

Location Platform for Business

How Mapping and GIS are Transforming Business

Mike Johnson

in·spi·ra·tion; *noun*

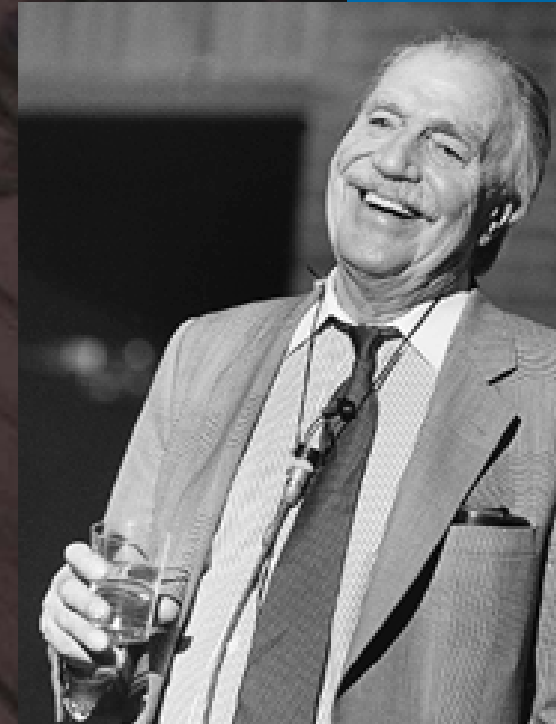
...a person, place, experience that makes
someone want to do or create something

(MerriamWebster.com)



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25th
anniversary
edition

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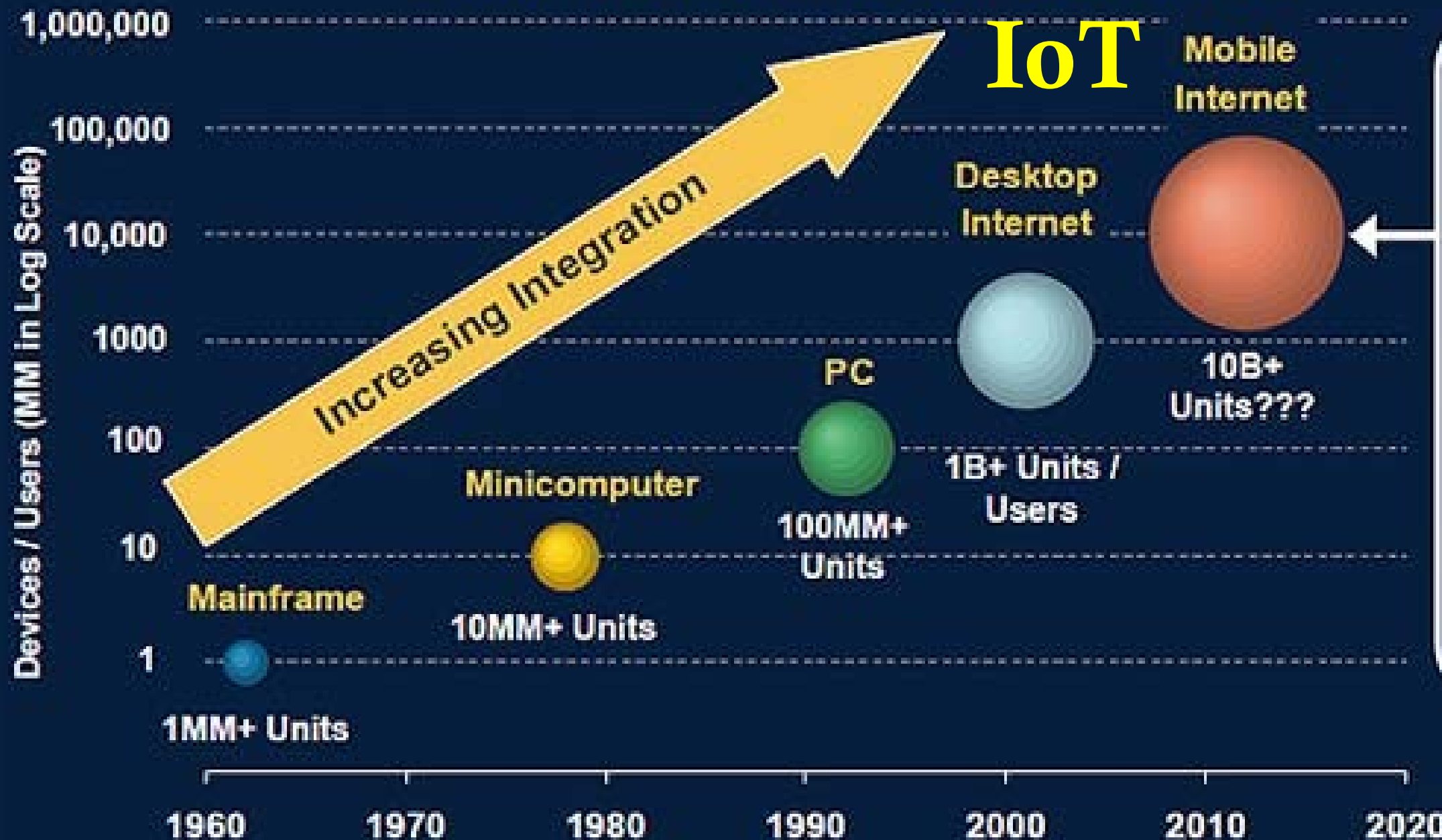
IAN L. MCHARG



