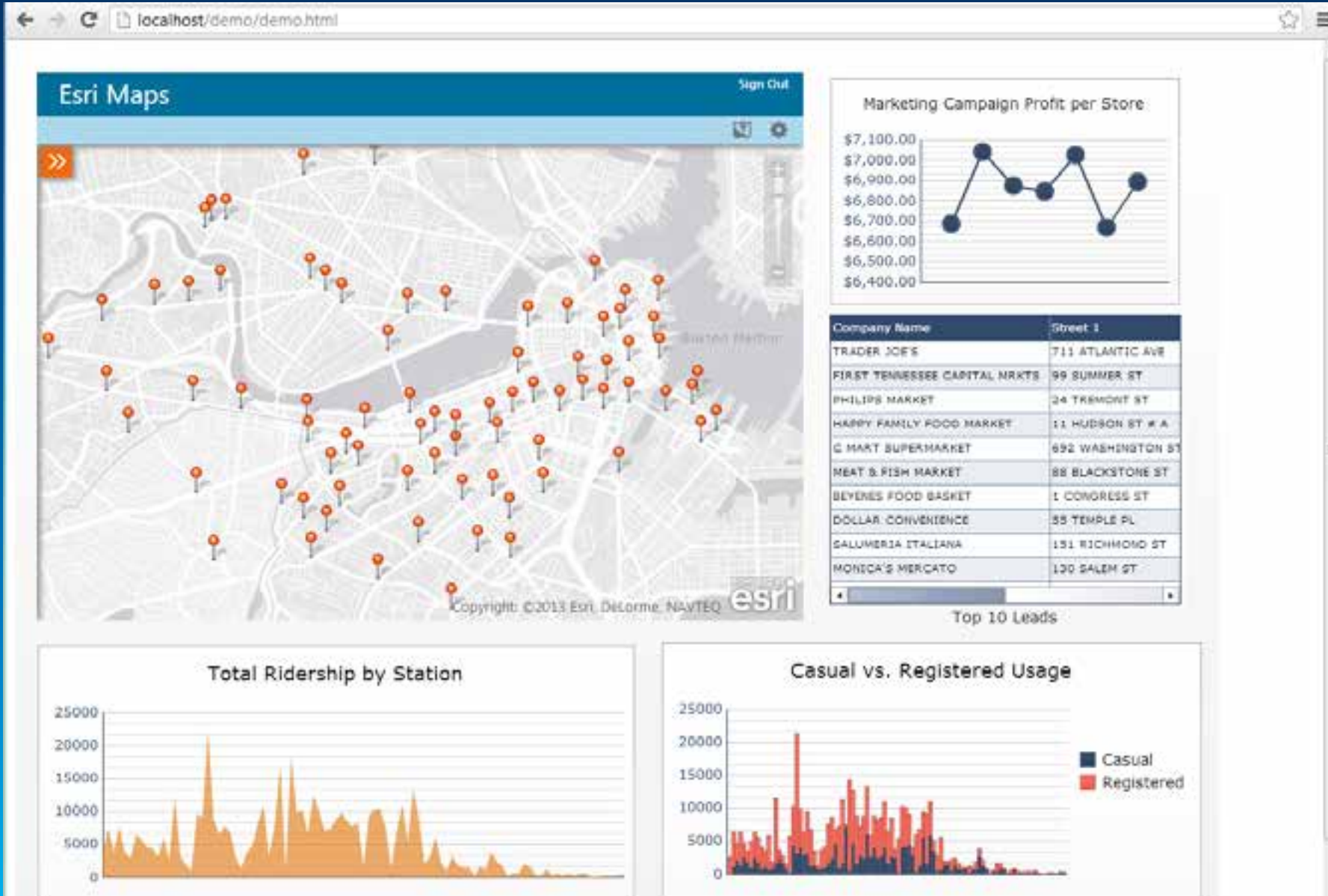
# Esri Maps for IBM Cognos



# Esri Maps for MicroStrategy



# Esri Maps for SAP





## ArcGIS Online

### Esri Maps for SharePoint

#### Map Your Data and Reveal More

Create color-coded, clustered point, and heat maps to visualize key business measures such as sales and customers. Use configurable symbols to differentiate single points or groups.



