

Esri Developer Summit

March 26–29, 2012 | Palm Springs, California

esri.com/events/devsummit



Getting Started with ArcGIS Online

Presented by David Martinez and Paul Ross



Presentation and Demo Overview

ArcGIS Online Overview

Types of Information You Can Work With

ArcGIS Online Subscription Features

Benefits and Opportunities for Developers

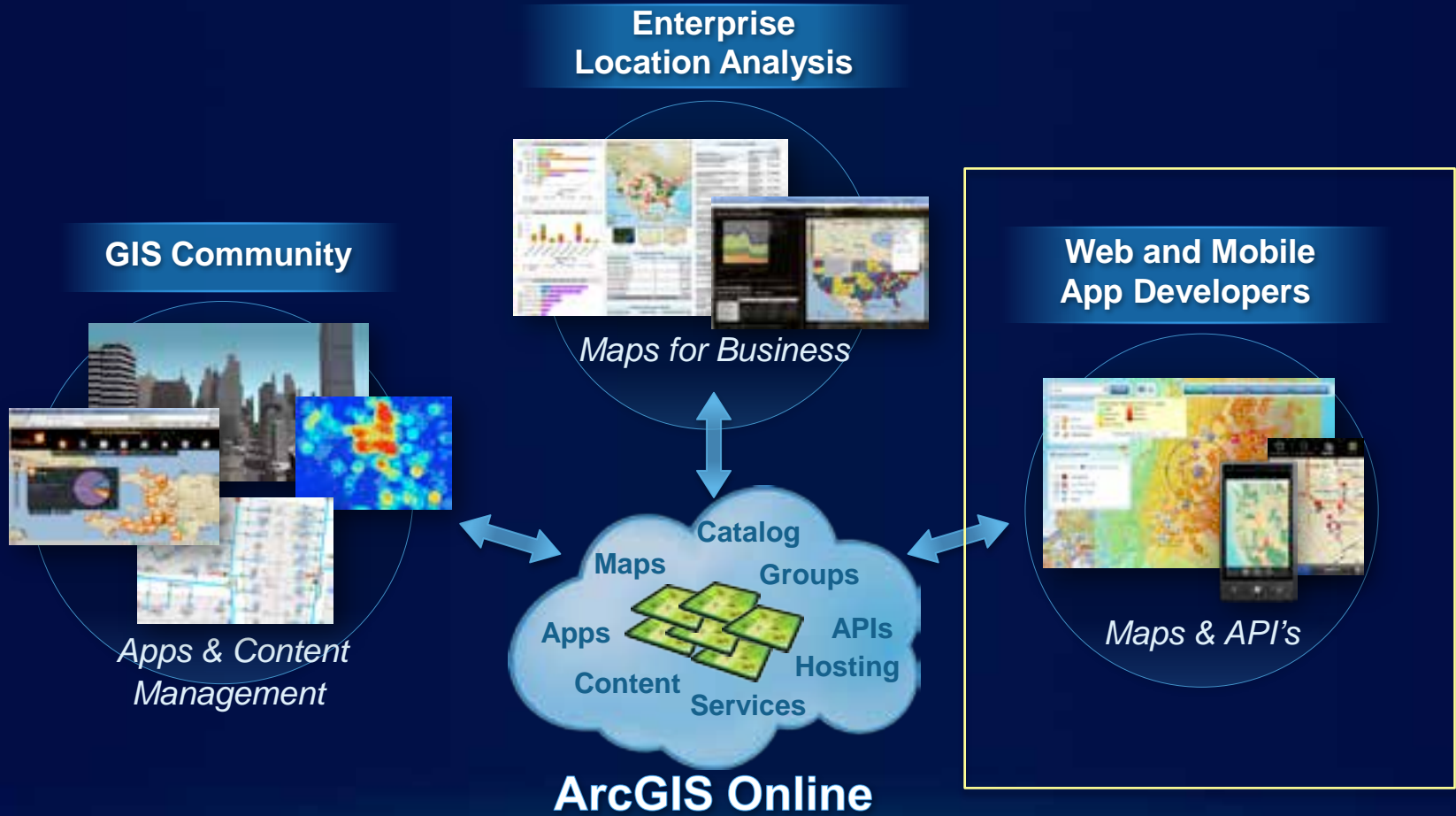
Demo's

Q&A

ArcGIS Online - New Opportunities...