25th
anniversary
edition

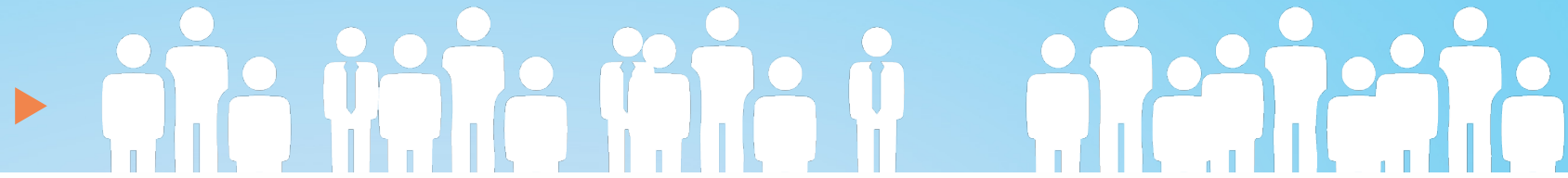


Computing Growth Drivers Over Time, 1960 – 2020E



More than Just Phones

- iPad
- Smartphone
- Kindle
- Tablet
- MP3
- Cell phone / PDA
- Car Electronics
- GPS, ABS, AV
- Mobile Video
- Home Entertainment
- Games
- Wireless Home Appliances



