



# Batch Geocoding Online

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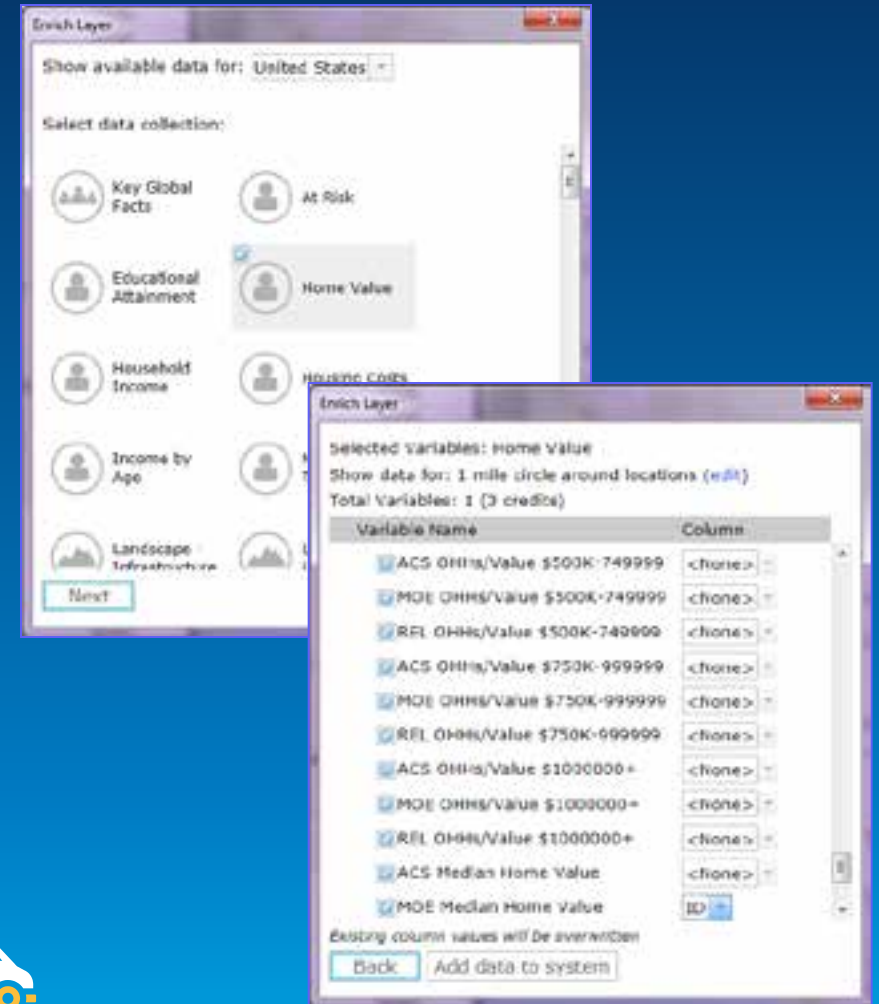
Demo Theater

# Why Batch Geocode Online?

Addresses are the coordinates of logistics

## Business systems store address information

- You add value using ArcGIS
- You save money using ArcGIS
- Maintaining global locators is Very Hard
  - Let Esri do this for you
- You have Big Data? Consider a hybrid approach
  - Initial batch On Premise using Streetmap Premium
  - Change sets are geocoded Online

