Expand Your Reach with the ArcGIS Marketplace

Alan Cassidy – Product Management

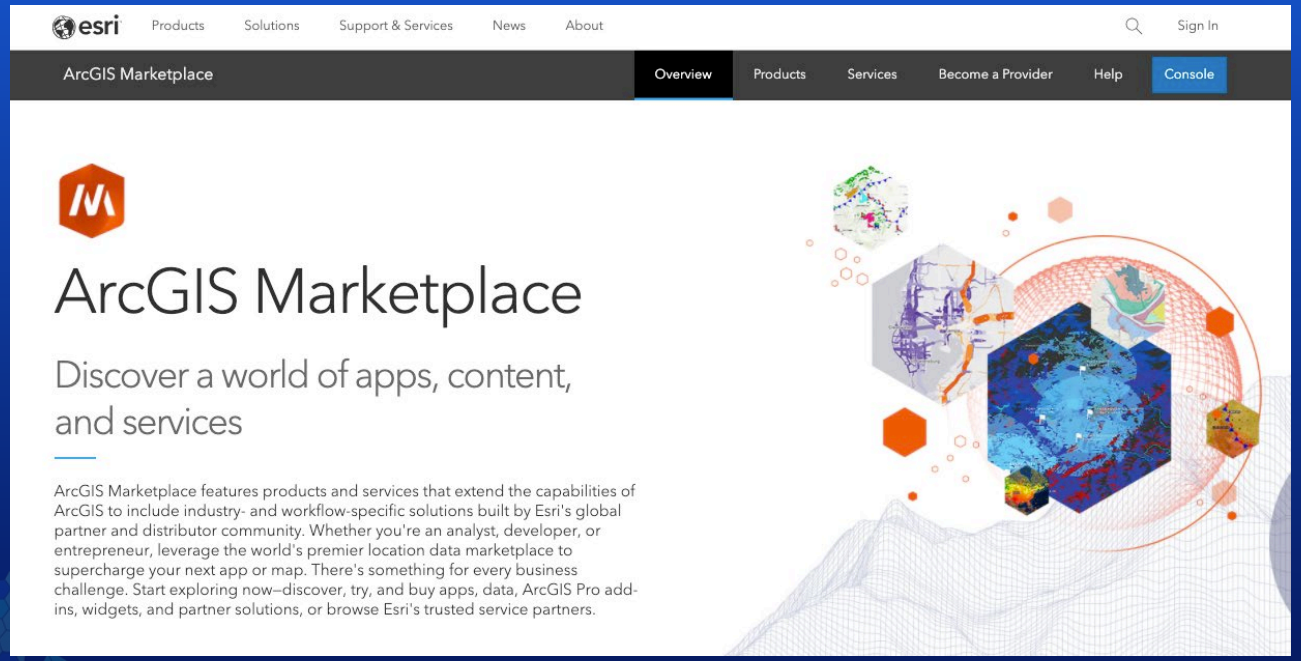
2021 ESRI
DEVELOPER SUMMIT

Agenda

- ArcGIS Marketplace Vision
- Becoming a Provider
- What Providers can list today?
- 2021 Roadmap and Key Initiatives
- Benefits as a Provider
- Resources & Getting Started

The ArcGIS Marketplace

marketplace.arcgis.com



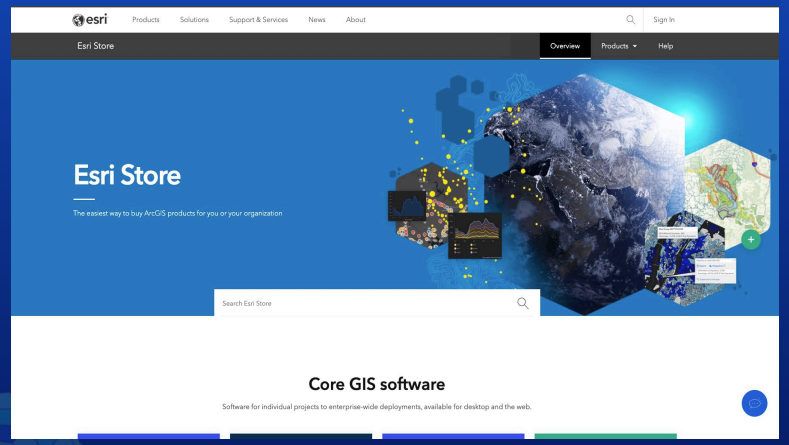
Is an online destination that allows users to search, discover, and acquire apps, data, solutions, and professional services from Esri's broad ecosystem of providers

Our vision is to make the ArcGIS Marketplace the most convenient way for our users to connect with Esri partners to extend ArcGIS through their offerings

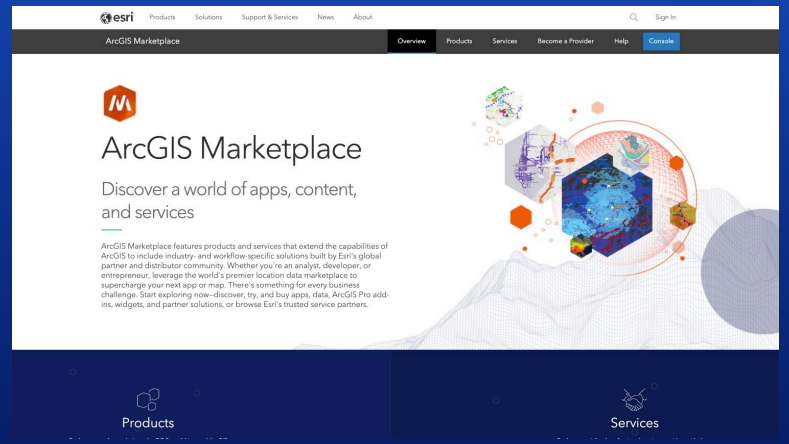
Providers point of entry to our digital ecosystem