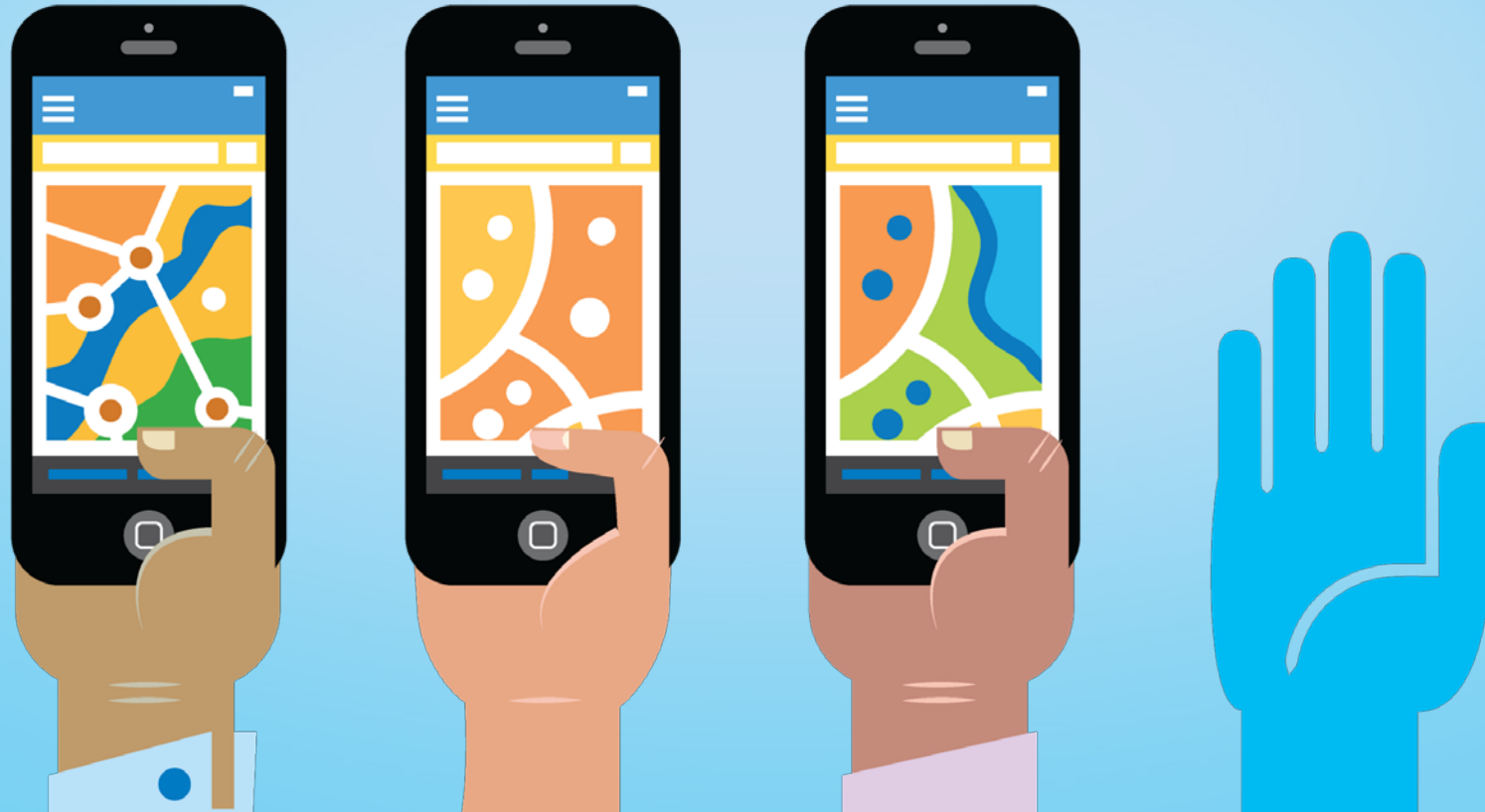
Is that **authoritative knowledge**
reaching the entire workforce?



Increased Demand ▶ For authoritative mapping and location-aware apps at work

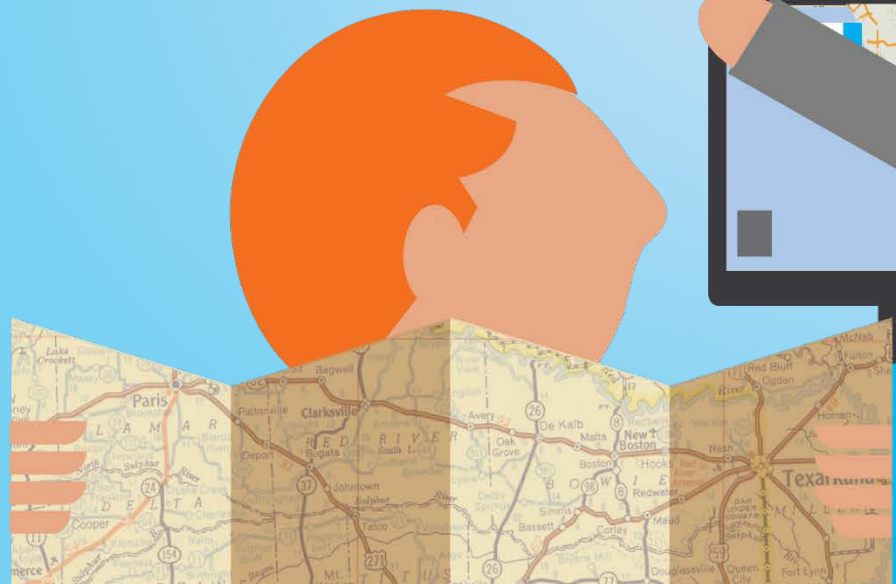
Pew Research Center

74% of adults use their smartphone to get directions or other information based on their current location



