



Batch Geocoding Online

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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



Enrich Layer

Show available data for: United States

Select data collection:

- Key Global Facts
- At Risk
- Educational Attainment
- Home Value
- Household Income
- Housing Costs
- Income by Age
- Landscape - Infrastructure

Next

Enrich Layer

Selected Variables: Home Value

Show data for: 1 mile circle around locations (edit)

Total Variables: 1 (3 credits)

Variable Name	Column
<input checked="" type="checkbox"/> ACS OHHs/Value \$500K-749999	<None>
<input checked="" type="checkbox"/> MOE OHHs/Value \$500K-749999	<None>
<input checked="" type="checkbox"/> REL OHHs/Value \$500K-749999	<None>
<input checked="" type="checkbox"/> ACS OHHs/Value \$750K-999999	<None>
<input checked="" type="checkbox"/> MOE OHHs/Value \$750K-999999	<None>
<input checked="" type="checkbox"/> REL OHHs/Value \$750K-999999	<None>
<input checked="" type="checkbox"/> ACS OHHs/Value \$1000000+	<None>
<input checked="" type="checkbox"/> MOE OHHs/Value \$1000000+	<None>
<input checked="" type="checkbox"/> REL OHHs/Value \$1000000+	<None>
<input checked="" type="checkbox"/> ACS Median Home Value	<None>
<input checked="" type="checkbox"/> MOE Median Home Value	ID

Existing column values will be overwritten

Back Add data to system

Online Geocoding is SaaS

Ways to Batch Geocode Online

Available in Multiple Apps

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



The screenshot shows a Microsoft Excel spreadsheet with a table of geocoding data. The table has columns for ID, Address, City, State, and ZIP. To the right of the table is a map of the United States with numerous red location pins placed at various geographic locations. The Excel interface includes the ribbon with tabs like File, Home, Insert, and Esri Maps. The status bar at the bottom shows 'Average: 24438.39832 Count: 1472 Sum: 14320962'.

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

* Support Defaulting Country

When to use each option

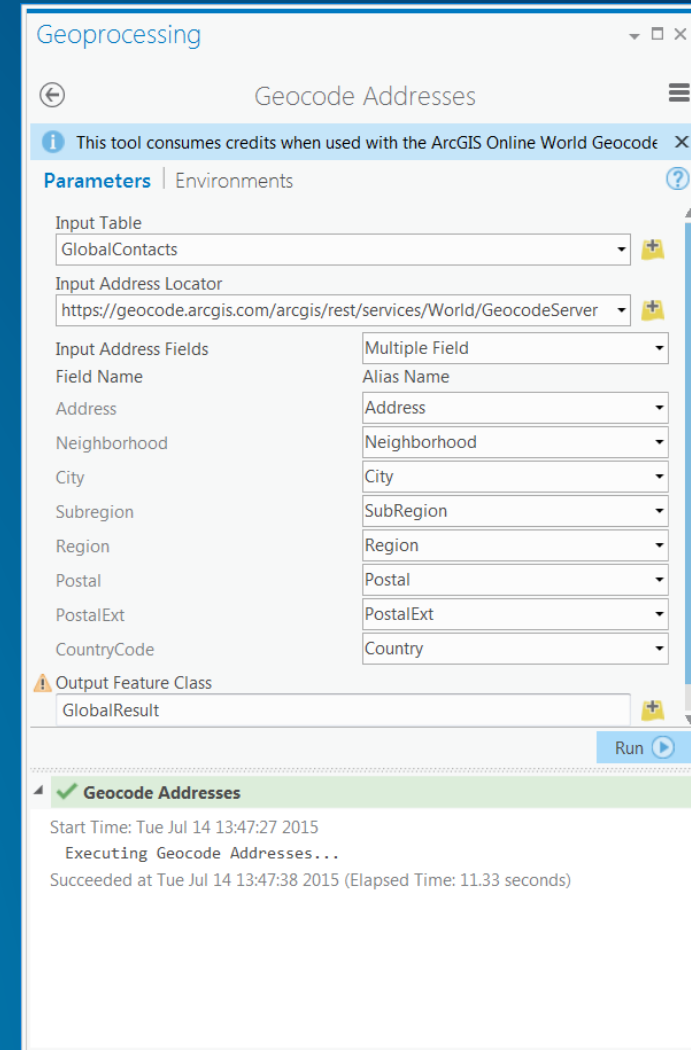
Desktop, Office, Web Map, My Content, REST, Partner App

