

# Finding Opportunity in Technology Change

Presented by: Drew Millen

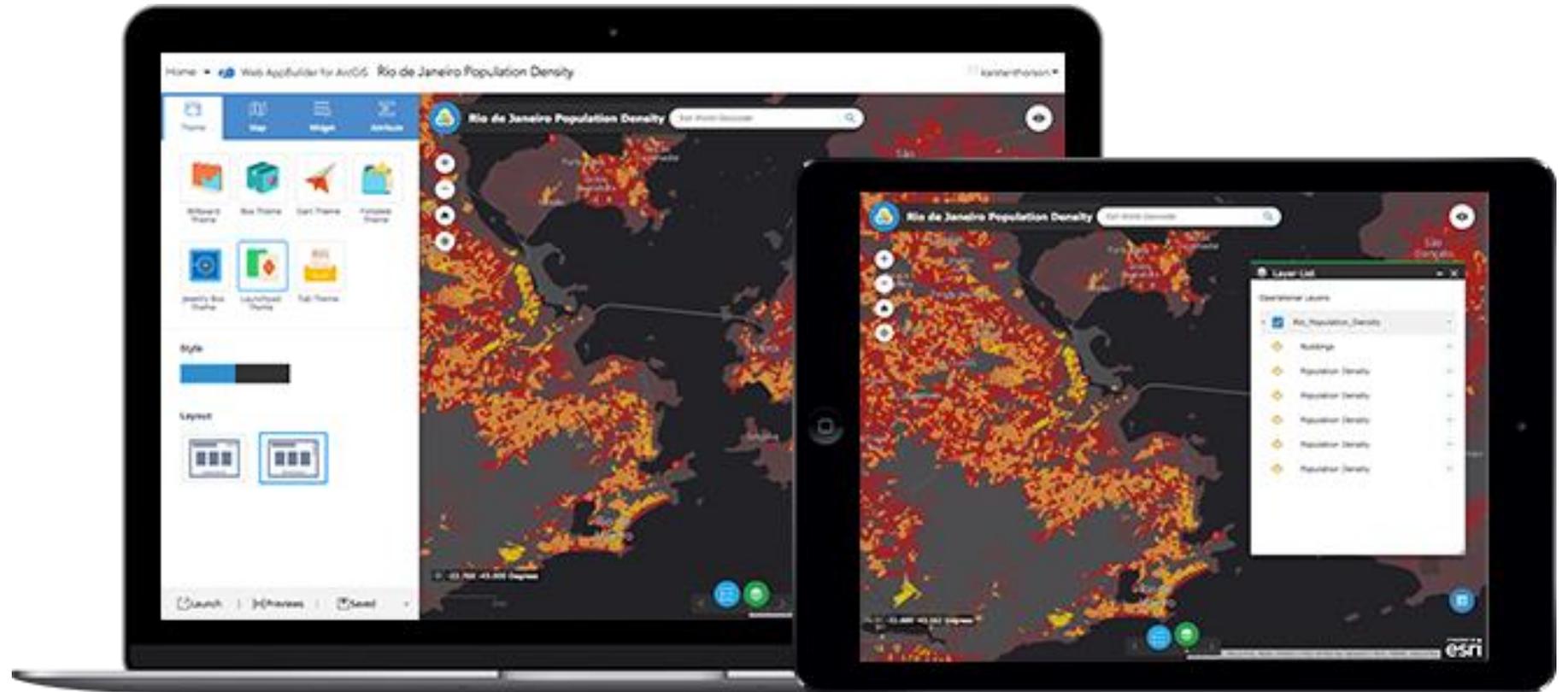


# Web Mapping Circa 2001

#longlivearcims



# Web Mapping Circa 2017

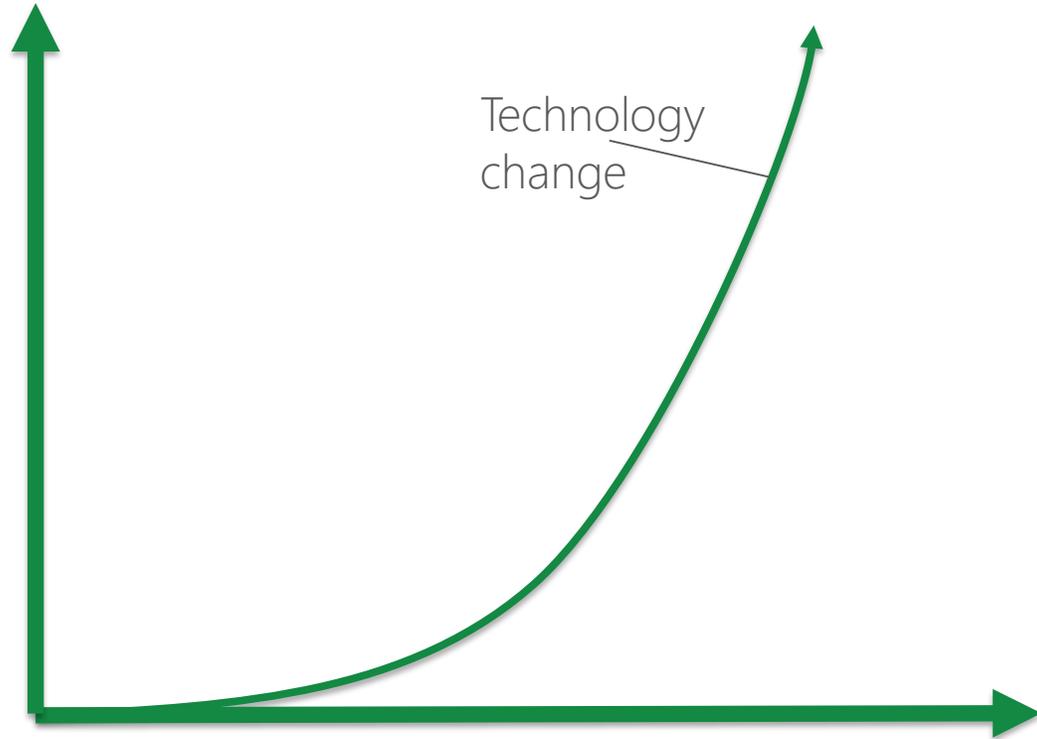