#### Get Additional Insights

Enrich your map with Esri demographic and lifestyle data to get a deeper understanding of an area and its population. Add infographic pop-ups to communicate key data points in an easy-to-understand and highly visual way. You can also add external business data through Business Connectivity Services (BCS).

Download Esri Maps for SharePoint. You'll need an ArcGIS Online paid or trial subscription.

[Get Esri Maps for SharePoint](#)

#### Broaden Your Analysis

Analyze specific points or groups of points in the context of standard regions, including state, county, or Zip-level, or custom regions. Drill down from higher to lower level regions on your map, for example to compare sales by state versus metropolitan area.



## Esri Maps for Office

### Map-Enable Your Data

Making a dynamic map of your Excel data is as easy as creating a graph or chart. Quickly map locations and other geographic data by territory, state or ZIP Code. You control how the maps are styled, so you can emphasize the information that's important. [Watch a video.](#) [2:19]



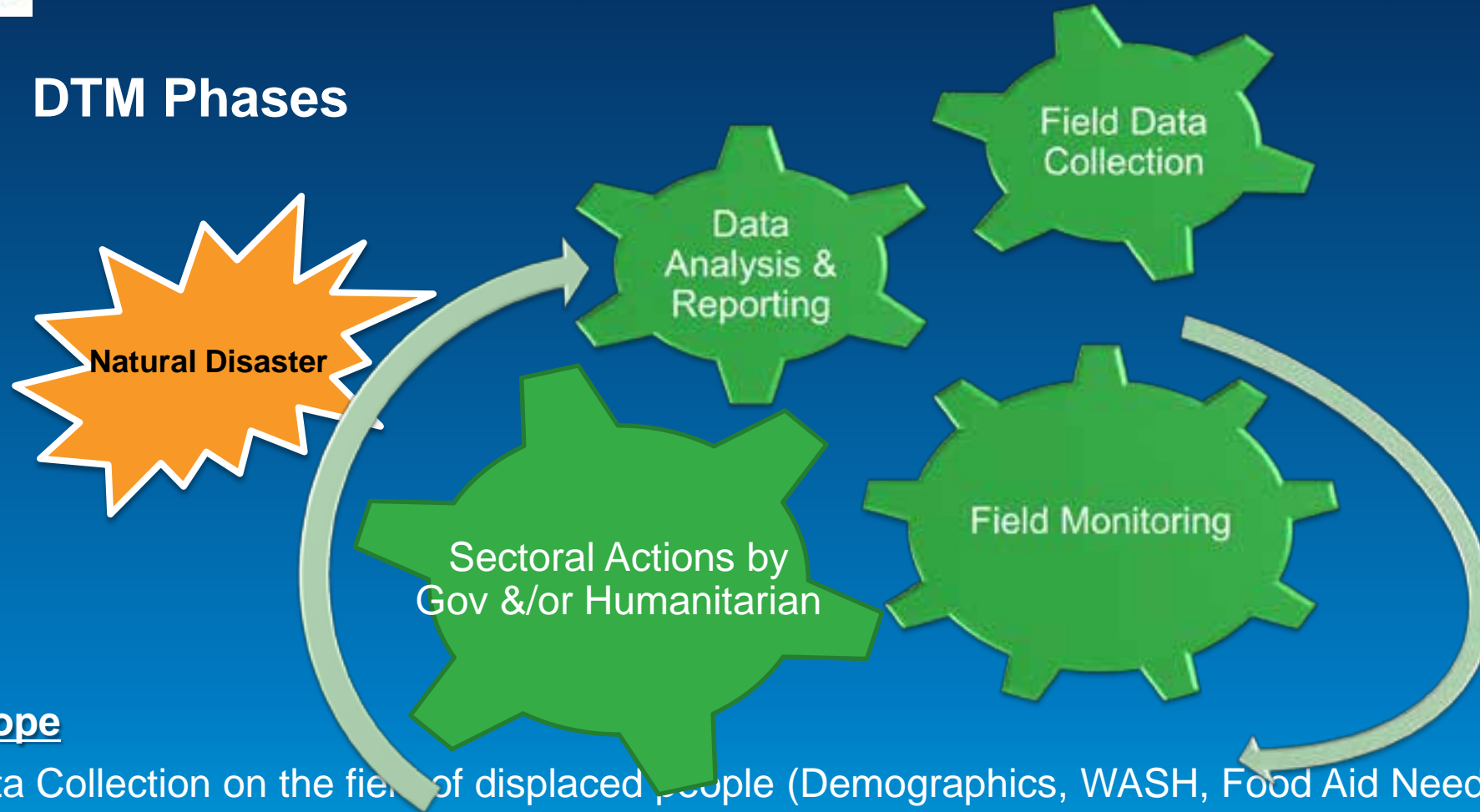
### Enrich Your Data

Add geographic data enrichment services to your map to get more context about a location or area. Show demographics and lifestyle data and other relevant characteristics associated with a specific area to provide new and deeper insights about your mapped locations. [Watch a video.](#) [2:45]