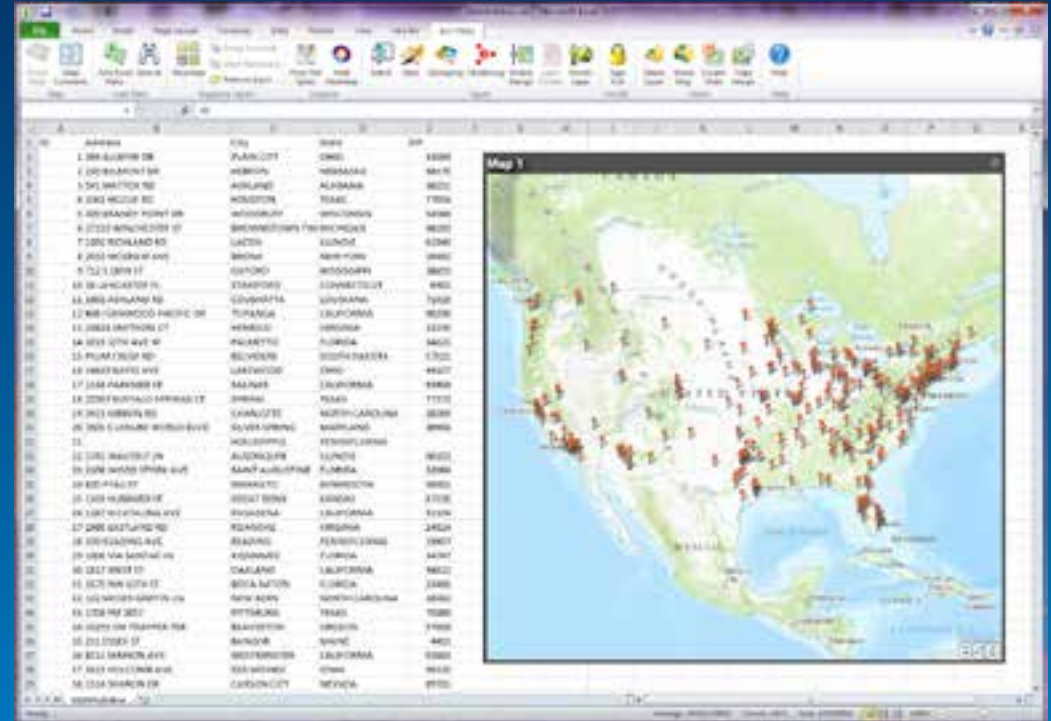


Online Geocoding is SaaS

# Ways to Batch Geocode Online

Available in Multiple Apps

- Esri Maps for Office\*
- Web Map\*
- My Content\*
- ArcGIS for Desktop
- Partner Applications
- ArcGIS REST API\*



- All use the ArcGIS Online World Service
- All consume credits – 40 credits per 1000 geocodes

\* Support Defaulting Country

# Maps For Office Demo

Spreadsheets & Slides



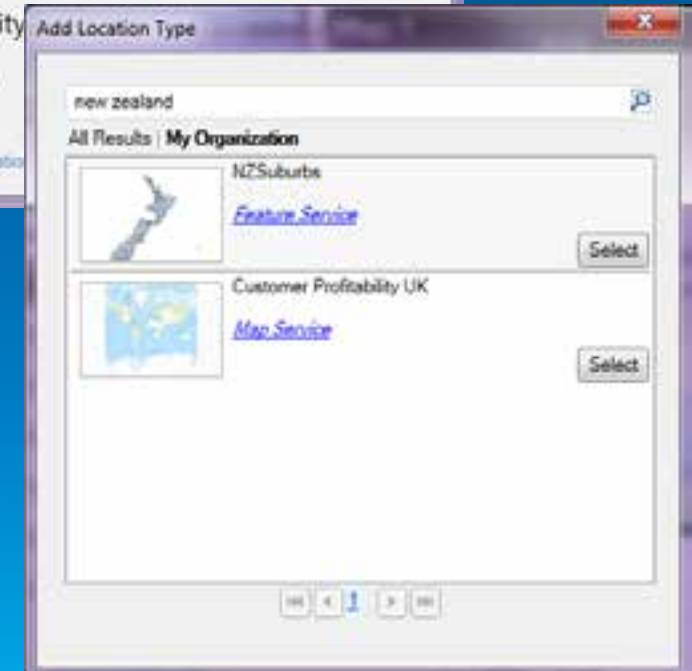
# Maps for Office Demo Recap

- **Pros**

- **Solution within Microsoft Office 2010/2013**
- **Creates Slides, Images**
- **Custom location types available (assets, stores...)**
- **Hot Spots & Heat Maps**
- **Geo-Enrichment**
- **Sharing**
- **Clustering and Grouping**