Each of us embrace and adapt to new technology...



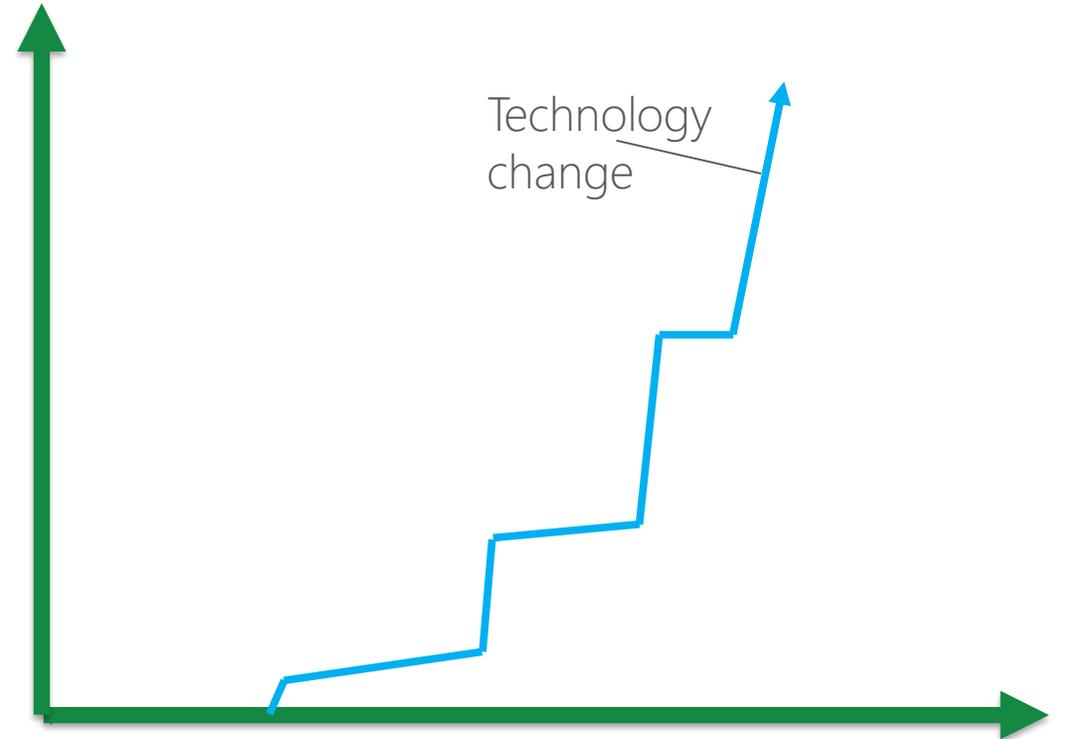
...but Esri's vision for distributed and connected GIS is more than a new technology.