- **ArcGIS for Desktop**
 - Integrate with project data
- **Maps for Office**
 - Enrich, Cluster, Heat Map, Share, Make Powerpoint Slide
- **Web Map**
 - Small CSV data, maybe not signed in, web analytics
- **My Content**
 - Big CSV data, updates, sharing and feature service publication
- **REST**
 - Developer opportunities
- **App**

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



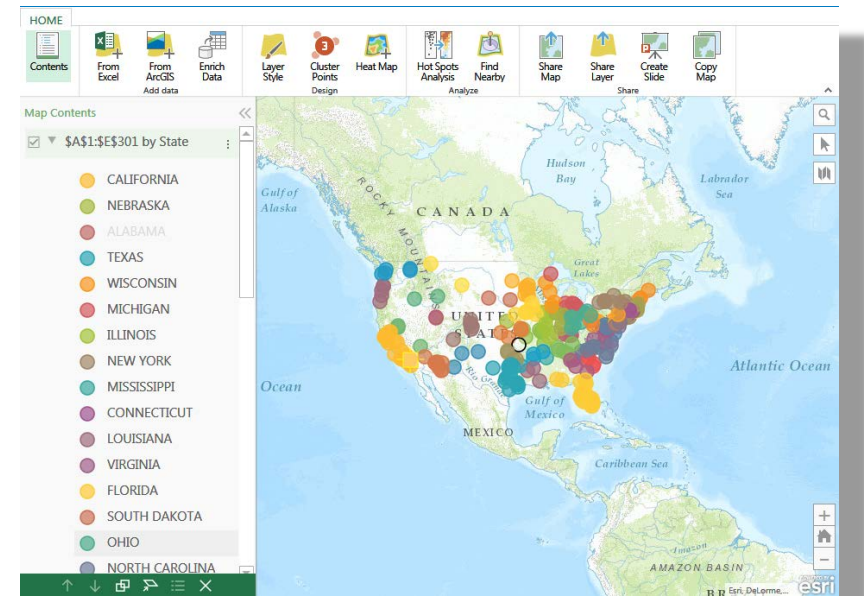
Desktop Demo Recap

- Pros
 - Geoprocessing environment
 - Geodatabase output
 - Rematch experience
 - Output field set very rich
- Cons
 - None!



