Esri Maps for Office
Tony Howser
Technical Product Manager
Agenda

• Location Analytics
• Esri Maps for Office 2.1.2
• Road Ahead
Location Analytics
Geo-Enable the Enterprise with Esri’s open mapping platform

Location Analytics | Mission
Location Analytics | Core capabilities
Map Visualization

Visual Analytics
Spatial Analytics

Analyze based on location:
Find nearby; Hot spots

Hard-core Analysis… Through Easy-to-Use Tools
Enrich Your Maps + Your Data

Information about people, places and businesses
Work Together | Securely Share Your Maps
Esri Maps for Office
Let’s See It!
Bringing Esri Maps into everyday office tools | New ways to work with geography
• Style and group based on attribute values

• Overlay data on maps with demographic and other location-based context

• InfoGraphics that display rich contextual information on your locations

• Locate your data using addresses, places and custom areas from your organization
• Enrich your data with location-based information

• Create reports for your locations with rich demographic, lifestyle and other location-based information

• Find statistically significant hot & cold spots

• Select and find nearby locations

• Show point distribution with heat maps

• Cluster features to find patterns

\[ f(x) = a_0 + \sum_{n=1}^{\infty} \left( a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L} \right) \]
• Use your organization’s base maps and default map

• Use custom locators from your Portal

• Share maps and layers

• Use on any device

• Use to build custom applications
- Filter rows to turn map data on/off
- Turn grouped map data on/off to hide/show rows
- Select rows from map & vice versa
Working with Geographic Context

Adding Geographic Content to your data
Access to a huge wealth of Geographic Information

Places and Areas - Globally
• “Demographics and Lifestyle” Group in ArcGIS Online
  • Ready to use maps
• Dynamic Map Layers
• Part of your ArcGIS Subscription
• Dynamic and Interactive
• HTML Based
• Works in any browser
  • Desktop, tablet, phone
• Populated with Information
  • Demographic & Lifestyle
  • Landscape Data

InfoGraphics
Dynamic Data Visualizations
• Add new columns of information to your data

• Use to slice, dice and analyze your data in whole new ways

• Demographics, Lifestyle and Landscape data

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>St</th>
<th>ZIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>123 S Main St</td>
<td>Fairfax</td>
<td>VA</td>
<td>22031</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Median Income</th>
<th>Median Age</th>
<th>Tapestry Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>$77,018</td>
<td>32.4</td>
<td>Laptops &amp; Lattes</td>
</tr>
</tbody>
</table>

Data Enrichment
• Demographics, Consumer Behavior, Lifestyle and Business data
  - Retail Market Potential
  - Demographic and Income report
  - Others…

• Coverage:
  - USA: 33 Reports
  - Canada: 10 Reports
  - Most Countries: 1+ reports

• Run for any area of interest
First Class Citizen

Seamlessly work with ArcGIS (SaaS or Software)
Sharing your work
Dynamic Presentations
Supports Many Languages

Welcome!

¡Bienvenido!

Добро пожаловать

ようこそ

Bienvenue!

Willkommen!

Benvenuto!

Bem-vindo!
Geoenrichment & Sharing
Road Ahead
Location Analytics
Visualize & Discover

• Where are there patterns and anomalies?

Understand & Predict

• What is related to what (spatially)?
• Why do things occur where they do?
• What is likely to occur where in the future?

Find & Locate

• What areas meet criteria?
• Which location should I select?
• v2.1.1 (Current release)
  • Localization in 22 languages total
  • Improved support for Portal for ArcGIS 10.2+

• v2.1.2 (Early November 2013)
  • Performance improvements and fixes

• v3.0 BETA (March 2013)
  • Temporal analysis options
  • Streamlined user experience (UX) and performance improvements
  • Apps for Office (beta) – new JavaScript-based app architecture

• v3.0 FINAL (July 2013)
  • Apps for Office with Office 365 (MSFT’s Cloud version of Office) support
  • New GeoEnhancement option using attributes from published polygon Feature Services

Subject to change