Digital Sales Channels

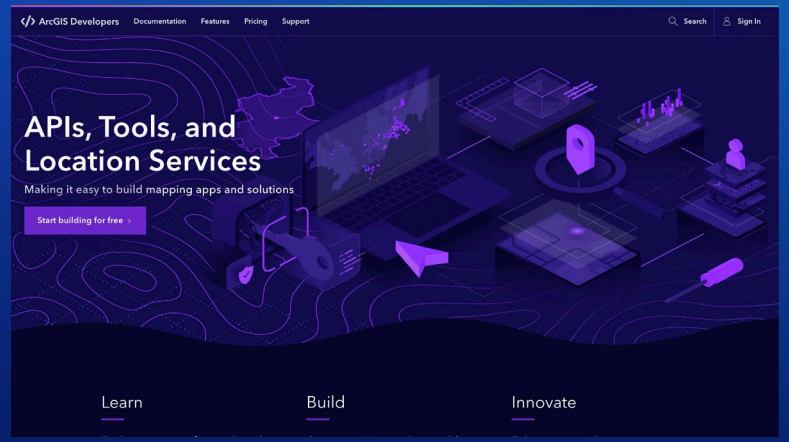
Esri Store



ArcGIS Marketplace



Developers / Platform



Marketplace Providers start by becoming Esri Partners

esri Partner Network Startup

Startups

Emerging businesses building mapping and location intelligence into their products.

esri Partner Network Bronze

Bronze

Low-cost, self-guided partnering experience for new and existing partners, with benefits aligned with the needs of partners working with Esri on an occasional basis.

esri Partner Network Silver

Silver

Program for engaged partners developing GIS solutions and services for local and national markets.

esri Partner Network Gold

Gold

Partners working in national or multinational markets, aligned with Esri's vision, goals and industry focus areas. They have a defined go-to-market strategy. They collaborate with Esri and distributor sales and marketing teams regularly.

esri Partner Network Platinum

Platinum

Partners working in multinational or global markets representing industry-leading firms with defined market offerings that are strategically aligned with Esri's vision and market strategy.

esri Partner Network Global Alliance

Alliance

Leading technology companies working together with Esri to align core technologies, raise market awareness of joint products and customer success, increase GIS market share and drive revenue growth.

www.esri.com/en-us/about/esri-partner-network/overview

What Providers can list today

Types of Offerings

App

Data

Widget

ArcGIS Pro Add-in

Partner Solution

Professional Services

Types of Offerings

App

Data

Widget

ArcGIS Pro Add-in

Partner Solution

Professional Services

Closer look at opportunities for Data Providers

- Ready to use Content
- Custom Data Requests
- Project based services

UberMedia

SPATIAL

VRICON

NatureServe

spire

Overview of support for Data Providers by Offering type

Ready to use

- List *ready to use* Data services (ex. 3D Scene, imagery, feature data).
- Users get instant access via Ecomm or purchase requests.
- Trial support, Free Data to get leads.

Custom Data Requests

Project Based Services

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Custom Data Requests

- Users send requests to Providers detailing what they need.
- Providers provision services as subscriptions to users.
- Per user or license the who Organization.

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Project Based Services

- Pro Services / consulting providers list their capabilities.
- UAV, street level imagery services, data conversion, hosting services, etc.
- Users contact providers re projects.

Quick 2020 Recap

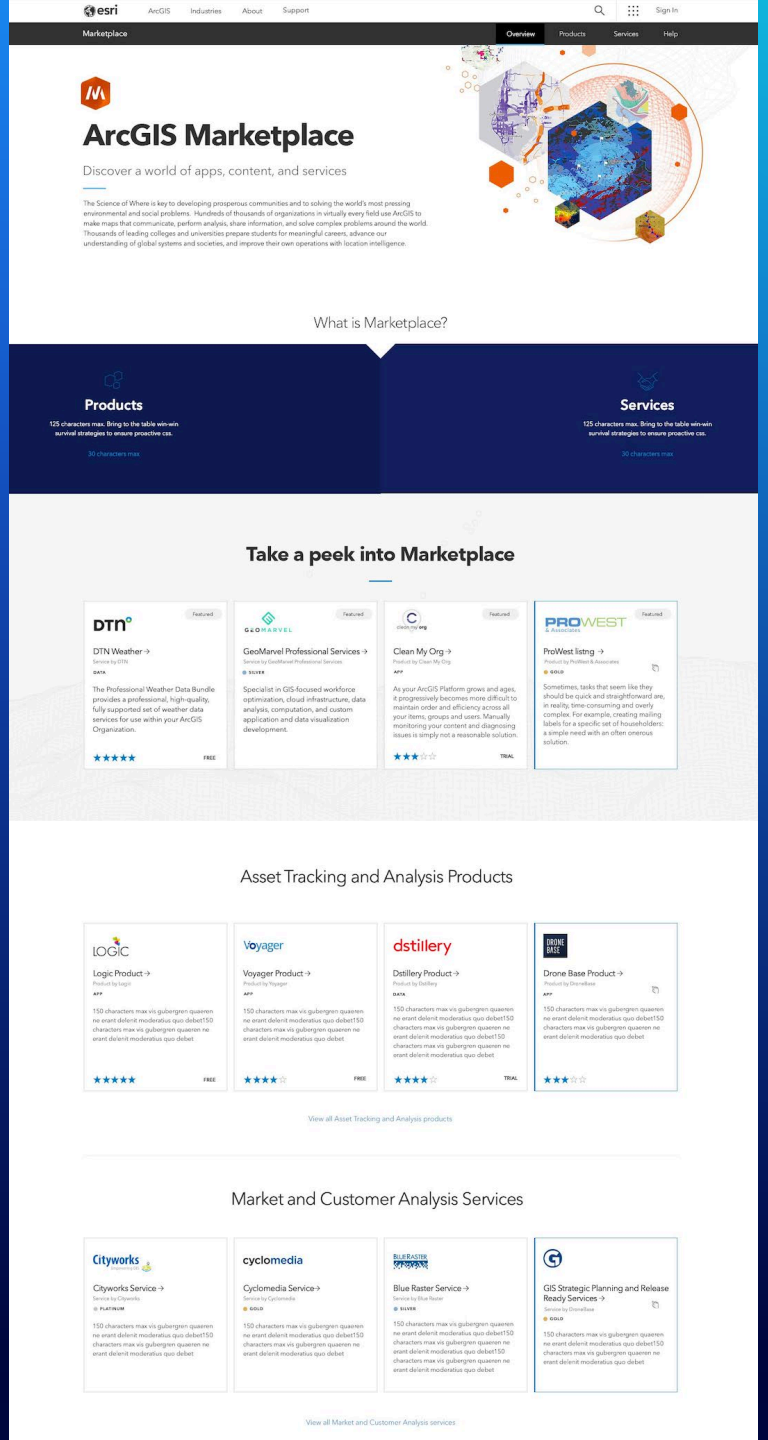
Transformed Marketplace user experience!