Which of these is more accurate?



time

A

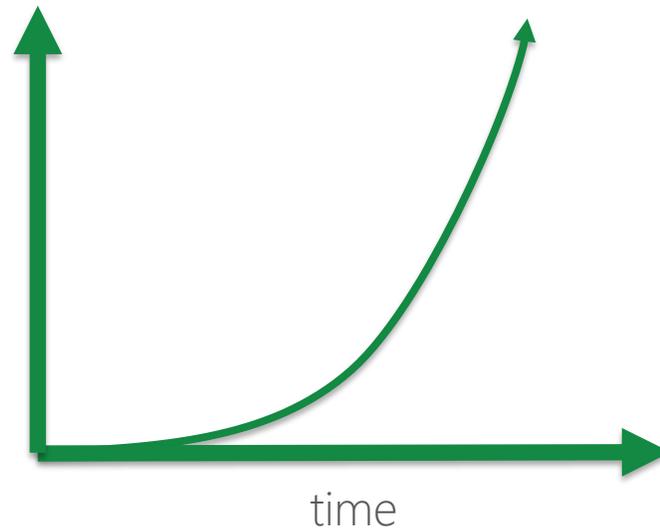


time

B

Answer:

A) Technology change is gradual and constant.



*"No snowflake in an avalanche  
ever feels responsible."*

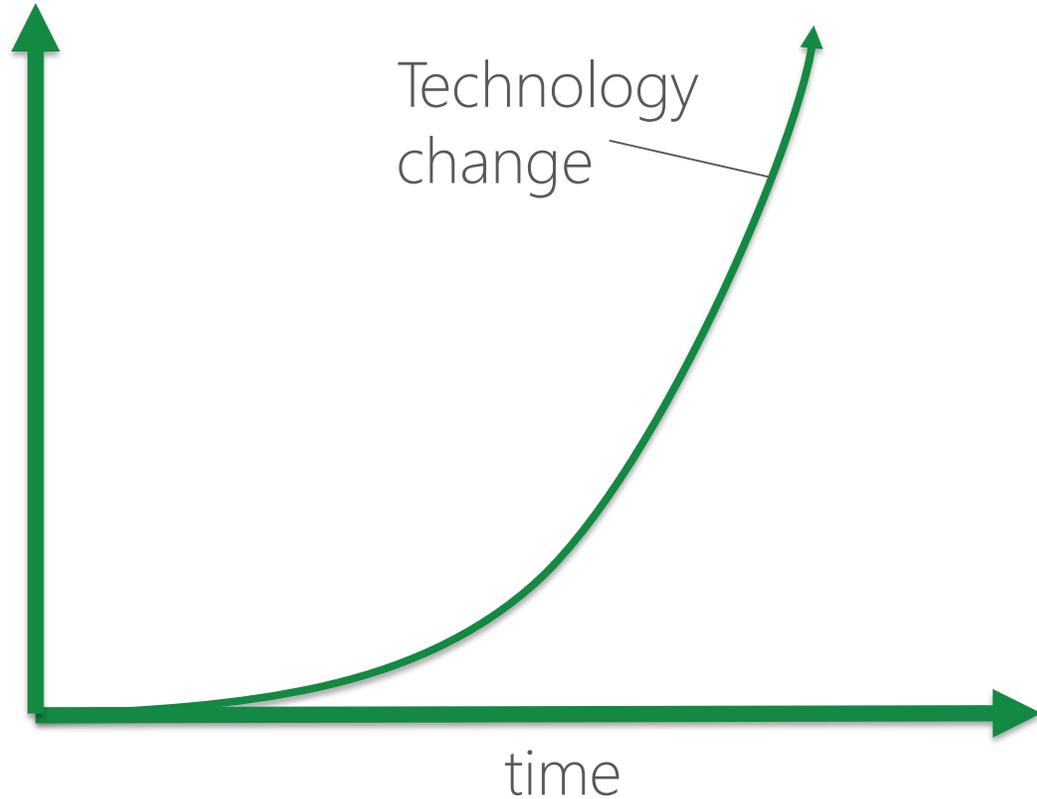
