Agenda

- ArcGIS Platform
- Patterns of deployment
- Explain how Web GIS “works”
- Value proposition
- Geo-enabled systems
Caution: Not Official Esri Story
What Is Geospatial Infrastructure?

... GIS at Scale

**Web GIS**

**Content**
- Foundational
- Directly Usable and Services-Based

**Integration**
- Leveraging Location
- and Technology

**Mapping & Analytics**
- Geographic Sciences
- and Visualization

**A Platform for Sharing**
- and Collaboration

... and Solving Problems Holistically
The **Esri Geospatial Cloud**

Expands the Reach of the Geospatial Community

- Developers
- Mapping & Location
- GIS
- Geo-Enabled Systems
- Urban Planning
- Indoors
- Business Analytics
- Insights (Spatial BI)
- Hub

... Providing Many New Opportunities

- Multiple Offerings
- ArcGIS
2020 Product Strategy

GIS

Mapping & Location Services

Location Analytics

Developers

Geo-Enabled Systems

Supporting the Expanding Geospatial Community

Software and SaaS
ArcGIS
A Comprehensive Geospatial Platform

Supporting Individuals, Teams, and Organizations

Offered as Both Software and SaaS

Desktop

Apps

APIs

Open Distributed

Services Based
ArcGIS: The “Big 3 Products” Plus other products
ArcGIS: Functional Areas

+ Other capabilities
A Whole New Type of GIS Is Emerging
Connecting Individuals, Organizations & Communities

Individuals → Organizations
Breaking Down Barriers
Sharing Geographic Knowledge

Networks of Organizations
Web GIS is Driving Digital Transformation

Interconnected Information, Processes, and Workflows . . .
. . . All Happening at the Same Time

Creating Massive Transformation

Using the Power of Location to Integrate Everything
What is “Web GIS”?
Esri Products

ArcGIS Online
Complete Esri mapping platform

ArcGIS Pro
Next-generation desktop GIS

ArcGIS Enterprise
Flexible mapping server software

ArcGIS Living Atlas of the World
Data for the planet

ArcGIS Apps
Focused GIS applications

ArcGIS for Developers
Develop your own apps

Esri website
www.esri.com/products
All Esri Products

Core Products

ArcGIS Apps
ArcGIS Enterprise
ArcGIS Desktop

ArcGIS Hub
ArcGIS Living Atlas of the World
ArcGIS Online

ArcGIS Pro
ArcGIS for Personal Use
ArcGIS for Student Use

Apps

APP BUILDERS
AppStudio for ArcGIS
Configurable Apps
Web AppBuilder for ArcGIS

APPS FOR THE FIELD
Collector for ArcGIS
Drone2Map for ArcGIS
Explorer for ArcGIS
Operations Dashboard for ArcGIS
Navigator for ArcGIS
Survey123 for ArcGIS
Tracker for ArcGIS
Workforce for ArcGIS
ArcGIS QuickCapture

APPS FOR THE OFFICE
ArcGIS Business Analyst Desktop
ArcGIS Business Analyst Mobile App
ArcGIS Business Analyst Web App
ArcGIS Community Analyst
ArcGIS Earth
ArcGIS Excalibur
ArcGIS Maps for Adobe Creative Cloud
ArcGIS Maps for Office
ArcGIS Maps for Power BI
ArcGIS Maps for SharePoint
Esri CityEngine
Esri Redistricting
GeoPlanner for ArcGIS
Insights for ArcGIS
Map Viewer
Scene Viewer

APPS FOR THE COMMUNITY
ArcGIS Open Data
Crowdsource Manager
Crowdsource Polling
Crowdsource Reporter
ArcGIS StoryMaps
Photo Survey
Quick Report Template

Where is “Web GIS”?
ArcGIS Is a Platform
Enabling GIS Everywhere

Simple
Integrated
Open

Available in the Cloud . . .
. . . and On-Premises
ArcGIS Is a Platform
Enabling GIS Everywhere

Simple
Integrated
Open

Available in the Cloud . . .
. . . and On-Premises
Web GIS – Key Themes

- Share spatial data and content with everyone
  - Visualization and analytics

- Maps everywhere
  - Anywhere, anytime, on any device

- Work from a common authoritative dataset
Web GIS – Key Themes

- Empower non-GIS “experts” to create and work with spatial data
- Promote collaboration
  - Share knowledge and expertise
- Platform that can integrate with other business systems
ArcGIS Is a Platform
Enabling GIS Everywhere

Simple
Integrated
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Available in the Cloud . . .
. . . and On-Premises

2013-2017
ArcGIS
A Comprehensive Geospatial Platform

Supporting Individuals, Teams, and Organizations

Offered as Both Software and SaaS

Desktop

Apps

APIs

Open Distributed

Services Based
What Are the Deployment Options?