Maps For Office Demo

Spreadsheets & Slides



Maps for Office Demo Recap

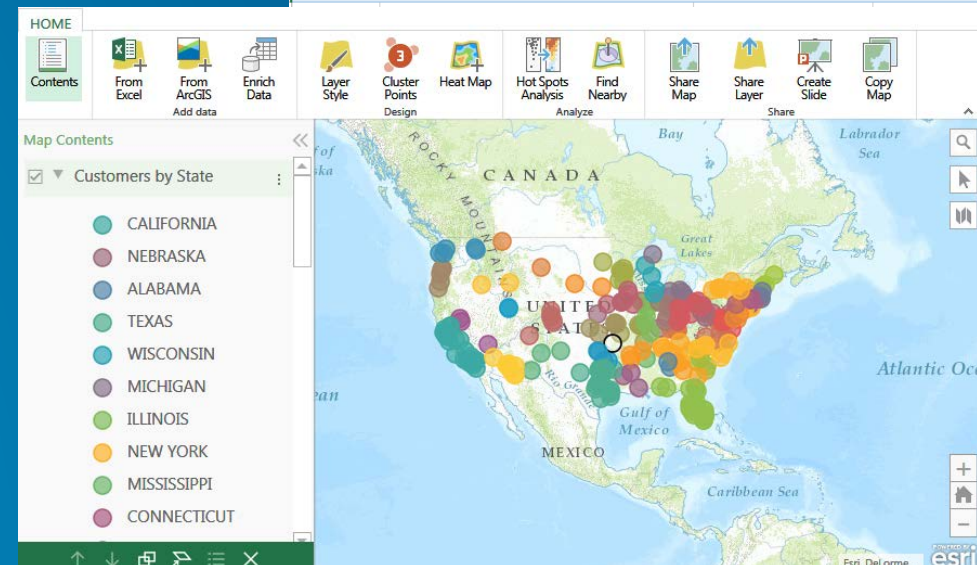
- **Pros**

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

- **Cons**

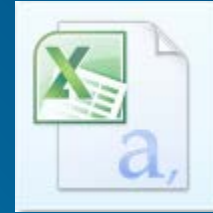
- Worksheet has maximum 1M rows
- Address Match review is unassisted

ID	Address	City	State	ZIP
1	380 NEW YORK ST	REDLANDS	CALIFORNIA	92373
2	220 BELMONT DR	HEBRON	NEBRASKA	68370
3	541 MATTOX RD	ASHLAND	ALABAMA	36251
4	3363 MCCUE RD	HOUSTON	TEXAS	77056
5	300 BRANDY POINT DR	WOODRUFF	WISCONSIN	54568
6	27157 WINCHESTER ST	BROWNSTOWN TWP	MICHIGAN	48183
7	1201 RICHLAND RD	LACON	ILLINOIS	61540
8	2033 MCGRAW AVE	BRONX	NEW YORK	10462
9	712 S 18TH ST	OXFORD	MISSISSIPPI	38655
10	38 LANCASTER PL	STAMFORD	CONNECTICUT	6905
11	1602 ASHLAND RD	COUSHATTA	LOUISIANA	71019
12	608 FERNWOOD PACIFIC DR	TOPANGA	CALIFORNIA	90290
13	10821 SMITHERS CT	HENRICO	VIRGINIA	23238
14	1015 12TH AVE W	PALMETTO	FLORIDA	34221
15	PLUM CREEK RD	BELVIDERE	SOUTH DAKOTA	57521
16	14619 BAYES AVE	LAKEWOOD	OHIO	44107
17	1134 PARKSIDE ST	SALINAS	CALIFORNIA	93906