People Use Maps at Work

- ▶ But confusion results when maps are **not** generated from your authoritative information



one
corporate
system

no user
limitations

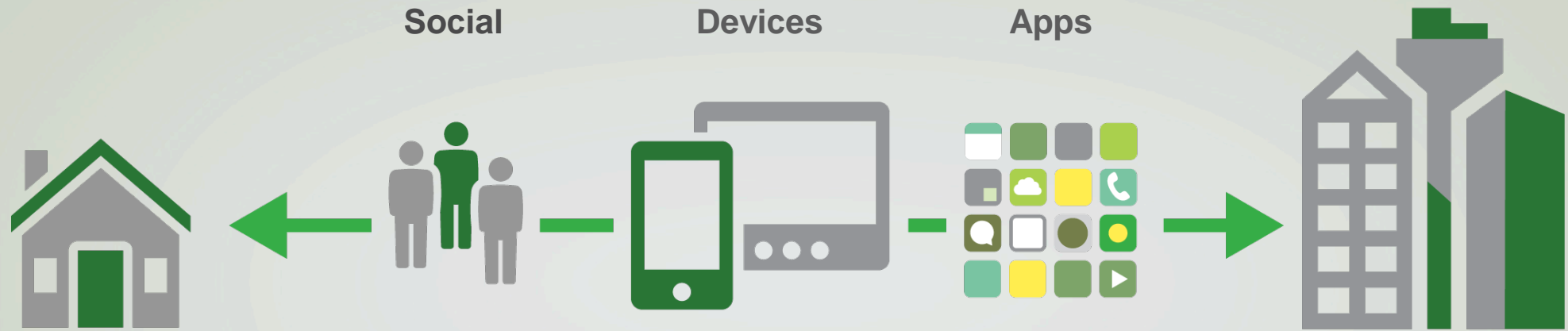