**ArcGIS Enterprise**
Software you install and manage in your own infrastructure.

**ArcGIS** provides **Options for Implementing Web GIS**

**ArcGIS Online**
Software as a Service. Software is managed by Esri on Esri’s cloud infrastructure.
The ArcGIS Platform

Supports Multiple Implementation Patterns

An Interconnected Network Is Emerging . . .

Desktop

Server

Cloud / SaaS

. . . A Distributed Platform of Open Geospatial Services

System of Systems
Value Proposition
User Perspective: Why do I care?  

Value proposition
The Power of a Map

Spatial + Visual

80% of data has a spatial component

65% of people are visual thinkers
Convey complex information  Map information & analysis

Location  Navigation  Spatial Relationships
Maps should be easily accessible
Maps can tell Stories

Apps bring GIS to everyone
Esri Geo-Enabled Systems
Directly Supporting Focused Workflows

Indoors
Indoor Mapping

Hub
Engagement

Mission
Awareness and Collaboration

Business Analyst
Business Intelligence

Urban
Urban Planning
Indoors: An Integrated System for Asset, Space and Building Management

- Stakeholders:
  - Business Owners
  - Operators
  - Employees
  - Visitors

Operations
- Safety & Security
- Emergency Management
- Problem Reporting
- Asset Management

Portfolio Management
- Buildings
- Infrastructure

Wayfinding
- Employee Routing
- Indoor Positioning
- Public Kiosk
- Tracking

Data Management
- System of Record
- CAD / BIM
- Floor Plan Integration

Portfolio Management
- Buildings
- Infrastructure

Wayfinding
- Employee Routing
- Indoor Positioning
- Public Kiosk
- Tracking

Stakeholders:
- Business Owners
- Operators
- Employees
- Visitors

Floor Plans
- 3D Maps
- Workplace Analytics

Indoors: An Integrated System for Asset, Space and Building Management

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Portfolio Management
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Wayfinding
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- Tracking

Data Management
- System of Record
- CAD / BIM
- Floor Plan Integration
Urban System for Planning and Managing Urban Development

Transforming Planning Operations and Design

Enabling Smart Cities

Stakeholders
- Government
- AEC
- Real Estate
- Citizens
- NGO

Projects
- Buildings
- Infrastructure
- Plans
  - Land Use
  - Zoning
  - Overlays

Indicators
- Baseline
- Suitability
- Impact Models

Create & Evaluate Scenarios

Track and Evaluate Projects

Immersive

Report and Engage

Visual, Analytic & Interactive

New

Baseline
Suitability
Impact Models

Projects
Buildings
Infrastructure

New

Visual, Analytic & Interactive
Demographics
Forecasts
Segmentation
Analytics
Spatial Modeling
Statistical Analysis
Reports & Infographics
Data
Demographics
Forecasts
Segmentation
Workflows
Site Selection
Trade Area Analysis
Target Marketing
Territory Design
Stakeholders
• Retail
• Commercial Real Estate
• Banking
• Insurance
• Consultants
• Government
Business Analyst System & Content for Making Smart Location-Based Decisions
Delivering a Competitive Advantage
Powered by ArcGIS Online/Enterprise
Analytics
Dashboards
Infographics
Pro / Desktop App
Mobile App
Web App
• Retail
• Commercial Real Estate
• Banking
• Insurance
• Consultants
• Government
Mission System for Real-Time Collaboration and Awareness

Supporting Mission Planning, Mission Execution & Post-Mission Analysis

Mission Planning
Create Mission
Designate Location
Assign Team

Mission Execution
Coordinate Actions
Track Locations & Activities
Chat & Messaging
P2P Communication

Mission Review
Understand Patterns
Improve Performance
Plan Future Mission

Stakeholders
- Emergency Responders
- Security Operations
- Law Enforcement
- Humanitarian Aid
- DoD and Military
Summary

- ArcGIS is a comprehensive Geospatial Platform
  - Enables you to deploy the “Web GIS” pattern
- Brings location/spatial intelligence into your business/organization
- Leverage the power of maps

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