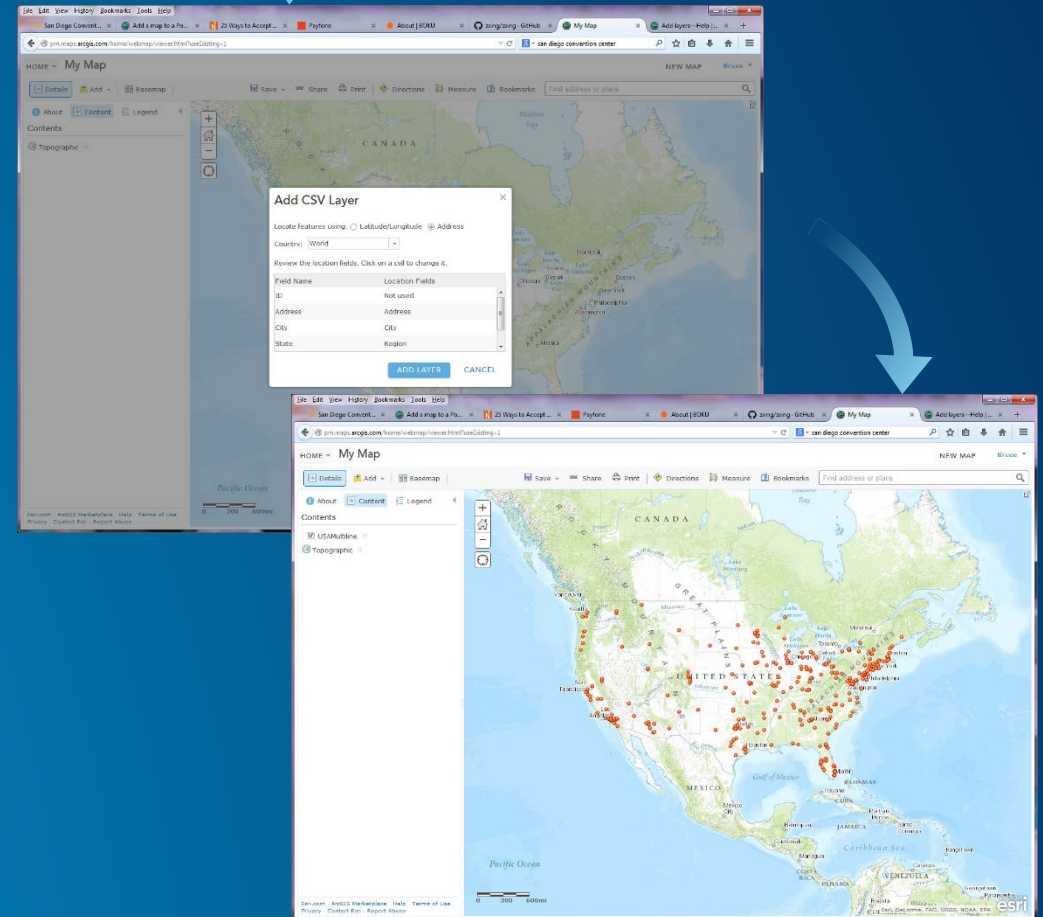


Using ArcGIS Web Map Viewer

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



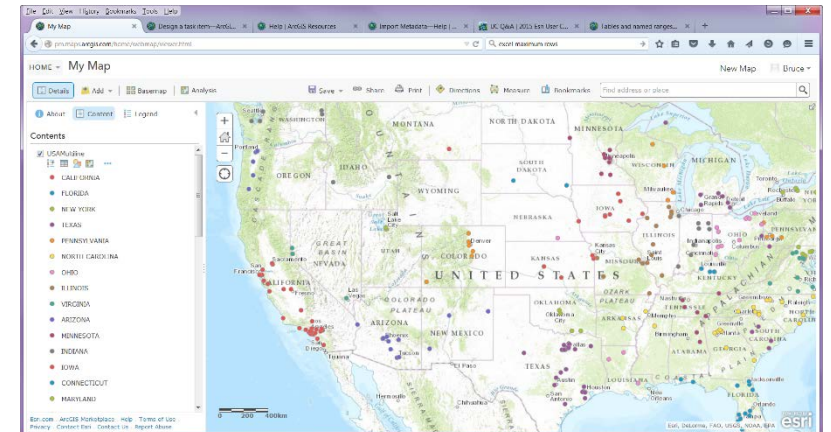
- **Log In to ArcGIS Online**
 - If you have >250 addresses
 - If you want to save, share or analyze
- **Add or drag in (Chrome & Firefox) CSV file**
- **Locate by Address (UTF-8 is OK)**
- **Country defaults to Organizational Zone**
 - You will see 'World' for Esri
- **Save Layer to persist a Feature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