# Location Analytics in Emergency Management: DTM Displacement Tracking Matrix (IOM)

## DTM Phases

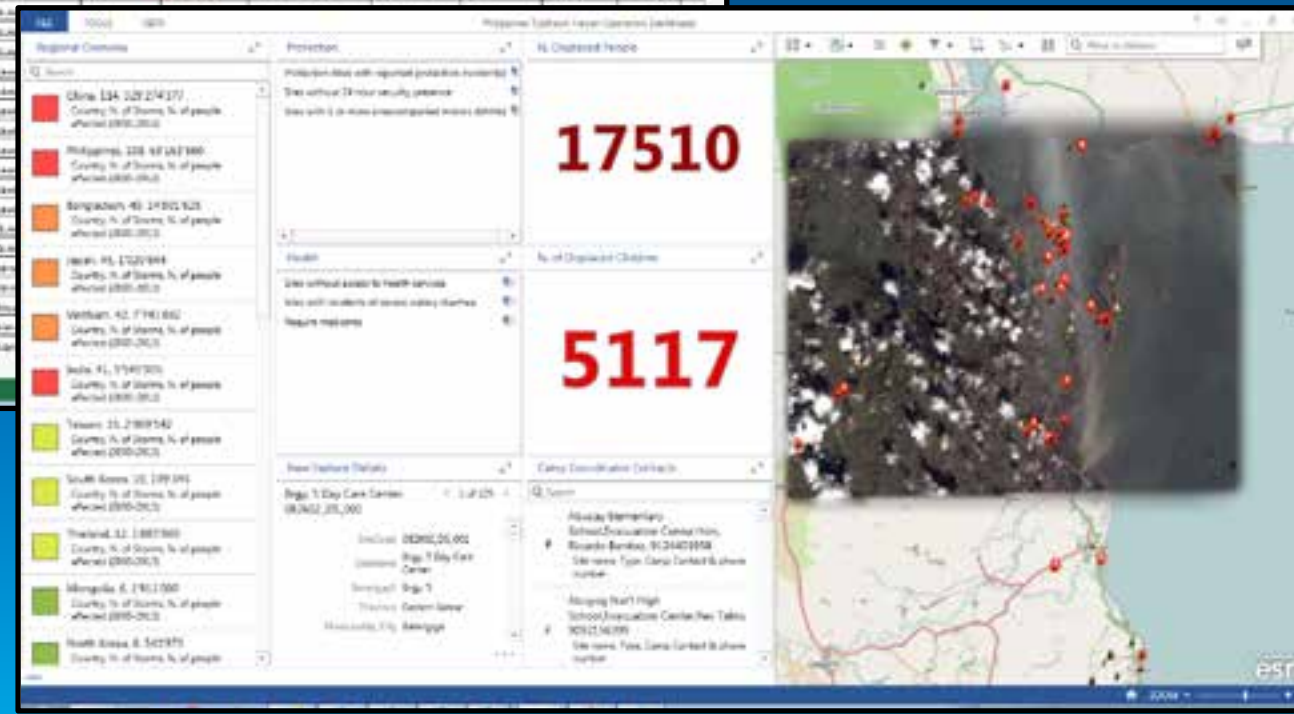


- Scope
- Data Collection on the field of displaced people (Demographics, WASH, Food Aid Needs, Child Protection)
- Data Analysis and mapping of displaced people and trigger problem solving (Planning and Response)
- Monitoring Displaced people over time (Migration policies & International Migration)
- Enable the return of displaced people to their home places or to a new home place.(Development program design &



# From Tabular Data

SiteCode	SiteName	Y	X	Barangay	Province	Municipal	Region	Site_type	Property_Date_of_start
000001_01_001	Ang. B. Day Care Center	11.230790	125.589151	Ang. B.	Eastern Samar	San Jorge	8	Subsidiary Center	11 Nov 2001
000002_01_002	Lampaya Central Elem. School	11.234791	125.587150	Ang. B.	Eastern Samar	San Jorge	8	Subsidiary Center	27 Nov 2001
000003_01_003	PAF Station	11.199938	125.587000	Ang. B.	Eastern Samar	San Jorge	8	Subsidiary Center	27 Nov 2001
000004_01_004	Ang. B. High School B.S.	11.234790	125.589151	Ang. B.	Eastern Samar	San Jorge	8	Subsidiary Center	27 Nov 2001
000005_01_005	Ang. B. Hall	11.237780	125.589150	Ang. B.	Eastern Samar	San Jorge	8	Subsidiary Center	27 Nov 2001
000006_01_006	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000007_01_007	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000008_01_008	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000009_01_009	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000010_01_010	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000011_01_011	