- Voltaire



Instead of the technology change itself, we should focus more on:

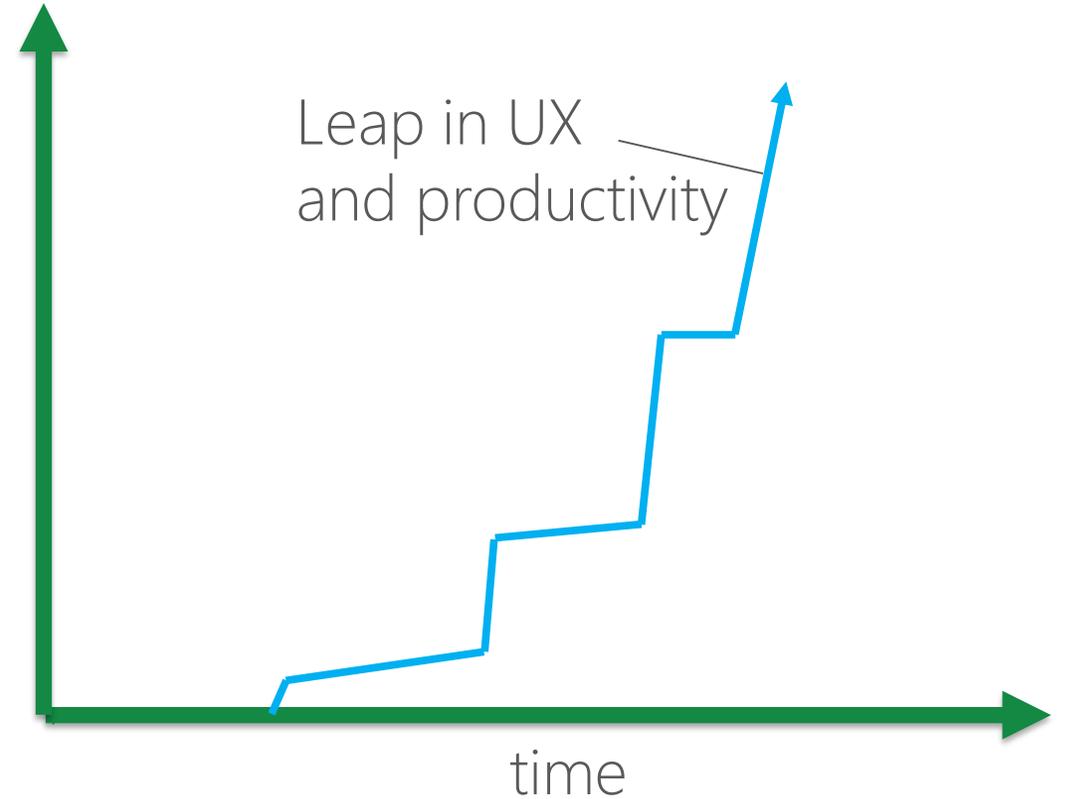
- ❖ How it is applied
- ❖ How it makes user experiences better
- ❖ How it makes people more productive