Tightly integrated into esri.com and our optimized customer journey, leveraging the power of the Adobe Experience platform

Personalized user experience and recommendations, enabling greater visibility and promotion of listings

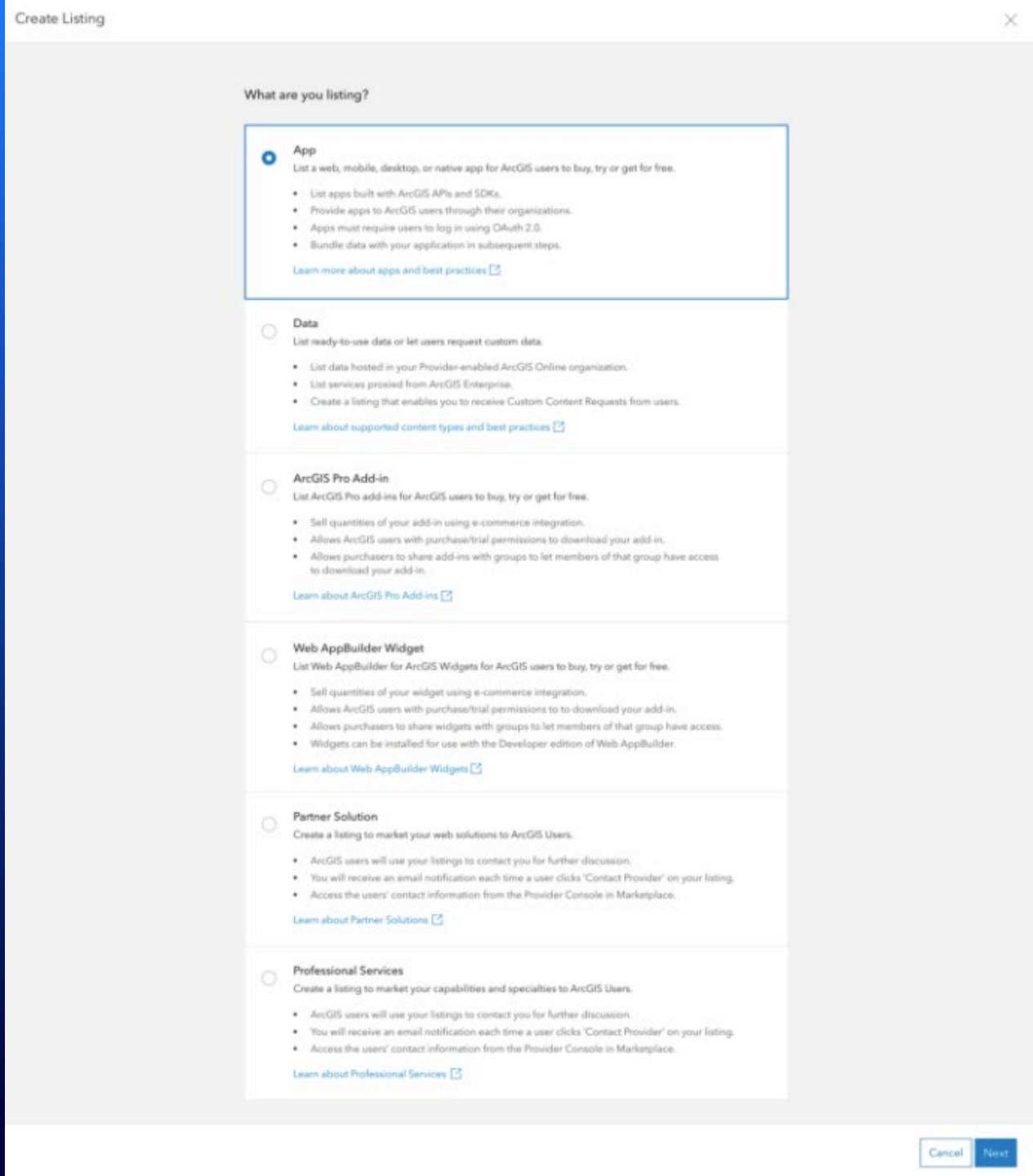
Reimagined destination enabling easier discovery of Products vs Professional Services

Enabling Esri to share performance / web analytics with Providers



Enhanced listing creation experience for Providers

- Step by step guided process with built in technical enablement
- Clear paths to more successful listings



Centralized resources & consultation in the Partner Community

For Providers & interested Esri Partners

esri | Search... | Alan Cassidy

Home | Enable Offerings | Go to Market | Take Action | Learn More | Get Involved | My Organization

Become an ArcGIS Marketplace Provider

The ArcGIS Makertplace is the largest GIS Marketplace serving users globally, enabling more than 300,000 customer organziations to extend and expand the reach of ArcGIS with offerings from Esri partners and distributor ecosystems.

Get Listed on Esri.com

Over 34 millions visitors come to Esri.com every year to learn more about GIS solutions and services.

Access a Global Market

As a provider, you'll have access to the largest GIS user base in the world via the ArcGIS user community.

Grow Your Business Digitally

Provide trials, get qualified leads, manage subscriptions and renewals all through the Marketplace.

Schedule a Free Consultation:

- Discuss your questions with a marketplace expert
- Understand the the potential for your business
- Resolve technical questions

Schedule

Ready to apply to become a Provider? Click here

ArcGIS Marketplace Eligibility Requirements

- Build release ready Apps, Data, Widgets, Add-ins, Solutions, or Professional Servces using the latest releases of Esri technology
- Have the EPN Release Ready designation to offer solutions and/or professional services listings

Resources and Documentation

Become a Provider

ArcGIS Marketplace allows users to discover and acquire apps, content, solutions, and professional services from Esri's ecosystem of partner providers. Esri's digital sales team directs customers to ArcGIS Marketplace to find partner solutions. For partners, this is a way to expand your reach and grow your business digitally with Esri.

Create an Offering

ArcGIS Marketplace offerings are the main way that consumers discover your products. Each offering that appears in ArcGIS Marketplace is related to an item in ArcGIS Online. This guide will walk you through the process of creating Applications, Data, ArcGIS Pro Add-ins, Widgets, Partner Solutions, or Professional Services.