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000012_01_012	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000013_01_013	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000014_01_014	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000015_01_015	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000016_01_016	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000017_01_017	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000018_01_018	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000019_01_019	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000020_01_020	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000021_01_021	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000022_01_022	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000023_01_023	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000024_01_024	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000025_01_025	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000026_01_026	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000027_01_027	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000028_01_028	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000029_01_029	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001
000030_01_030	Coronad	11.201479	125.721517	Coronad	Eastern Samar	San Jorge	8	Subsidiary Center	28 Nov 2001

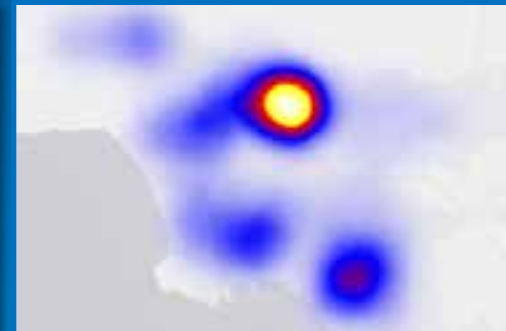


# To Actionable data

# Location Analytics

## Mapping visualization

- ‘Styling’ and ‘grouping’
- Heat maps
- Clusters
- Comprehensive symbol library
- Configurable pop-ups
- Etc.