# Technology change

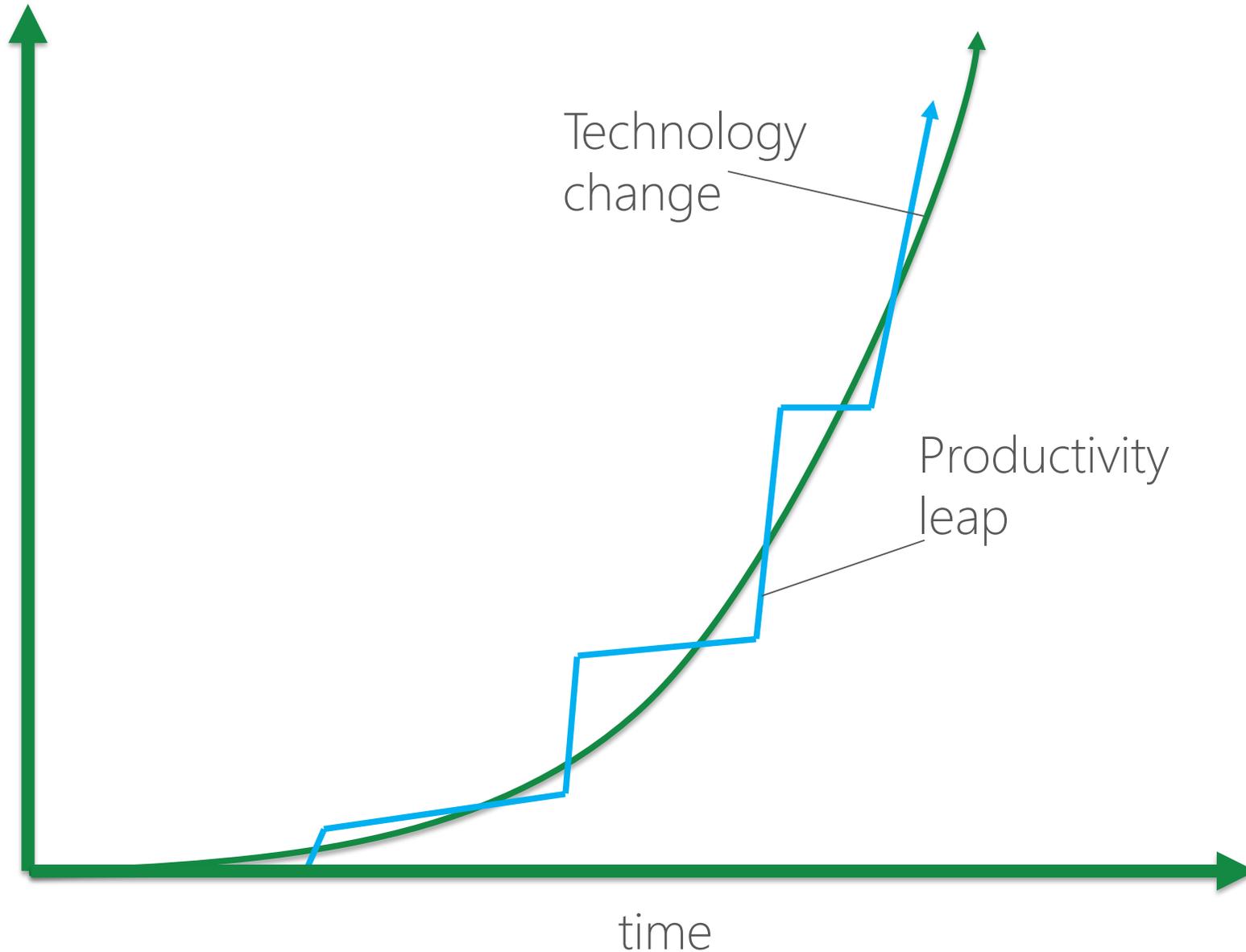


A

# Productivity and UX resulting from technology change



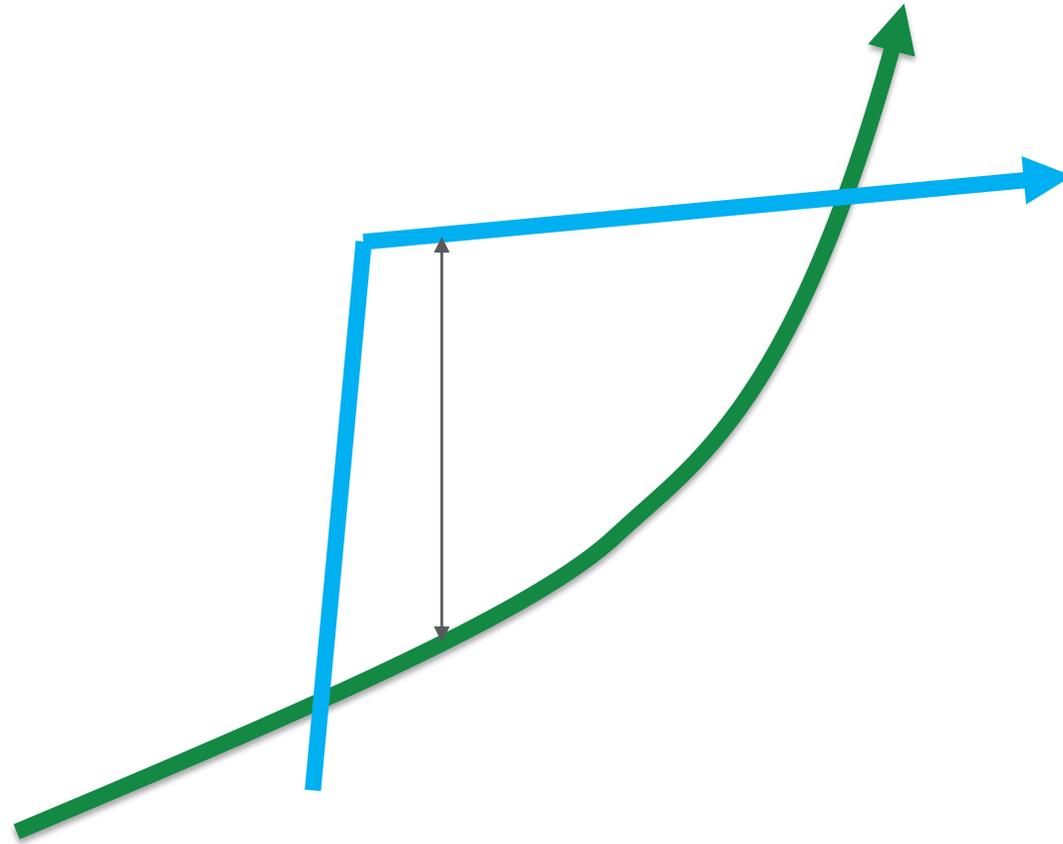
B



UX/productivity leaps are caused by technology changes

For example:

- Mobile apps
- Vector tiles



This gap can represent opportunity.

Distributed and connected GIS  
is not a new technology.

It is a leap in UX and productivity  
with exciting opportunities.

Good is the enemy of great...

---

Traditional ArcGIS patterns have delivered success to lots of organizations for many years.



Latitude's challenge: convince a mature team that a disruptive new pattern is underway, and that it represents opportunity.

Modern computing patterns are steadily taking over the world.