3-clicks
or less

uniformity
in all
their maps

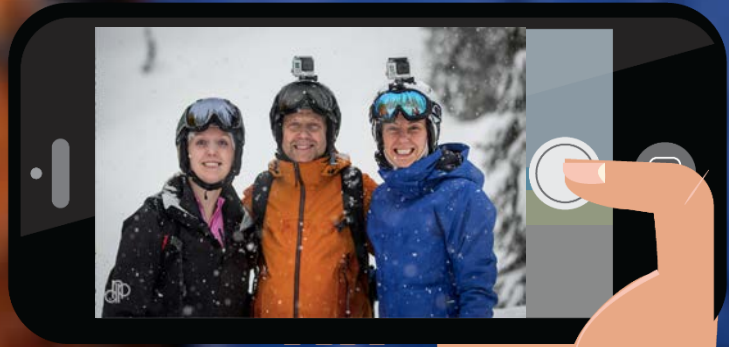
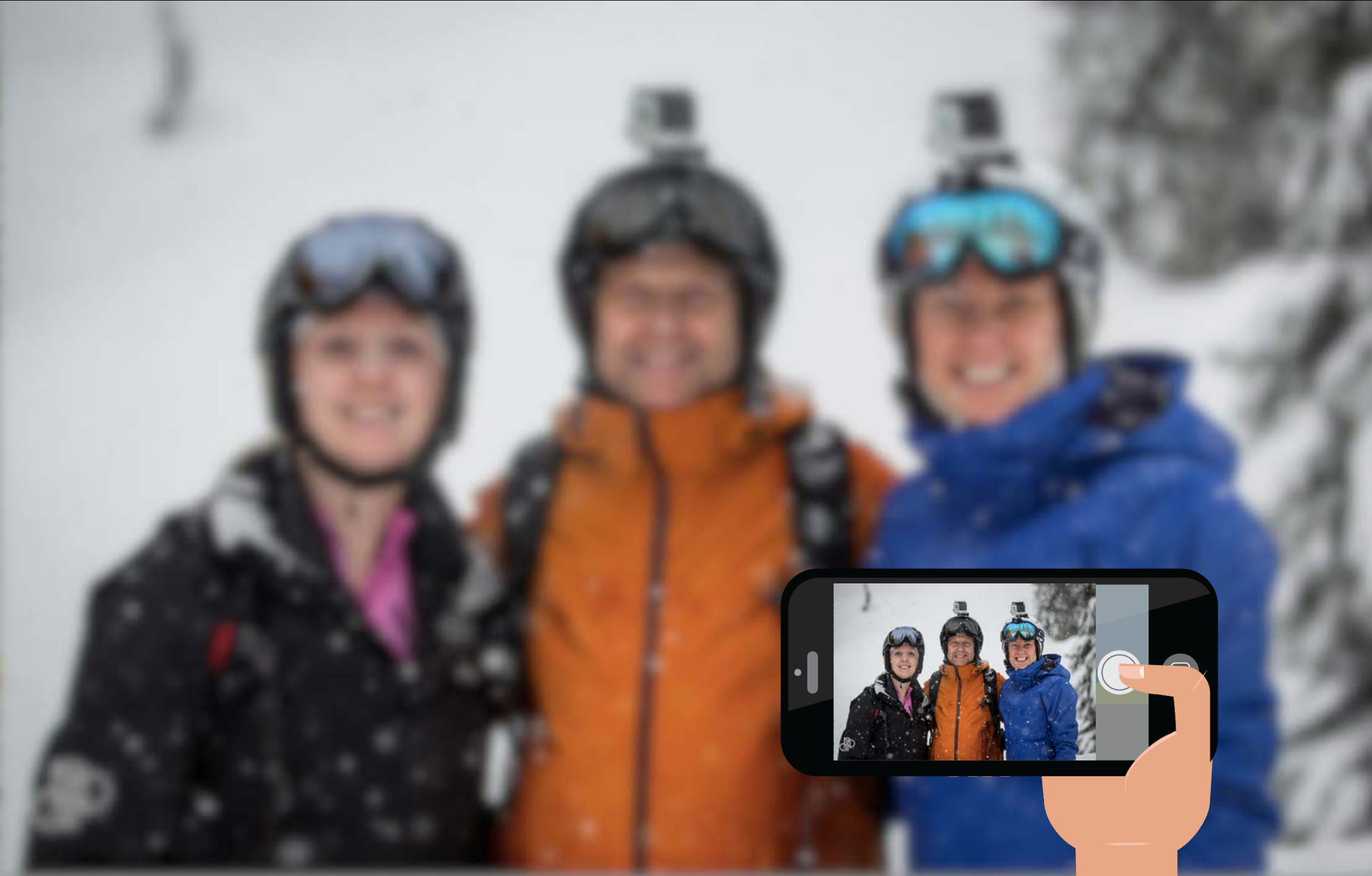
as easy
to use as
their mobile
phone