- **Cons**

- **Worksheet has maximum 1M rows**
- **Address Match review is unassisted**

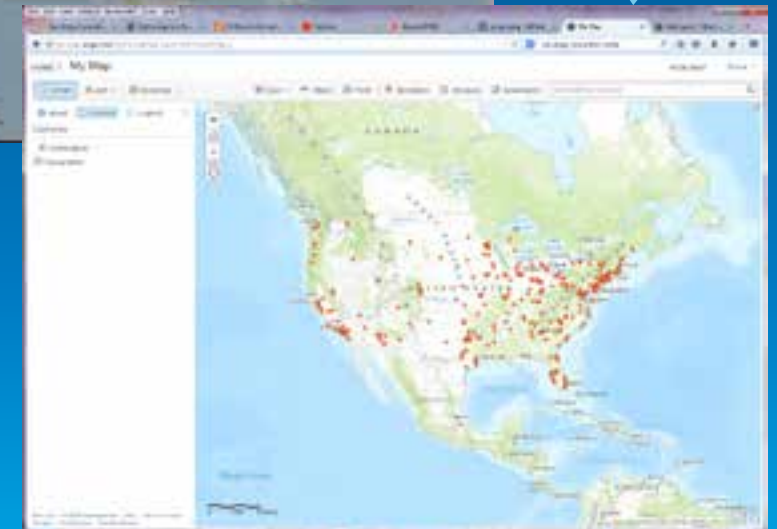
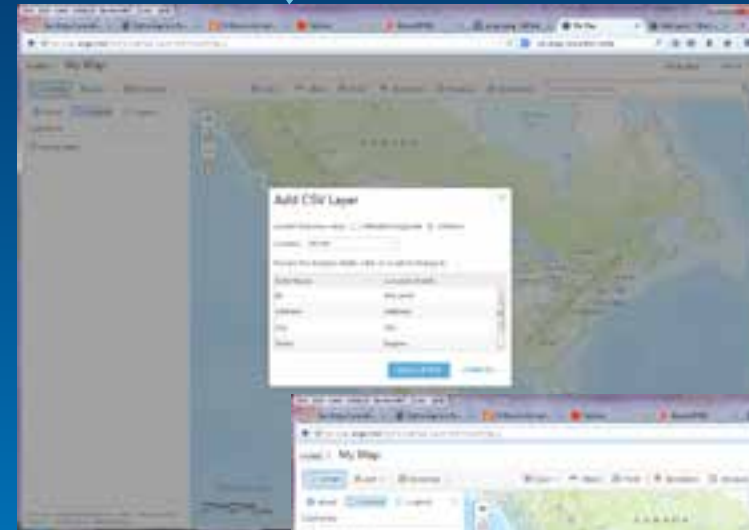
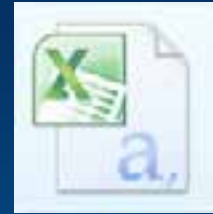




# Using ArcGIS Web Map Viewer

<http://www.arcgis.com/home/webmap/viewer.html>

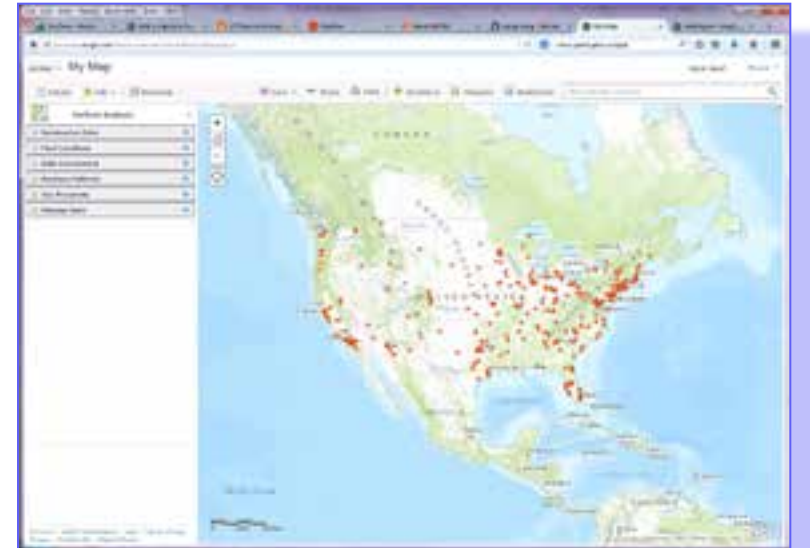
- **Log In to ArcGIS Online**
  - If you have >250 addresses
  - If you want to save, share or analyze
- **Add or drag in (Chrome & Firefox) CSV file**
- **Locate by Address (UTF-8 is OK)**
- **Country defaults to Organizational Zone**
  - You will see 'World' for Esri
- **Save Layer to persist a Feature Service**
- **Perform Analysis**
- **Enable Editing**