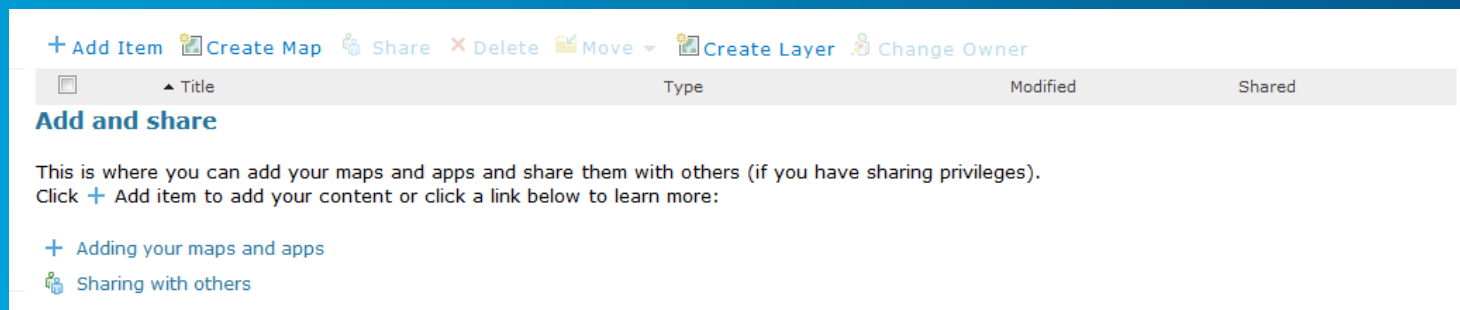
- No review / rematch



Using Your ArcGIS My Content

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

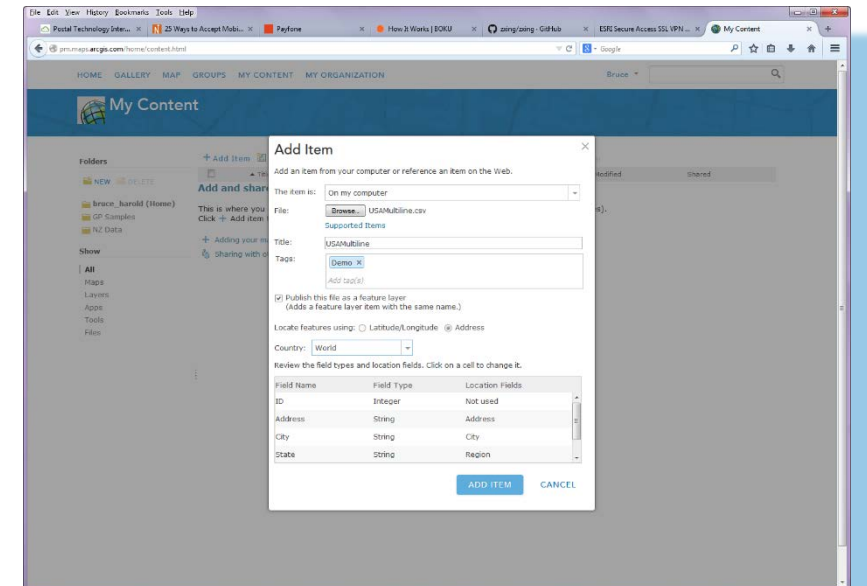
- **Add CSV file and create a Feature Service**
- **Review Unmatched Addresses – first select a record, then...**
 - Choose a suggested address from the Review pane, or
 - Edit address information and then choose a candidate, or
 - Add a point to the map
- **Review Matched Addresses**
 - Refine matches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



Partner Apps

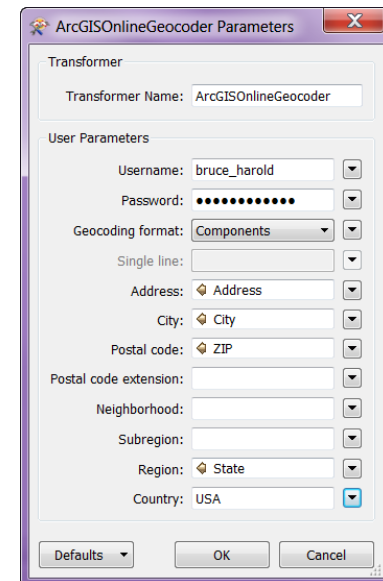
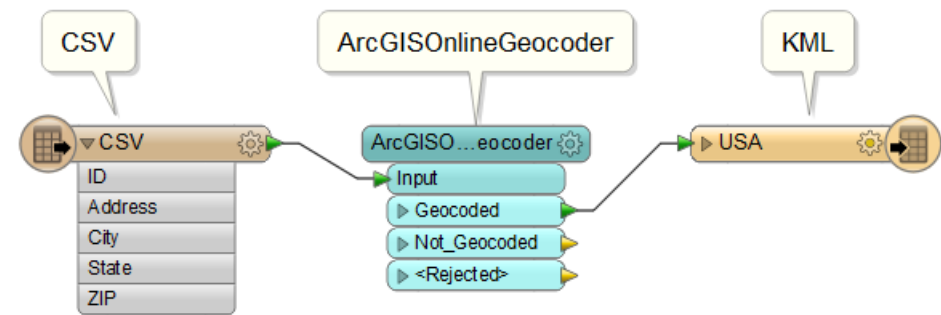
Esri geocoding