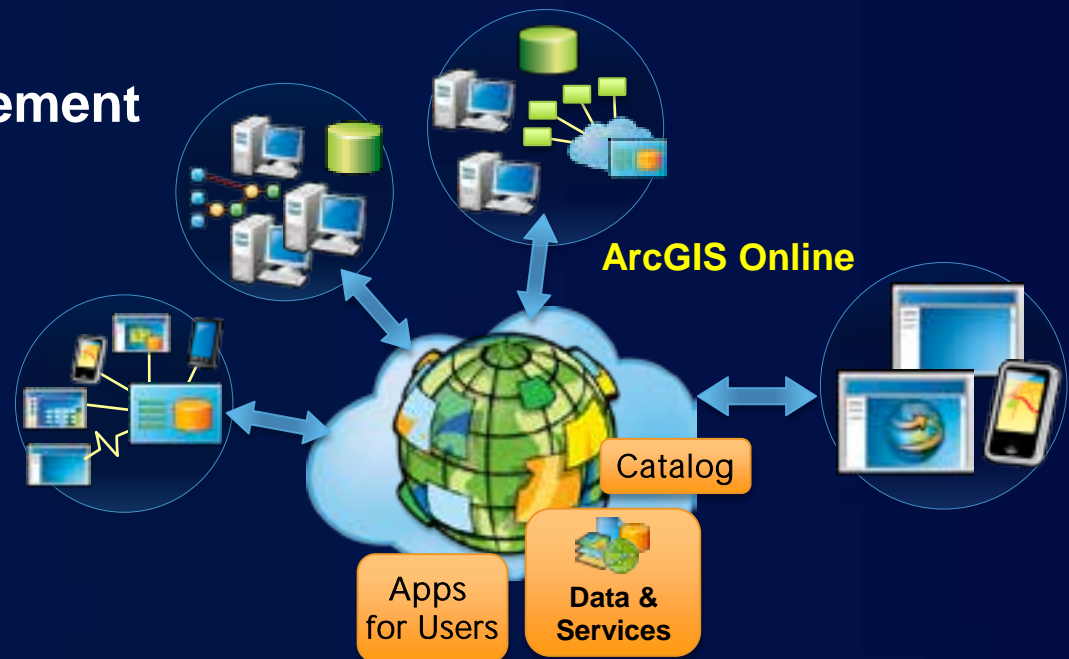
ArcGIS Online Supports Three Market Segments



Growing Opportunities for All of Us

What is ArcGIS Online?

- **Cloud-based system**
 - Platform for building Geospatial Apps
 - Online or on premises
- **Geospatial content management system for organizations**
 - Catalog
 - Search/discovery
 - Sharing and group collaboration
- **Ready-to-use Map Content & Services**



What Can *You* Do With ArcGIS Online?

- Leverage as a platform for your apps
- Organize and manage geospatial content and maps
- Access, discover, share and collaborate
- Map business data across your enterprise
- Publish or register map services
- Customize ArcGIS Online for your organization
- Easily provide public access



ArcGIS Online



Unlocking Geospatial Assets



ArcGIS Online Demo

David Martinez

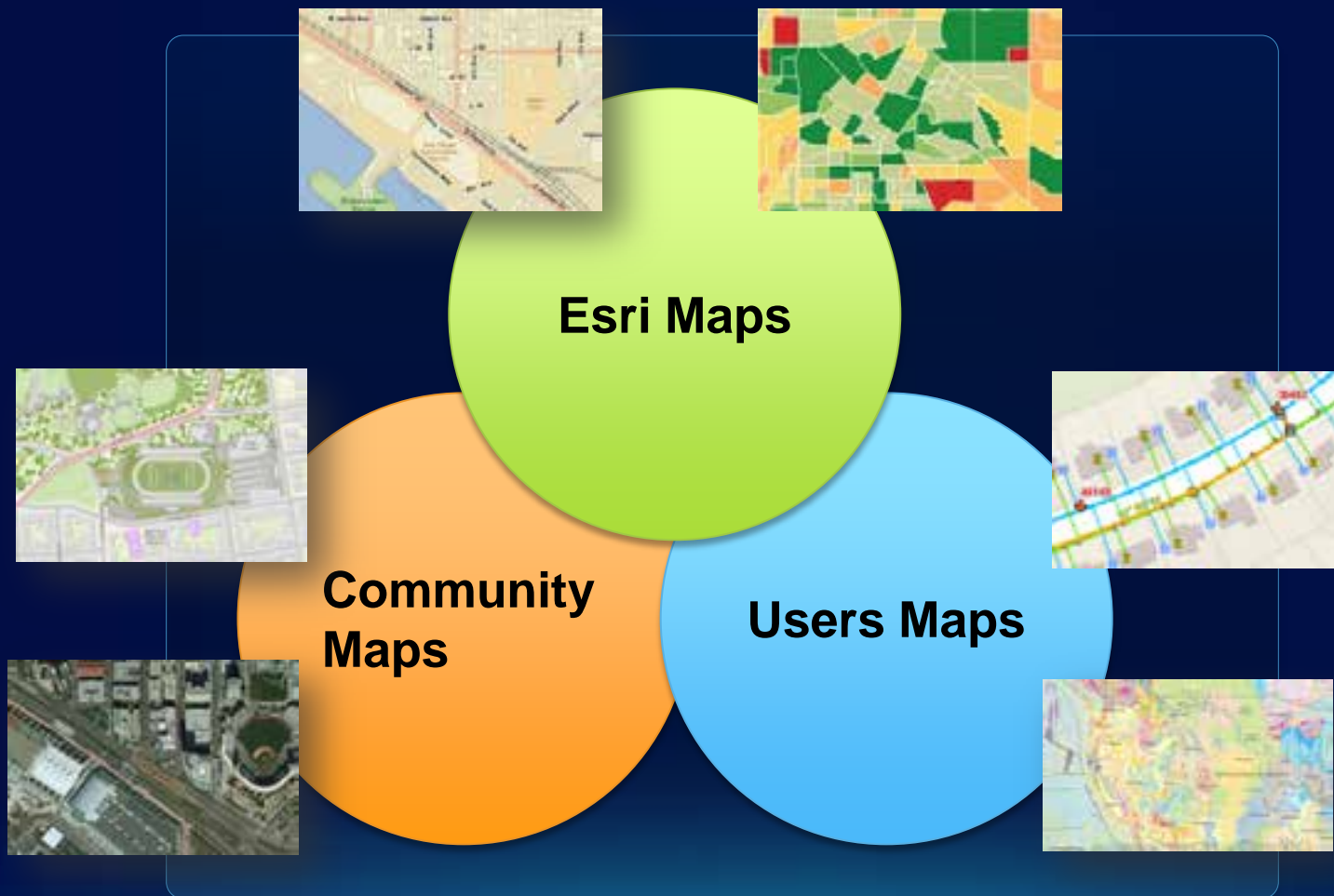
Intelligent Web Maps Can Be Used Everywhere

