Your first name or nickname

Where are you from?*
Search for the name of the city you are from.

If you have a photo, feel free to upload it here!

Press here to choose image file. (<10MB)
Layers, Maps, and Apps

- **Web Layer** displays a REST web service
- **Web Map** is a collection of Web Layers
- **Apps** display web maps
Apps

Web Layers can be

- Vector
- Raster
- Dynamic
- 3D
- Analytic result
- Basemap
Web Services are the key

- The application works with Web Layers
- Web Layers reference Web Services
- Web Services work with the raw data
- The application never touches the raw data

- Complexity is hidden from the app
- The web service does the work
- The app can only do what the web service provides

...Enabling diverse applications that are easy to build
The ArcGIS platform enables every employee and contractor to easily discover, use, make, and share maps from any device, anywhere, anytime.
Share at the appropriate level

…To provide the right information to the right people
Share content to groups

Operations Group

External contractors

Field crews

Design Group

Planners
Analysts

…Within or between organizations
Sharing makes it easy to discover and use maps

...Bringing down barriers and facilitating collaboration
The ArcGIS platform enables every employee and contractor to easily discover, use, make, and share maps from any device, anywhere, anytime.
## ArcGIS Platform – portal options

<table>
<thead>
<tr>
<th>ArcGIS Enterprise</th>
<th>ArcGIS Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>• You own the hardware and software</td>
<td>• Software As A Service (SAAS)</td>
</tr>
<tr>
<td>• You must manage the infrastructure</td>
<td>• The infrastructure is managed for you</td>
</tr>
<tr>
<td>• You manage resources to scale the system</td>
<td>• Scales automatically</td>
</tr>
<tr>
<td>• Internet not required</td>
<td>• Internet required</td>
</tr>
<tr>
<td>• You control release schedule</td>
<td>• Upgrades are automatic</td>
</tr>
<tr>
<td>• Advanced services</td>
<td></td>
</tr>
<tr>
<td>• Raster analytics (Image Server)</td>
<td></td>
</tr>
<tr>
<td>• Big data analysis (GeoAnalytics Server)</td>
<td></td>
</tr>
<tr>
<td>• Real-time/IoT analysis (GeoEvent Server)</td>
<td></td>
</tr>
</tbody>
</table>
You can use both ArcGIS Enterprise and ArcGIS Online...

...And take advantage of the strengths of both systems.
Distributed Collaboration between portals

ArcGIS Enterprise

ArcGIS Online

...Manages local copies of content
To learn more about the ArcGIS Platform