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

Desktop Partner Apps can Batch Geocode

Geocode in FME

ETL

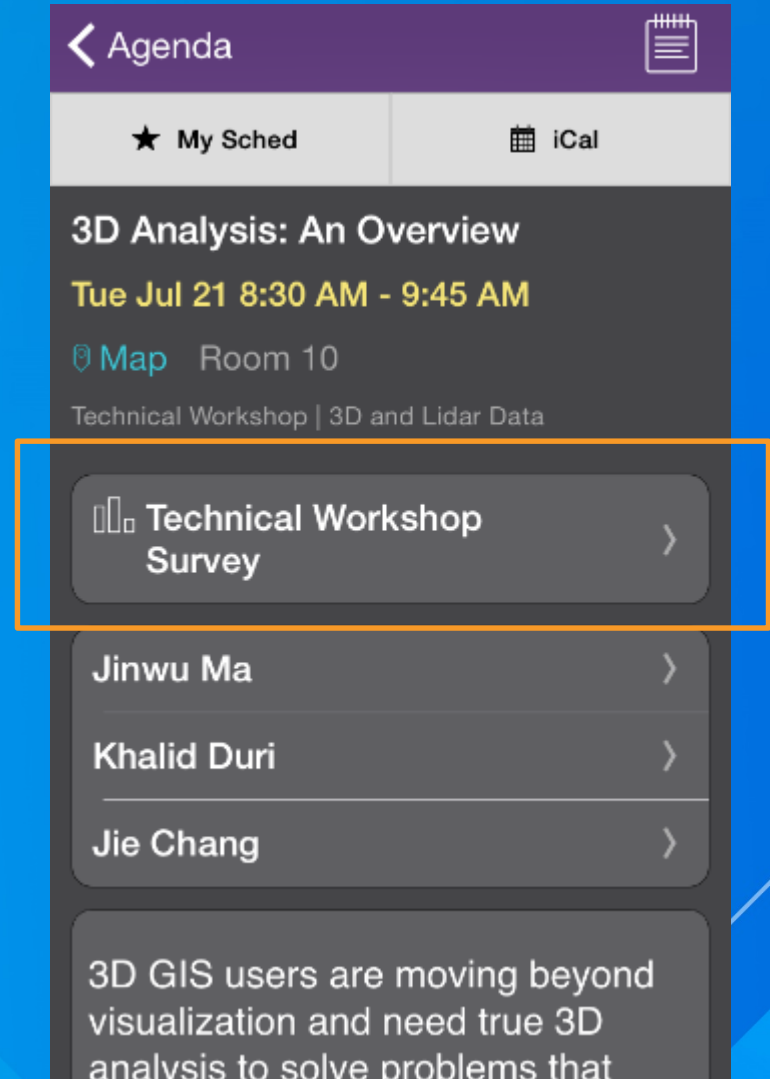


Questions?

- 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...

- Please fill out the session survey in your mobile app
- Select Batch Geocoding Online in the Mobile App
 - Use the Search Feature to quickly find this title
- Click “Technical Workshop Survey”
- Answer a few short questions and enter any comments









Understanding our world.