*\* Add Layer From CSV File*

# Web Map Geocoding Demo

Add Layer from CSV



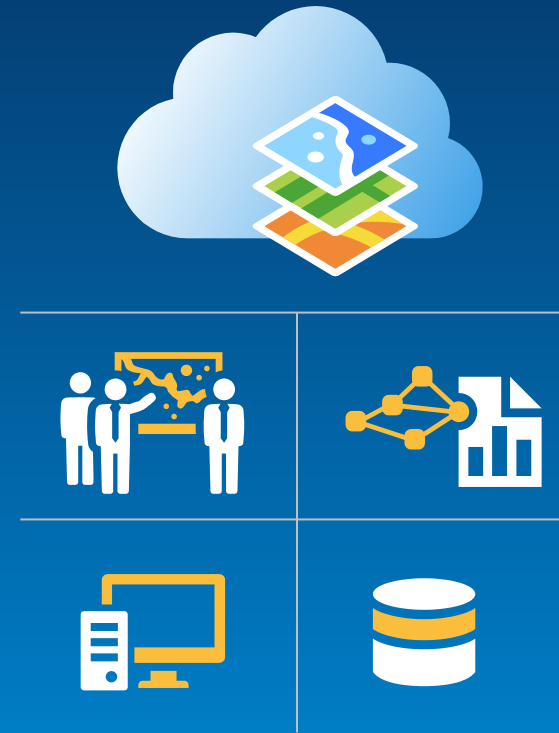
# Web Map Demo Recap

- **Pros**

- Very Simple
- Analysis available
- Editing available
- Sharing available

- **Cons**

- No review / rematch

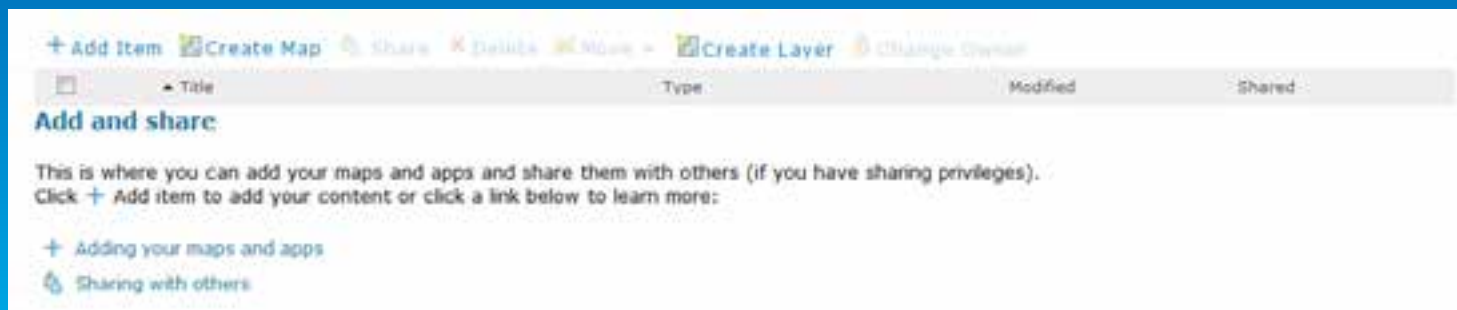




# Using Your ArcGIS My Content

<http://<yourorg>.maps.arcgis.com/home/content.html>

- **Add CSV file and create a Feature Service**
- **Review Unmatched Addresses** – first select a record, then...
  - Choose a suggested address from the Review pane, or
  - Edit address information and then choose a candidate, or
  - Add a point to the map
- **Review Matched Addresses**
  - Refine matches by editing details or picking Review candidates