Google Drive



Basecamp



1Password



Google docs



BACKBLAZE



OneDrive



iCloud

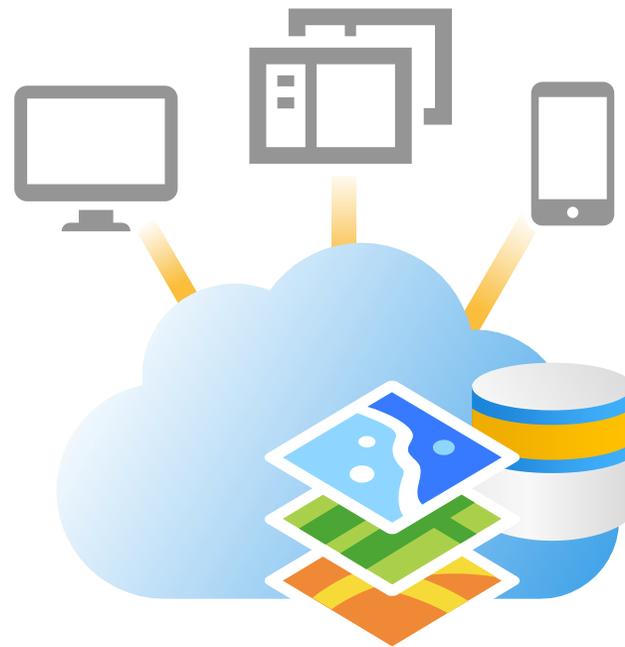


# Key Themes of Modern Patterns

---

1. Identity
2. Ubiquitous Access
3. Sharing & Collaboration
4. Common Currencies
5. Services-based Architecture

These themes are present in the modern implementation of ArcGIS.



ArcGIS



ArcGIS

# Identity

Users sign in so the system knows who they are and what they have access to.



ArcGIS

# Ubiquitous access

Readily accessible, usable apps available across all major platforms... that offer a consistent, familiar experience.



# Sharing & Collaboration

Portal or ArcGIS Online enable sharing and collaboration that's unified and is managed centrally.



# Common Currencies

The GeoInformation Model... Web Layers, Web Maps,  
Web Scenes, Feature layers... the underlying connective  
tissue that enables all this.



# Services-based Architecture

Web Services provide an abstraction to expose functionality, processing, and administration everywhere.

This shifted the conversation from talking about technology to talking about patterns.



# Latitude's Path to Finding Opportunity in New Patterns of GIS



We've adapted to the *technology change*:

---

- ✓ We integrate ArcGIS identities via OAuth2
- ✓ We ingest web maps and web layers from ArcGIS Online & Portal
- ✓ Our apps complement Esri's apps

“Geocortex alongside ArcGIS apps”

# Geocortex is an integral part of ArcGIS



What about the pattern change?

“Geocortex alongside ArcGIS apps”

“Geocortex **inside** ArcGIS apps”

What does that mean?

First, Geocortex gets segmented into standalone, high value products.



# Products are Listed on ArcGIS Marketplace

The screenshot displays the ArcGIS Marketplace interface. At the top, there is a search bar with the text "Search for apps and data" and a magnifying glass icon. To the right of the search bar are links for "Get Help" and a user profile for "Drew Millen (Enterprise)". The Esri logo is in the top right corner. Below the navigation is a large banner with the ArcGIS Marketplace logo and the text "Discover a world of apps and content." The main content area features a "Show Me" filter menu on the left with options like "All", "Applications", "Data", "New", "By Esri", "Popular", and "Free". Under the "New" filter, three product cards are shown: two for "Geocortex Workflow" by Latitude Geographics, each with a 5-star rating and 100 reviews, and one for "MapLapse (Free)" by GEO Jobe GIS Consulting, with a 4.5-star rating and 1 review.

ArcGIS Marketplace

Search for apps and data

Get Help Drew Millen (Enterprise) esri

ArcGIS Marketplace

Discover a world of apps and content.