Use the Provider Console

Once your ArcGIS Marketplace offering is published, you will begin to receive requests from users. In order to successfully manage your items, offerings, and users, you will need to become familiar with the ArcGIS Marketplace Console.

Important 2020 accomplishments *continued*

- New listing edit experience for Providers
- Expanded buying options for users
- Significant Provider console upgrades + Sales administration enhancements
- Provider only Marketplace
- …

Q1 / Q2 Roadmap and Key Initiatives

ArcGIS Marketplace - March 2021 release

- Providers listing hosted Web AppBuilder Widgets

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- Launching in March 2021 with select Providers
- Evolving listing review process to include security review by Esri Security team
- Increased business & technical advisory

- Broad availability for all Providers planned for June 2021

Expanding to include ExB widgets in Q4 2021

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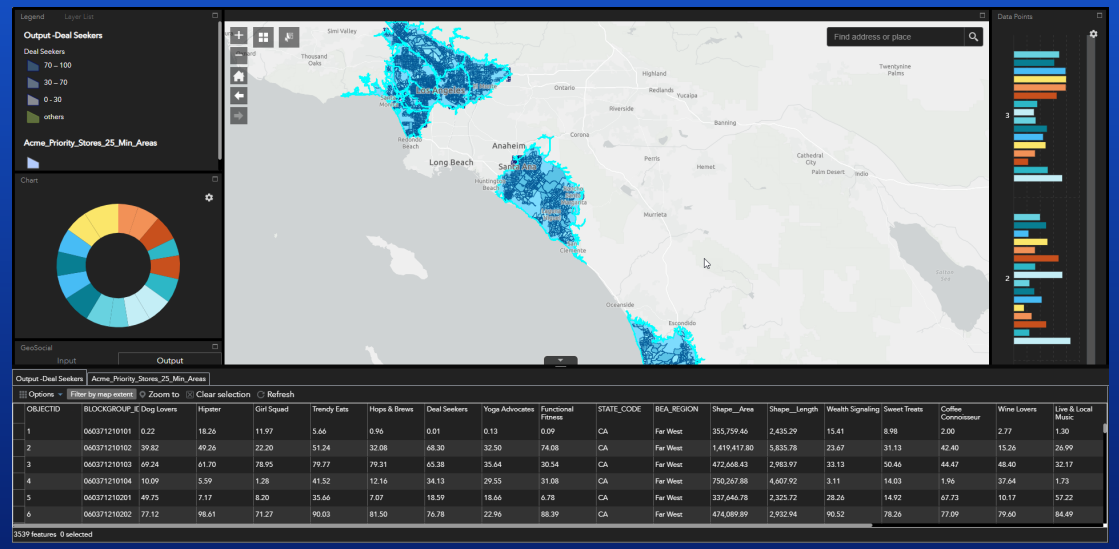
- Enable Pro-Addins & Widget Providers to provisioning multiple versions to existing users

Emerging Offering: Service on Demand

Designed for Providers with High Volume data



OBJECTID	BLOCKGROUP_IE	Dog Lovers	Hipster	Girl Squad	Trendy Eats	Hops & Brews	Deal Seekers	Yoga Advocates	Functional Fitness	STATE_CODE	BEA_REGION	Shape__Area	Shape__Length	Wealth Signaling	Sweet Treats	Coffee Connoisseur	Wine Lovers	Live & Local Music
1	060371210101	0.22	18.26	11.97	5.66	0.96	0.01	0.13	0.09	CA	Far West	355,759.46	2,435.29	15.41	8.98	2.00	2.77	1.30
2	060371210102	39.82	49.26	22.20	51.24	32.08	68.30	32.50	74.08	CA	Far West	1,419,417.80	5,835.78	23.67	31.13	42.40	15.26	26.99
3	060371210103	69.24	61.70	78.95	79.77	79.31	65.38	35.64	30.54	CA	Far West	472,668.43	2,983.97	33.13	50.46	44.47	48.40	32.17
4	060371210104	10.09	5.59	1.28	41.52	12.16	34.13	29.55	31.08	CA	Far West	750,267.88	4,607.92	3.11	14.03	1.96	37.64	1.73
5	060371210201	49.75	7.17	8.20	35.66	7.07	18.59	18.66	6.78	CA	Far West	337,646.78	2,325.72	28.26	14.92	67.73	10.17	57.22
6	060371210202	77.12	98.61	71.27	90.03	81.50	76.78	22.96	88.39	CA	Far West	474,089.89	2,932.94	90.52	78.26	77.09	79.60	84.49