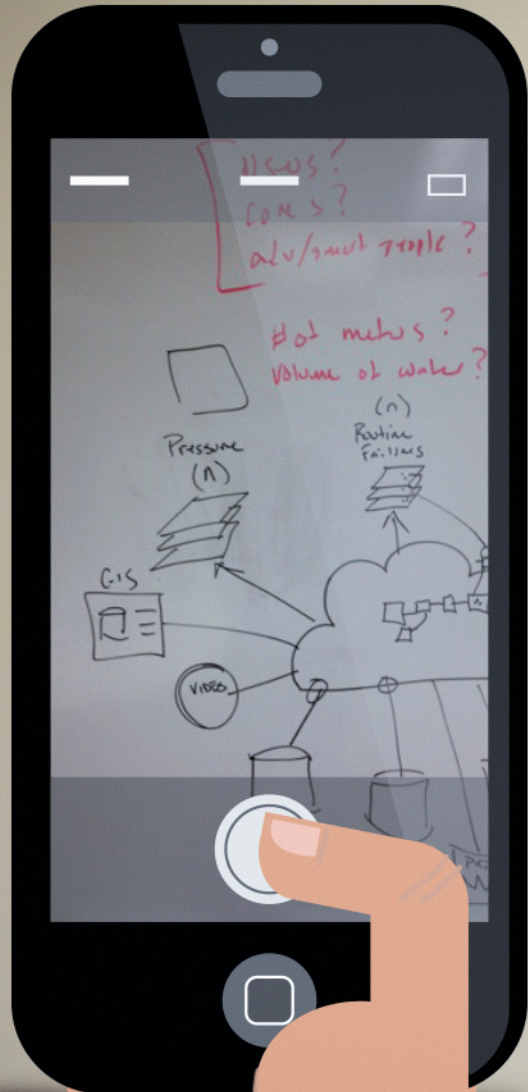
▶ **At Work People Want...**





CONSUMERIZATION of IT





58%

Own a Smartphone

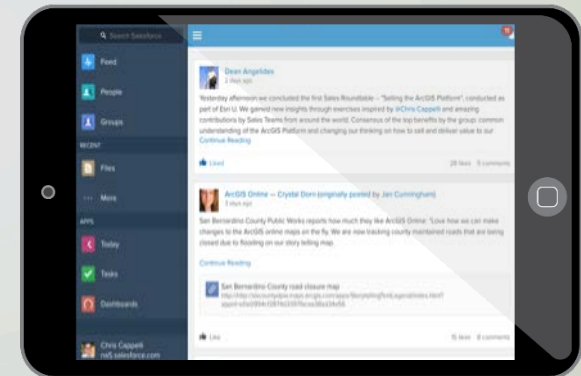


87%

Using the Internet

2.8

Devices Owned by Knowledge Workers



**Work used
to be a place**



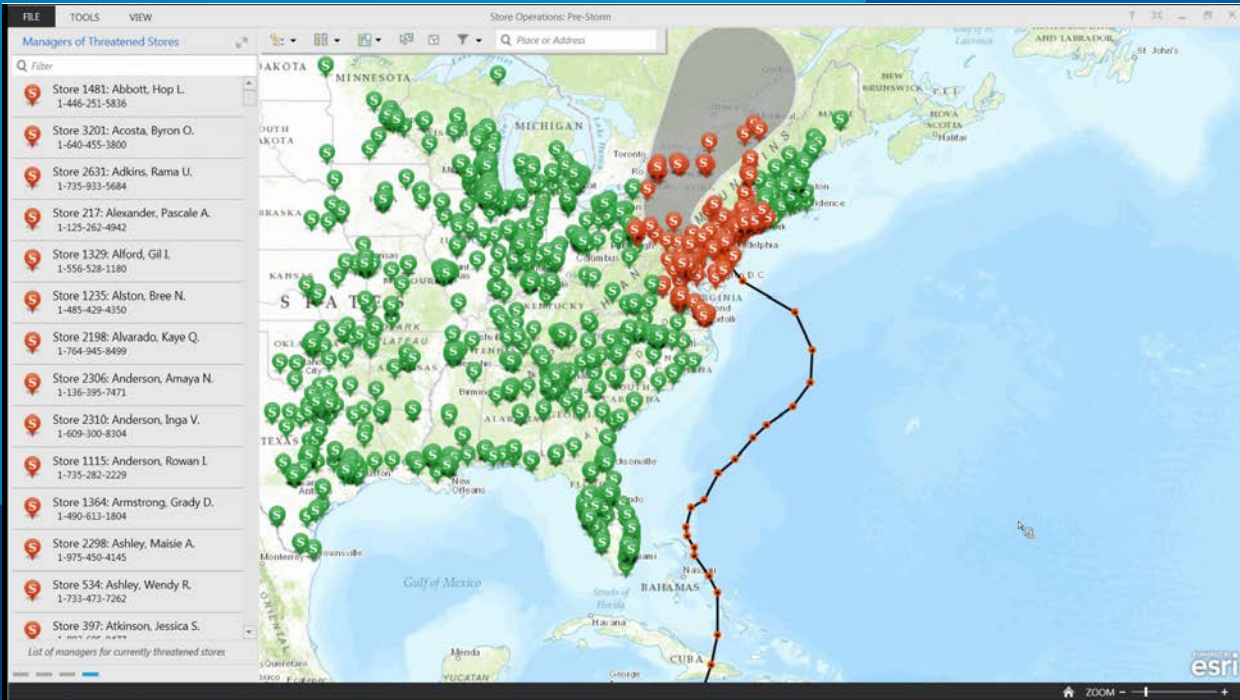
Now, work
is everywhere



Information Access ▶ Fast and Authoritative



Enable **every** employee and contractor to easily discover, use, make, and share maps from any device, anywhere, anytime.