*Adding a CSV Item*

# My Content CSV & Reviewing Demo

Control over match quality



# My Content CSV & Reviewing Demo Recap

- **Pros**

- Same as Web Map
- Reviewing available!
- Publishes feature service

- **Cons**

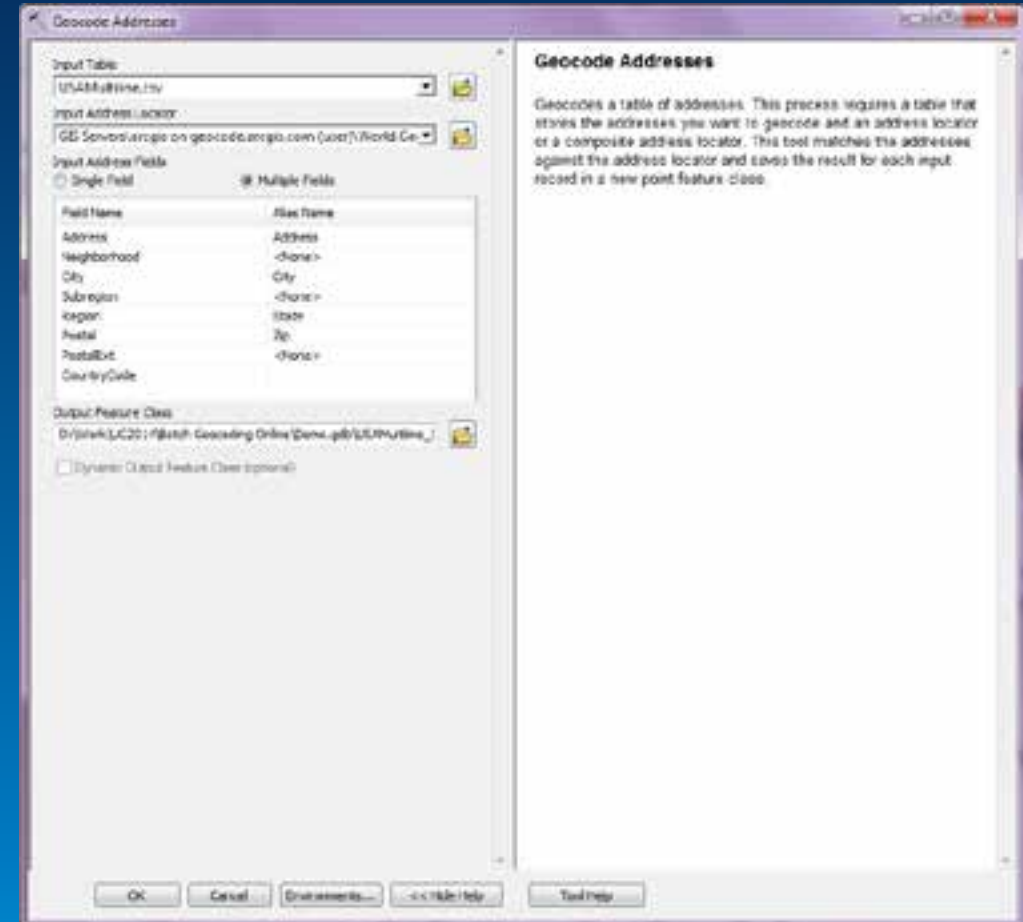
- None!



# Using ArcGIS for Desktop

## Geoprocessing

- Any supported Table data source
- GDB or Shape output
- System generated output fields
  - Match specifics
- Null geometry for Unmatched rows
  - No credits consumed
- Reverse geocoding available



*Professional workflows*

# Desktop Demo

Power Users



# Desktop Demo Recap

- **Pros**

- Geoprocessing environment
- Geodatabase output
- Rematch experience
- Output field set very rich

- **Cons**

- None!





# Partner Apps

## Esri geocoding

- **Leverage Generate/Publish or geocodeAddresses REST endpoints**
- **Consume same credits as Esri apps**

*Desktop Partner Apps can Batch Geocode*

# Geocode in FME

ETL



# Questions?

- Do I need an ArcGIS Online subscription?
- What match rate should I expect?
- How much does it cost?
- How fast is it?
- Can Esri see my data?
- Is my country covered?
- Does address cleansing help match rates?
- Can I add my own geocode service to my organization on AGOL?

# Thank you...

Batch Geocoding Online

- Please fill out the session survey:

**First Offering ID: 1826**

**Second Offering ID: N/A**

**Online – [www.esri.com/ucsessionsurveys](http://www.esri.com/ucsessionsurveys)**



Understanding our world.