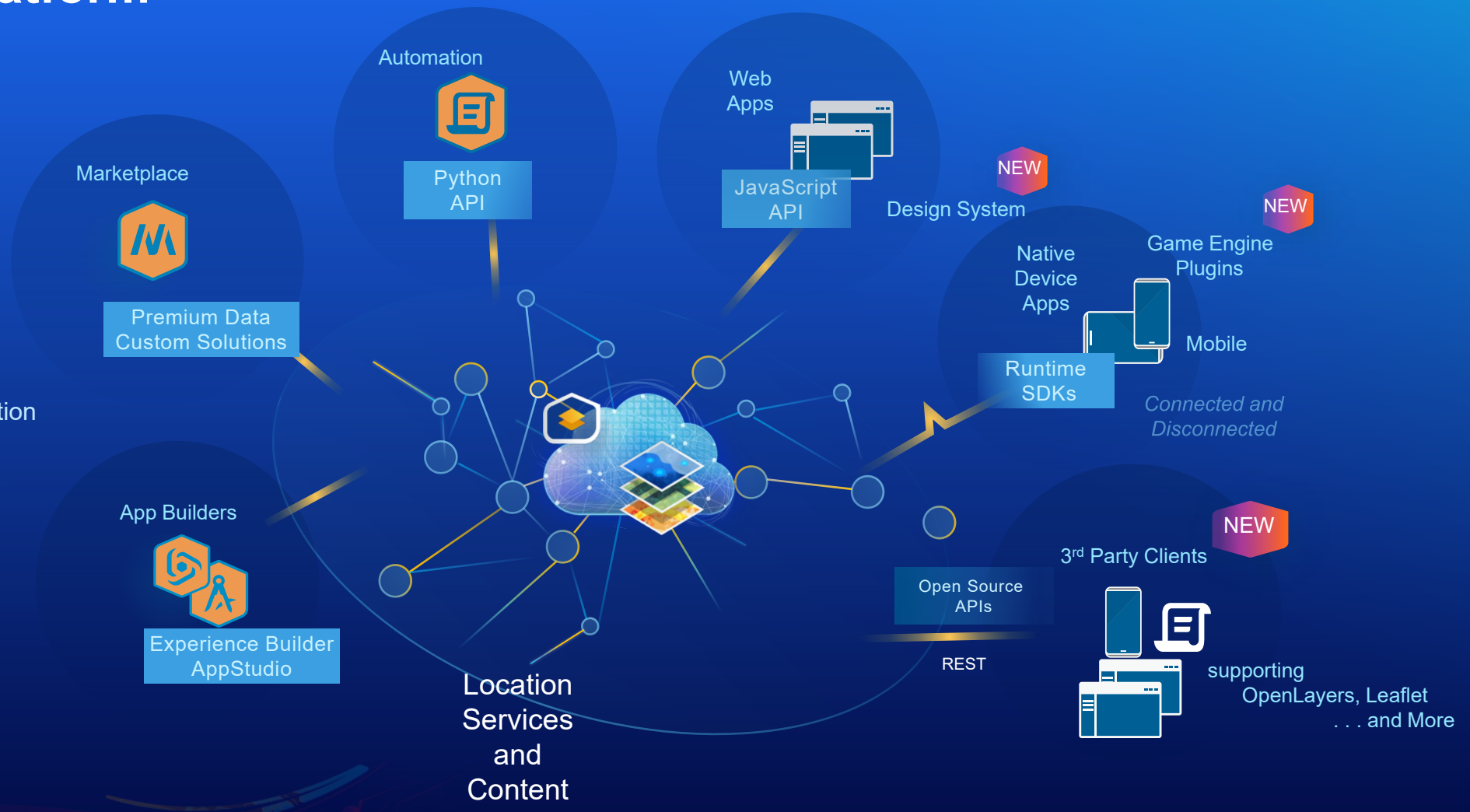
- Data Providers listing Geoprocessing services
- Users leverage in Pro or Web AppBuilder
- Data hosted and managed by Provider
- Made available direct from Provider or ArcGIS Marketplace

Limited pilot now with planned Marketplace release in June 2021

Marketplace & ArcGIS Platform / PaaS strategy

ArcGIS Platform

- High Performance
- Easy to Access
- Use only what you need
- Rich Data-Driven Visualization
- Secure data hosting



Frictionless access to location capabilities as stand-alone services

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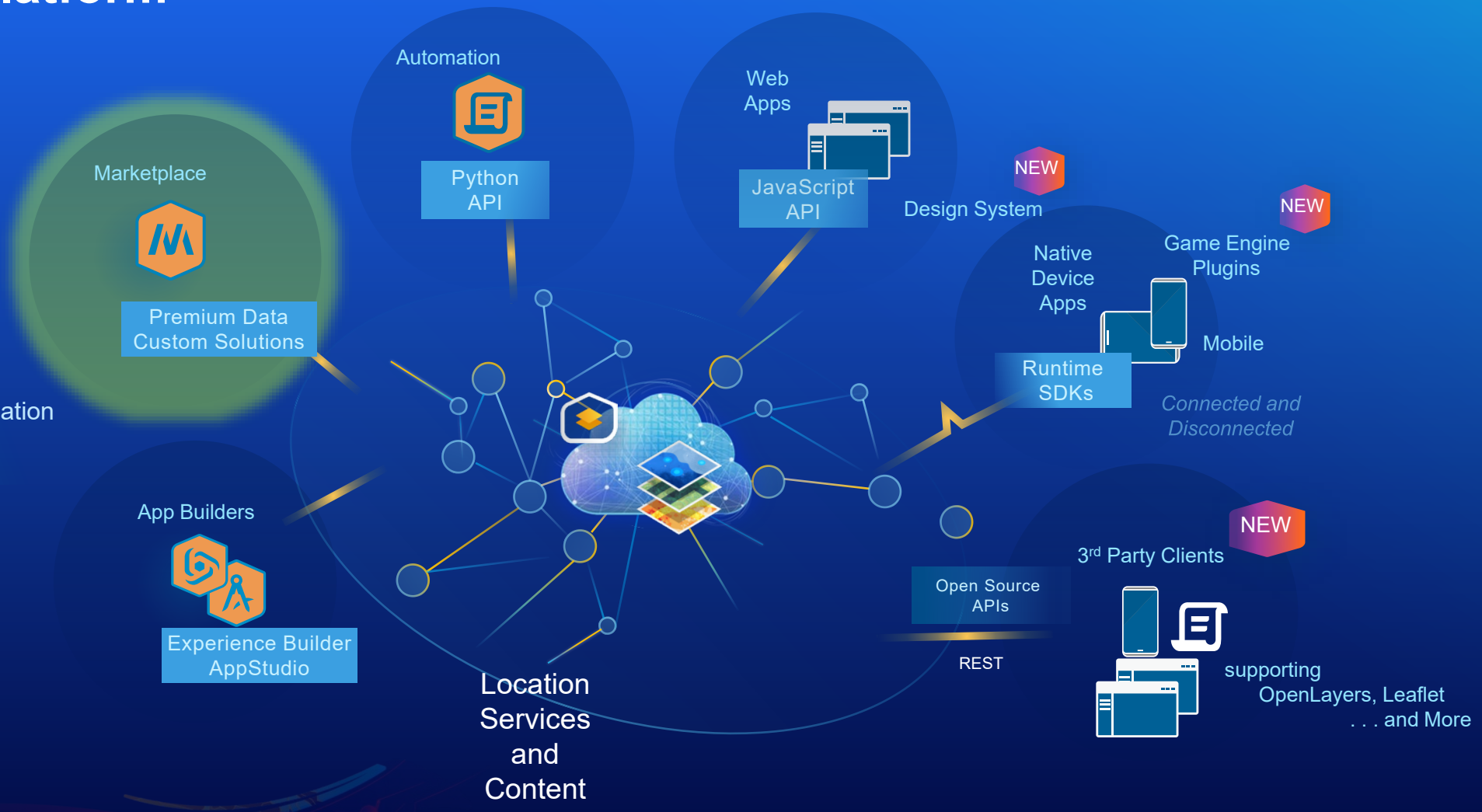