Show Me

- All
- Applications
- Data
- New
- By Esri
- Popular
- Free

Industries

- All
- Aid and Development
- Business
- Defense
- Intelligence

New View more >

Geo

Geocortex Workflow  
Latitude Geographics  
★★★★★ (100)

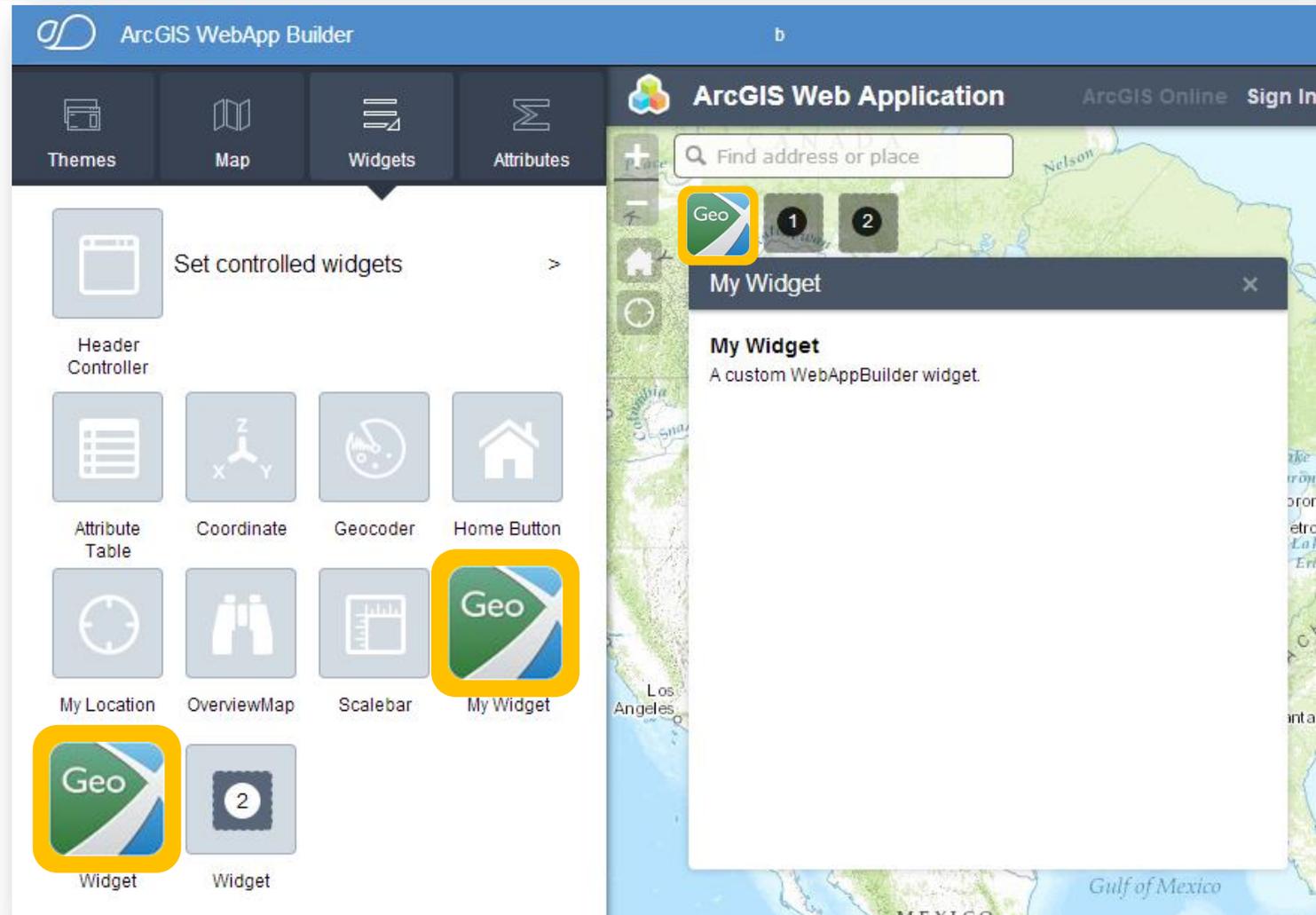
Geo

Geocortex Workflow  
Latitude Geographics  
★★★★★ (100)

MapLapse

MapLapse (Free)  
GEO Jobe GIS Consulting  
★★★★☆ (1)

And then realized inside ArcGIS apps





This strategy makes  
Geocortex capabilities  
available

*inside*

Esri's distributed GIS  
pattern.