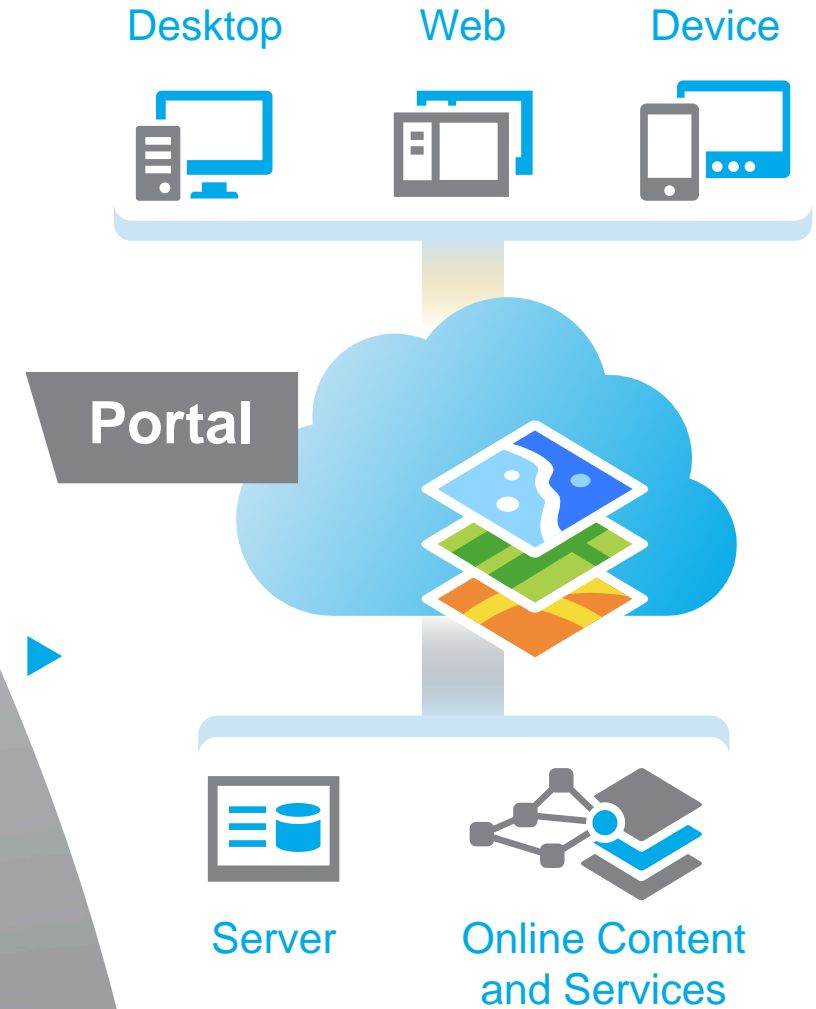
ArcGIS Platform Applied

Jason Grootens
Dennis Jarrard
Antonio Cotroneo

ArcGIS

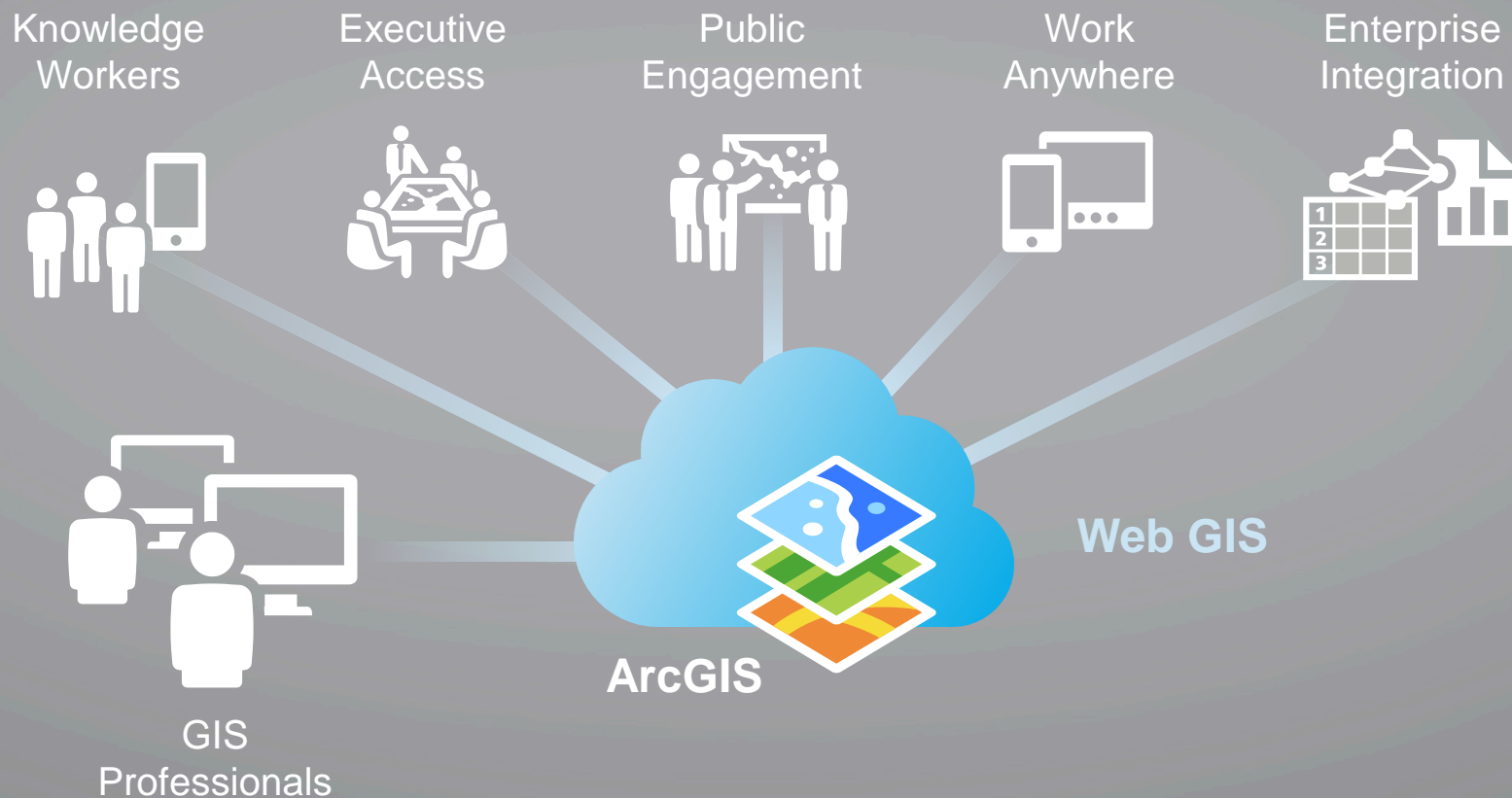
An Integrated
Web GIS Platform

Providing mapping, analysis, data
management, and collaboration



ArcGIS is a Platform

► Making mapping and location aware apps available across your organization



ArcGIS Platform for Business



Business Interruption

Awareness & Planning



Operations

Site Impact & Recovery



Real Estate

Consumer & Wall St Outreach



Marketing

Real Time Strategy



Management

Information Technology

CRM
BI
SCM



Portal



Server



- Store Locations
- Inventory Levels
- Customer Locations
- Business Data



- Live Weather
- Social Media
- Fleet and Staff

ArcGIS for Your Organization

► Enable people to do amazing things with Geography and GIS

- Leverage the complete platform*
- Create a destination for authoritative content*
- Configure first, then customize*
- Create useful information products*
- Enable everyone in the organization*

pas·sion; *noun*

... a strong feeling of enthusiasm or excitement
for something or about doing something

(MerriamWebster.com)



Understanding our world.