Frictionless access to location capabilities as stand-alone services

Benefits for Providers

Benefits for Providers

- Access to the global ArcGIS user community!
- Offer trials / get leads, leverage Ecomm, multiple licensing options & more!
- Tons of marketing benefits!
- Promotion by Esri Digital Sales team
- New Marketing program for Providers
- Business / tech advisory / security reviews
- Web Analytics for Providers to optimize your offerings

Your Gateway to Esri's global user community

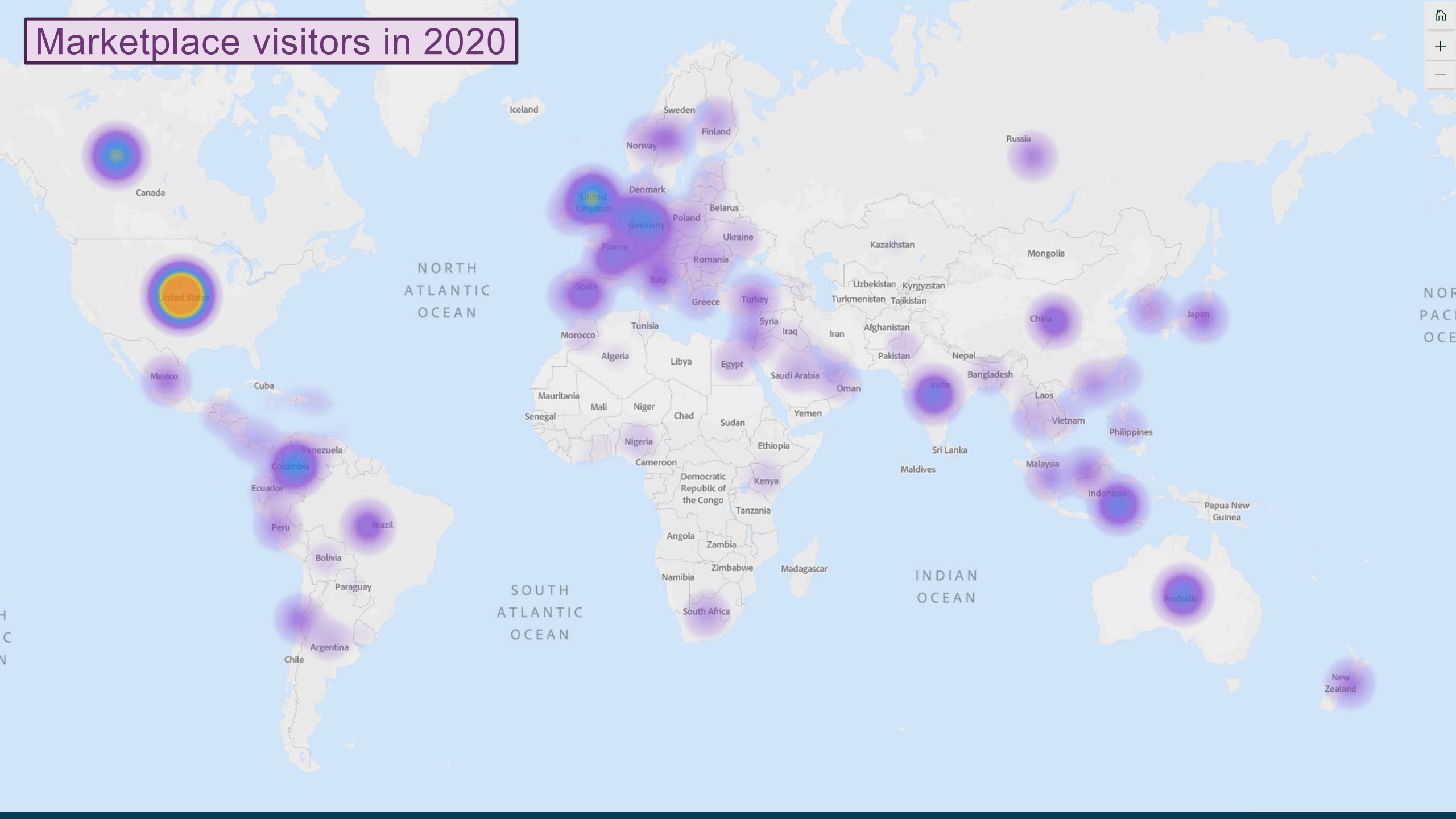
Over 34 mil annual visitors to Esri websites

Over 200k social media followers

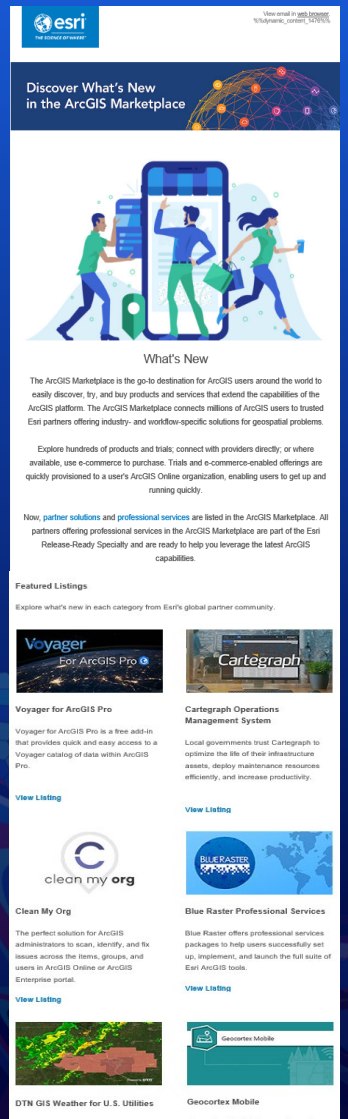
1.3 mil + subscribers to Esri Publications