*More than dots on a map!*

# Location Analytics

## Spatial Analytics

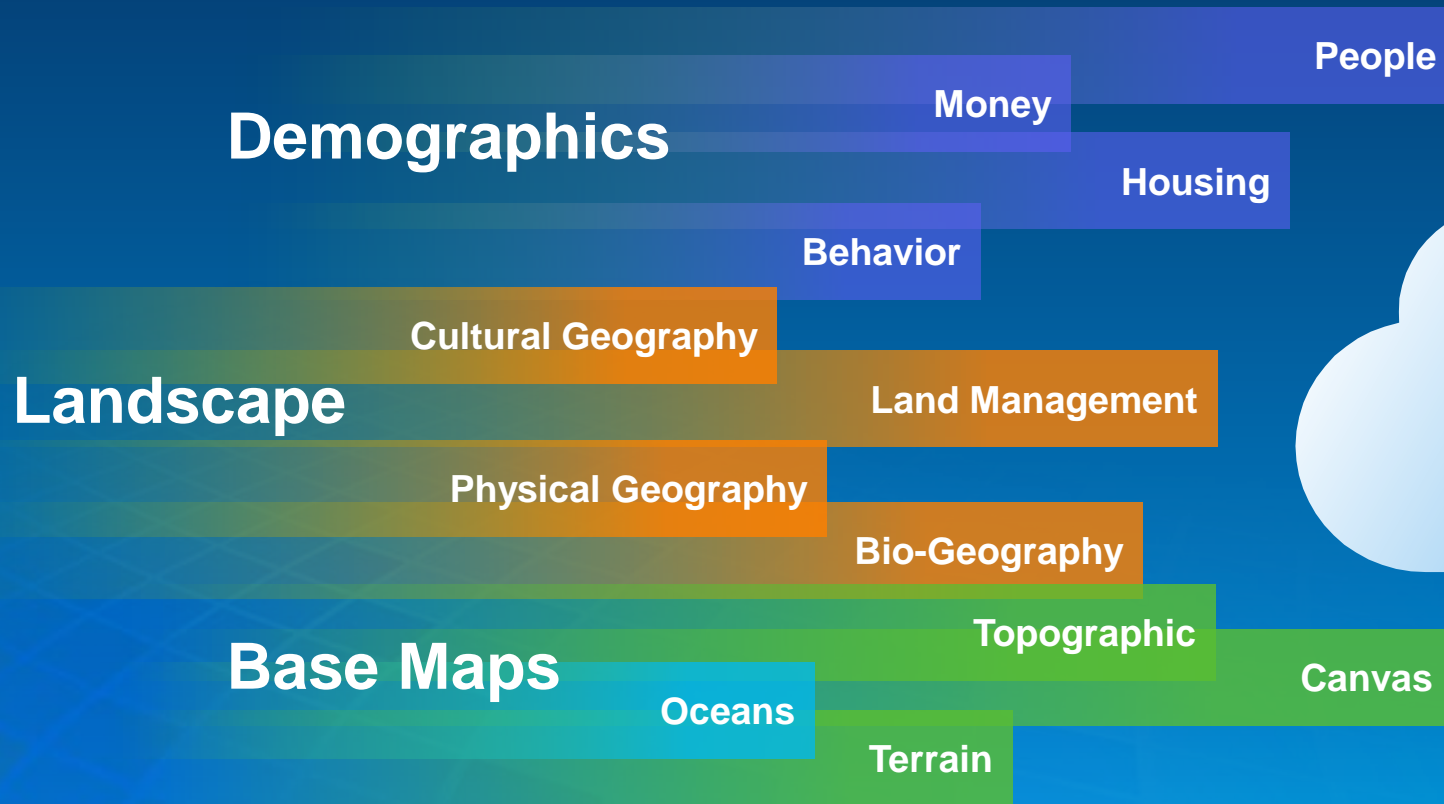


- **Two-way communication with business system**
  - Map-driven filtering tools
  - Drilling



Esri Maps for Business Intelligence (BI)

# Web GIS Includes Online Content Services



... Global maps available to all ArcGIS users

1

Beyond Basic Mapping

2

GeoEnrich Your Data

3

A New Analytical Tool

4

A New Form of Collaboration

# Share Maps Across Systems

One Map Everywhere

Tablets + Phones



Office



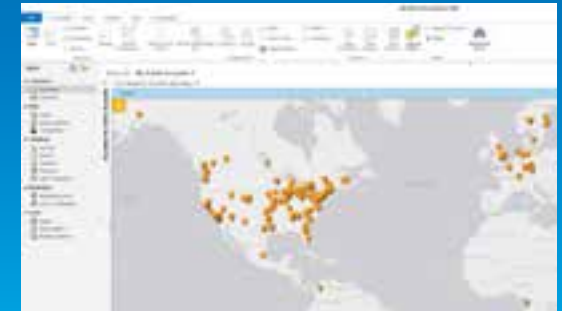
SharePoint



IBM Cognos



MicroStrategy



Dynamics CRM



Understanding our world.