From Google® to ArcGIS®
Transition with Confidence
Transition to Esri® ArcGIS
A Google Earth Enterprise and Google Maps Engine Replacement

In coordination with Google, Esri has prepared a special offer for Google Earth™ Enterprise and Google Maps Engine customers and partners looking to transition to Esri® software. ArcGIS® is a commercial off-the-shelf platform that is scalable, interoperable, and configurable for rapid deployment. Let us help you maintain legacy data and capabilities while providing the environment to grow your tradecraft with innovative technology.
You can feel confident that the ArcGIS platform provides a complete and open solution for managing, analyzing, and sharing data and products. We have developed a comprehensive plan to minimize the disruption to your tradecraft while maximizing the benefit you will discover using ArcGIS.

Contact us to find out how you can minimize your costs with available licensing.

“NT Concepts has mapped the functionality of Google to Esri’s ArcGIS platform. Current National System for Geospatial Intelligence [NSG] users of Google’s enterprise geospatial products will find the Esri platform to be a key option for meeting their geospatial requirements.”

Chris Powell, CTO, NT Concepts

**Compare Solutions**

Here is an overview of Google Maps for Work products and equivalent Esri products and services to help you understand which products you need to transition from Google technology to Esri.

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<th><strong>Google Solution</strong></th>
<th><strong>Esri Solution</strong></th>
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<td>Google Earth Enterprise Client and Google Earth Pro</td>
<td>ArcGIS Earth, or ArcGIS Pro (part of ArcGIS for Desktop)</td>
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<td>Google Earth Enterprise Fusion Server</td>
<td>ArcGIS for Server</td>
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<td>Google Earth Enterprise Earth Server</td>
<td>ArcGIS for Server with Portal for ArcGIS</td>
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<tr>
<td>Google Earth Enterprise Portable Server</td>
<td>ArcGIS for Server and ArcGIS Pro (part of ArcGIS for Desktop) with offline map packages</td>
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<td>Google Earth API (plug-in)</td>
<td>Portal for ArcGIS, including 3D web scenes</td>
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<td>Google Maps Engine</td>
<td>ArcGIS™ Online or ArcGIS for Server running in a cloud infrastructure</td>
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<td>Google Maps Engine API</td>
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Transition Highlights

Replacement Software
To ensure a successful transition, ArcGIS will be made available to all Google users as a no-cost replacement for Google Earth Enterprise and Google Maps Engine. The first year of maintenance and/or subscription fees for ArcGIS are included, after which users will be responsible for appropriate fees.

3D Capabilities
The latest release of ArcGIS has new capabilities for creating, viewing, and analyzing 3D scenes in desktops and browsers. ArcGIS Pro supports simultaneous 2D and 3D visualization. The map and 3D scene viewer provide a browser-based app to visualize 2D and 3D data.

Easy Hosting of Data
By using batch conversion tools, you can easily convert your data to be hosted in the ArcGIS platform. Some Google Earth Enterprise users have complex data, attributes, and workflows, and for those users, we are pleased to announce that our partner Safe Software will provide the complete FME Desktop product to help with the migration process.

Open Standards
ArcGIS is a complete solution for publishing and disseminating open data, exporting data into multiple formats, and it supports a variety of OGC standards, including WMS, WFS, and KML. Esri also provides open APIs and SDKs for developers.

Imagery Management
ArcGIS can serve and consume large collections of raster and imagery data. It performs on-the-fly processing and dynamic mosaicking to simplify imagery management. ArcGIS also supports lidar as well as military and intelligence data formats, such as NITF.

Real-Time Analytics
Easily support real-time data feeds from sensor networks, RSS feeds, and a variety of other formats. ArcGIS can also perform dynamic analytics, such as geofencing, and other location-based alerting or messaging.

Training
To get you up and running quickly with ArcGIS, Esri will include complimentary training. Visit esri.com/training/main/google to learn the best practices to support your workflows.
Explore the world, share data, and collaborate with others using ArcGIS Earth. You can feel confident that ArcGIS Earth will fit seamlessly into your existing workflows, allowing your users to quickly open and work with 3D and 2D map data. ArcGIS Earth is fully integrated with the ArcGIS platform, so you can securely access, share, and publish your enterprise maps and data.

Along with other capabilities of the ArcGIS platform, ArcGIS Earth provides an alternative to Google Earth Enterprise Client. Developers with a Google Apps API key can implement Google Street View inside ArcGIS Earth. Users can rapidly analyze data, communicate information, and understand the full picture to make smarter, faster decisions.

Try it now at esri.com/software/arcgis-earth.
ArcGIS for Defense
Maps and Apps to Deliver Timely Insight, Make Strategic Decisions, and Conduct Operations

Esri has developed more than 40 specialized applications for the military and intelligence communities that are included in ArcGIS for Defense. This solution supplies the core technology and resources to simplify creating and delivering geospatial information to decision makers.

The ArcGIS for Defense solution is solving problems across the defense community. Collect and integrate information, perform analysis, and share intelligence information in addition to visualizing and analyzing the environment for military operations.

Learn more at solutions.arcgis.com/#Defense.
For more information, please visit esriurl.com/google.