Thousands of subscribers to over 40 industry newsletters

Marketplace visitors in 2020

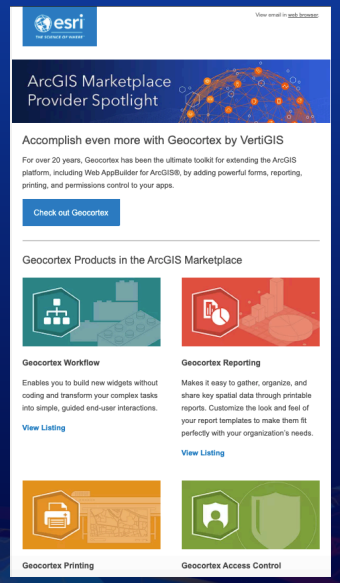


Marketplace Marketing – Newsletters, Blogs, Press & Webinars

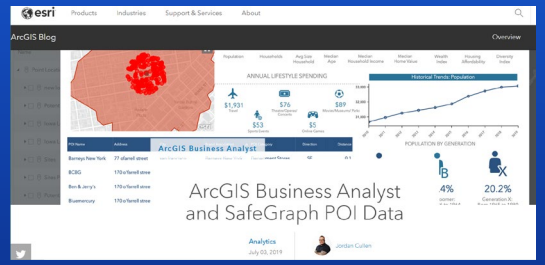


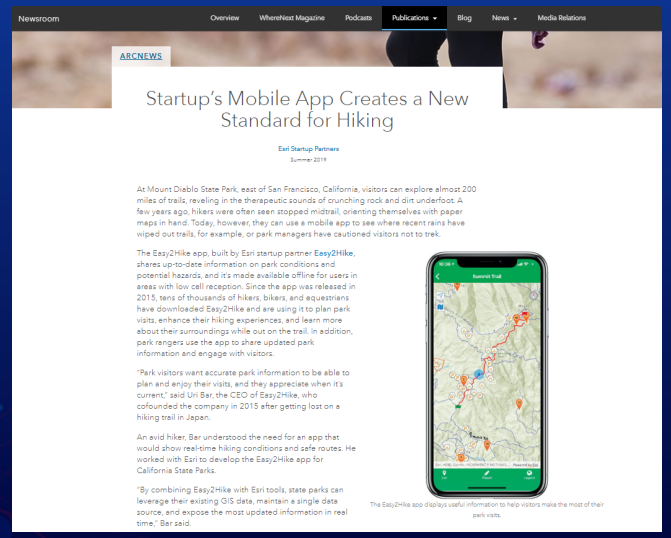
ArcGIS Marketplace Digest eNewsletter

Provider Spotlights



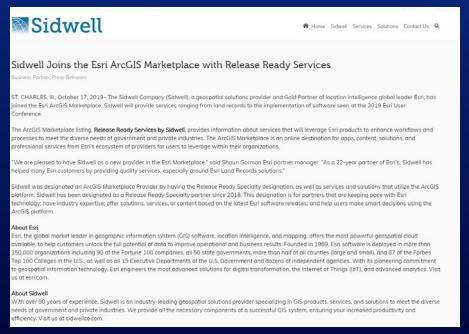
Featured in Esri Publications





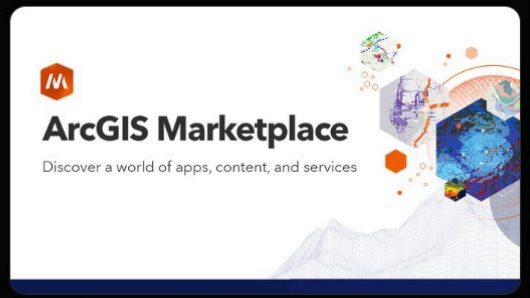
Participate in Webinars & Blogs

Partner Press Releases



Promotion by Esri Social Media

Esri @Esri · Dec 27, 2020
See what's new in the #ArcGIS Marketplace! Whether you're an analyst, developer, or entrepreneur, leverage the world's premier location data marketplace to supercharge your next #app or #map. ow.ly/69no50CCfbZ



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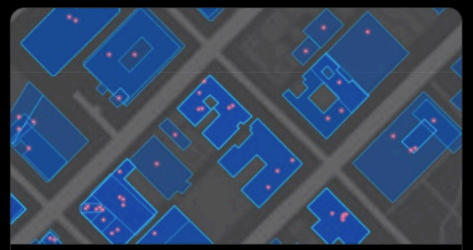
Esri Data and Location Services @EsriDataLS · Jan 6
@SafeGraph Places can help you to identify over 6M #POI and business listings in the US and Canada. Available via #ArcGISMarketplace. Learn more:



SafeGraph Places
Archiving facts about the physical world.
storymaps.arcgis.com

ArcNews @ArcNewsMagazine · Aug 15, 2019
Thanks to online national #parcel layer content services, #geospatial analysis is getting increasingly granular. ParcelAtlas, available in #ArcGISMarketplace, contains 99% of US boundaries & has seamless attribute data coverage. Find out more: esri.com/about/newsroom...

2 6

Esri Startup Program @EsriStartups · Sep 15, 2020
Want to try it yourself in the @Esri ArcGIS Platform? Access @spatialAI geosocial data in the #ArcGISMarketplace here: bit.ly/marketplacegeo... #GIS #dataviz #insights #retail #CRE

Spatial.ai @spatialAI · Sep 15, 2020
Sonic jumped from the 22nd most popular restaurant chain to 5th in a matter of weeks. How can the @sonicdrivein understand who their new customers are and retain that audience as the economy moves back to a new normal?

Full case study: spatial.ai/post/sonic-cus...

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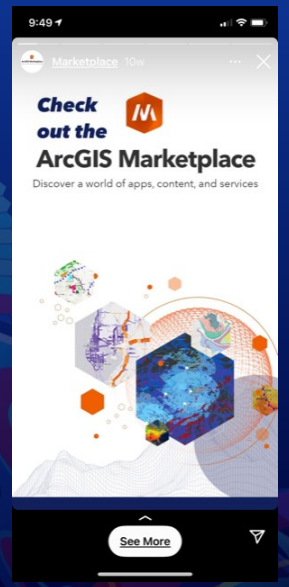
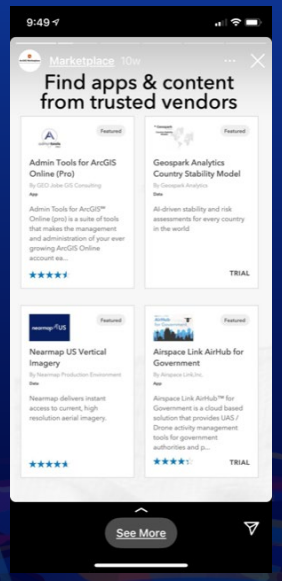
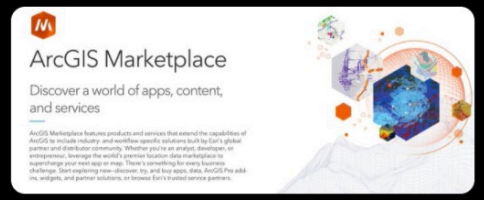