Enhancing access and collaboration



One Map – Many Devices

ArcGIS Online Maps



ArcGIS Online includes an Ecosystem of Resources

Maps

- **Large expansion of content in 2011 and 2012**
 - **Primary maps are World Street Map, World Topo, and World Imagery**
 - **New geographies**
 - **New levels of detail**
- **New maps**
 - **Ocean Basemap**
 - **Light Gray Canvas Map**
 - **National Geographic**



ArcGIS Online Subscriptions Features



Hosted Map Services



- **Managed in a secure environment**



- **Expand to meet demand**



- **No additional servers or infrastructure**

Hosted Map Services



Desktop 10.1

- Feature services
- Tile services



Web Clients

- Feature services from CSV, GPX, and shapefiles

Map and Data Management



Manage

- Content availability
- Sharing policies
- Galleries



Monitoring & Reporting

- Usage
- Storage

User Administration



Site Customization

- **Look & Feel**
 - Branding, Logo's, descriptions
 - Featured Content, galleries, groups
 - Default basemaps & extent
- **Functionality**
 - Web app templates
 - Security
 - Search
 - Anonymous access



ArcGIS Online Subscription Demo

David Martinez

ArcGIS Online for Developers



How Can Developers Leverage ArcGIS Online?

- **Integrate and embed geospatial content**
- **APIs and SDKs for building apps – Web & Mobile**
 - **Configurable applications and templates**
 - **Large collection of basemaps and map services**
 - **Cloud map service hosting and storage**
- **When released, developers can sign up for a 30-day trial of ArcGIS Online subscriptions to get started with our cloud based services.**
- **For deployment purchase an ArcGIS Online subscription**

New! ArcGIS Portal API

- **Build focused Industry SaaS Solutions on top of the ArcGIS Online Mapping Platform.**
 - *Includes Development for Portal for ArcGIS*
- **Work with Users, Groups and Content hosted within ArcGIS Online or within Portal for ArcGIS.**
- **Build web, mobile, and desktop applications that support sharing and collaboration using web maps.**
- **Use the API to build custom applications**

- **Take a look:**
<http://www.arcgis.com/apidocs/rest/>

- **“Developer's Guide to the ArcGIS Online REST API”
Thursday @ 10:15 and 3:15**

Development Demo

David Martinez

ArcGIS Online

- **System for Users, Platform for Developers**
- **Available via the cloud or as software**
- **Easy to make maps, available on many devices**
- **Ready to use templates for embedding and sharing**
- **Includes rich set of content**
- **Configured in multiple languages**
- **Customization of the look and feel**
- **Administrative tools and security**
- **API and client libraries for developers**



ArcGIS Online

Start Now!

- Participate in the beta program
 - Betacommunity.esri.com
- Come talk to us at the ESRI Showcase:
 - Online GIS
 - Web GIS
 - Mobile GIS
- **Developer's Guide to the ArcGIS Online REST API TODAY @ 3:15**



Thank You

Please complete session evaluation form





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