



GIS technology for organizations with ArcGIS Online.

Put your business insight on overdrive with Esri's ArcGIS system[®], leveraging Microsoft[®] Windows[®] Azure[™]

Esri, the world leader in Geographic Information System (GIS) technology, and Microsoft believe that geographically-referenced data has the power to inform people, transform processes, provide opportunities and facilitate positive change — this is why the two companies are pleased that Esri's ArcGIS Online system utilizes the Microsoft[®] Windows[®] Azure[™] platform.

ArcGIS Online consists of subscription-based services that provide public institutions, private businesses, governments and citizens with a central, secure location for accessing, designing, managing and sharing geographic information. ArcGIS Online can help you to advance the business insight conversation with customers because it fully complements the Microsoft business intelligence stack.

Geospatial information for everyone, everywhere, on any device.

ArcGIS Online allows a broader range of users on a wide variety of devices to realize the benefits of GIS through cloud services. This makes key location-based information available to everyone — knowledge workers and executives, policy makers and citizens. Individuals, public and private institutions can easily create maps with their own data and share this information through ArcGIS Online, leveraging the work of others as a starting point for their projects. The ArcGIS Online cloud solution enables them to create, scale, store and share their geographic data with anyone they choose — employees, groups or the general public — via a browser, mobile device, other Esri products or custom applications. It's a simple, self-service, affordable solution for unlocking GIS data and sharing it with a broader audience.



Top four reasons why private and public organizations subscribe to Esri's ArcGIS Online on the Windows Azure platform:

- 1. Unlock and share GIS data.** By unlocking their GIS data and sharing it with a broader audience, organizations can improve communications with their employees, stakeholders and the general public.
- 2. Make more informed decisions.** ArcGIS Online enables organizations to derive valuable business intelligence from mapping, which leads to more informed decision-making.
- 3. Benefit from more services at a lower cost.** ArcGIS Online subscribers reduce their TCO in a myriad of ways: by avoiding additional hardware and software purchases, by scaling their service up or down to suit their exact needs and by reducing IT maintenance and storage costs.
- 4. Gain access to a dependable cloud platform.** ArcGIS Online leverages Microsoft Windows Azure to provide a reliable, dependable and available cloud platform.

Better decision-making through GIS.

A retail business wants to open new stores. Which locations would likely generate the most profits? A widespread natural disaster has occurred. Which neighborhoods have been hit the hardest, and are there enough beds in the local shelters? An oil company wants to provide the public with access to specific maps, without sharing its proprietary information. How do they do it?

ArcGIS Online can help answer such questions, and answer them in a visual, highly effective manner. The on-demand, self-service solution is easy to use, yet it enables end-users to connect complex business, demographic, research and environmental data with maps, aerial photography and satellite data from multiple sources.

When organizations subscribe to ArcGIS Online, they receive access to thousands of free maps, data sets and services, in addition to advanced modeling and analysis tools, in order to help them solve problems and achieve their goals through GIS technology.

More services, at a lower cost.

Behind the scenes, Esri's ArcGIS Online leverages the Microsoft Windows Azure platform to provide the infrastructure for processing and storage. This is seamless to the end user, but enables them to have a central, secure location for accessing, designing, managing and sharing geospatial information — without having to invest in processing, storage and network infrastructures. In addition, Microsoft SQL Azure accommodates large increases of data and users, which enable organizations to easily grow their online enterprise and web applications.

Organizations save in the long run, too, on costs associated with IT maintenance, power and data storage. It's an affordable way to reap the benefits of GIS while remaining flexible, as organizations can scale their usage up or down as their needs change.

ArcGIS Online with the Windows Azure platform also saves valuable staffing resources. Because ArcGIS Online interoperates seamlessly with Windows Azure and SQL Azure, no additional configuration or management of the Windows Azure platform is required. Esri selected Windows Azure as one of its core ArcGIS Online cloud technologies because of the vast Microsoft experience that Esri developers and many IT departments already have. This results in quick deployment and a lower cost of entry. Users also come up to speed quickly, because ArcGIS Online is easy to use and most users are already adept at Microsoft Office applications, SharePoint® and Silverlight®, which also interoperate flawlessly with ArcGIS Online.

A dependable cloud platform.

Organizations that subscribe to ArcGIS Online benefit from having access to their data and information on a secure cloud platform, with the added ability to collaborate easily on mapped information. ArcGIS Online subscriber data is backed up to multiple locations and on separate virtual machines, and authentication and authorization is tightly controlled.

When organizations deploy ArcGIS Online with Windows Azure, they spend less time and financial resources on deployment, maintenance and training, and more time reaping the benefits of geospatial information analysis.

Microsoft Windows Azure Platform

The Windows Azure platform provides an excellent foundation for expanding online product and service offerings. The main components include:

Windows Azure. Windows Azure is the development, service hosting and service management environment for the Windows Azure platform. Windows Azure provides developers with on-demand compute and storage to host, scale and manage web applications on the Internet through Microsoft data centers.

Microsoft SQL Azure. Microsoft SQL Azure offers the first cloud-based relational and self-managed database service built on Microsoft SQL Server 2008 technologies.

For more information about the Microsoft Windows Azure platform go to:

www.microsoft.com/windowsazure.

Esri

Founded in 1969, Esri is the world leader in the GIS software industry. Esri offers innovative solutions that help users create, manage, analyze and display information to make timely decisions and solve problems they encounter every day. Esri's comprehensive product line ranges from desktop GIS to GIS for the enterprise.

For more information about Esri products and services, visit the Web site at: www.esri.com. Start building maps today by registering at www.arcgis.com.

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