Esri Partners @EsriPartners · Nov 18, 2020
See what's new in the #ArcGISMarketplace, and discover a world of products and services built by Esri's global partner and distributor communities. Check it out now: ow.ly/zPFW50CndZq #GIS #Tech #Apps #Data



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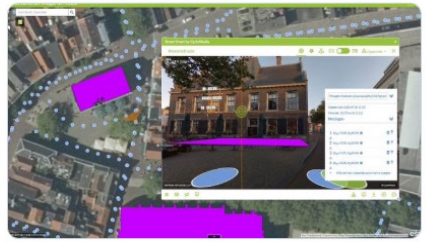
Esri @Esri · Feb 26, 2019
The Street Smart Widget for #ArcGIS introduces high-res street-level #imagery to #webapps. With the widget integrated into your Web App, #CycloMedia imagery & many features become available. FREE in the #ArcGISMarketplace p.ctx.ly/r/95wm @CycloMediaUS #EsriPartner



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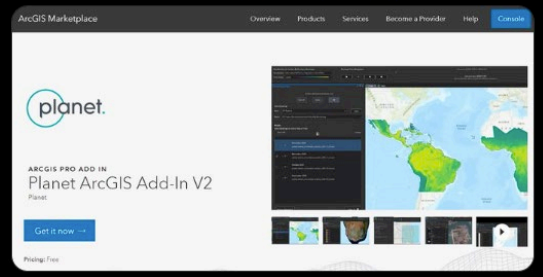
John Steffenson @jsteffenson · Jan 22
Planet releases new free ArcGISPro add-in. Add imagery basemaps and task satellites from ArcGIS. ow.ly/wigk50DeWxr? #ArcGISMarketplace



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Esri Partner Network @EsriPartners · Feb 12
Stop by @SpireGlobal at booth #1002 and @ProWestGIS at booth B7 to learn more about their #ArcGISMarketplace listings today at #FedGIS!

7 17

ArcGIS Living Atlas of the World @LivingAtlas · Mar 1, 2019
#EsriPartner: @SafeGraph now offering free Places Dataset: ~5 Million U.S. commercial POI's via #ArcGISMarketplace
p.ctx.ly/r/96f9

3 9

Esri Startup Program @EsriStartups · Jan 20
Find it on the @Esri #ArcGISMarketplace: @AirspaceLink's AirHub for Government, a cloud-based #drone platform focused exclusively on merging the needs of state & local #government with the operational planning tools pilots already use, ow.ly/HAiV30rnHq4 #UAV #SmartCities

Airspace Link AirHub for Government
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esri.com

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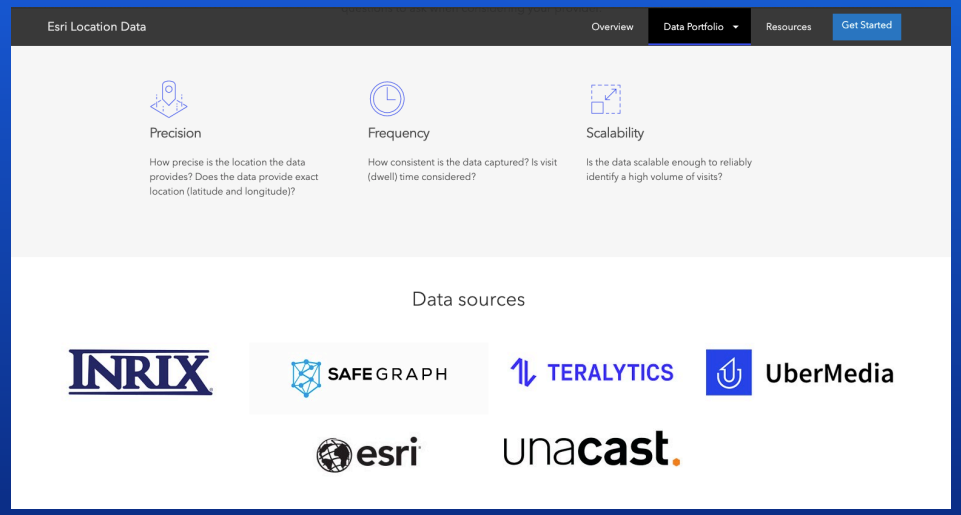
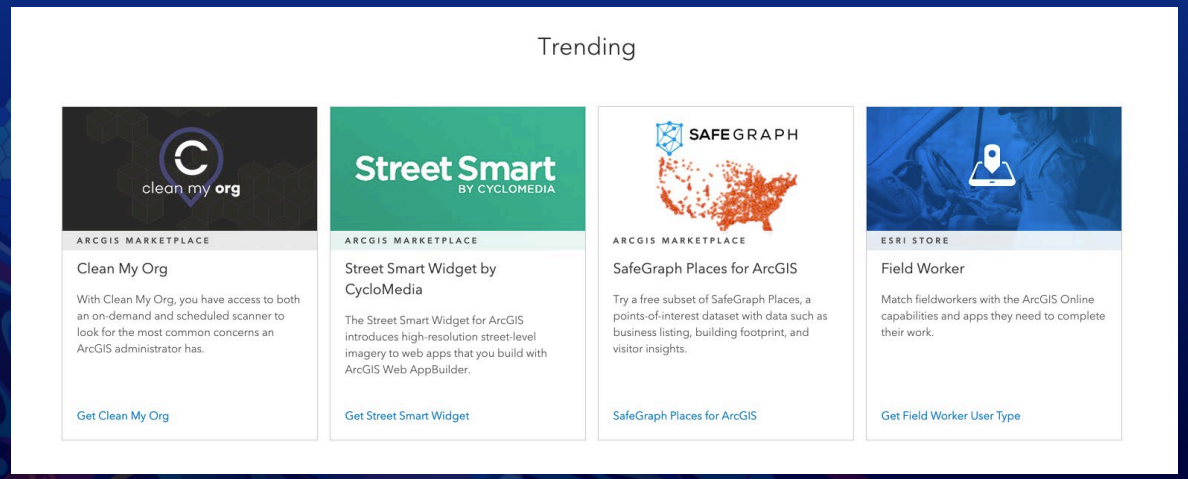
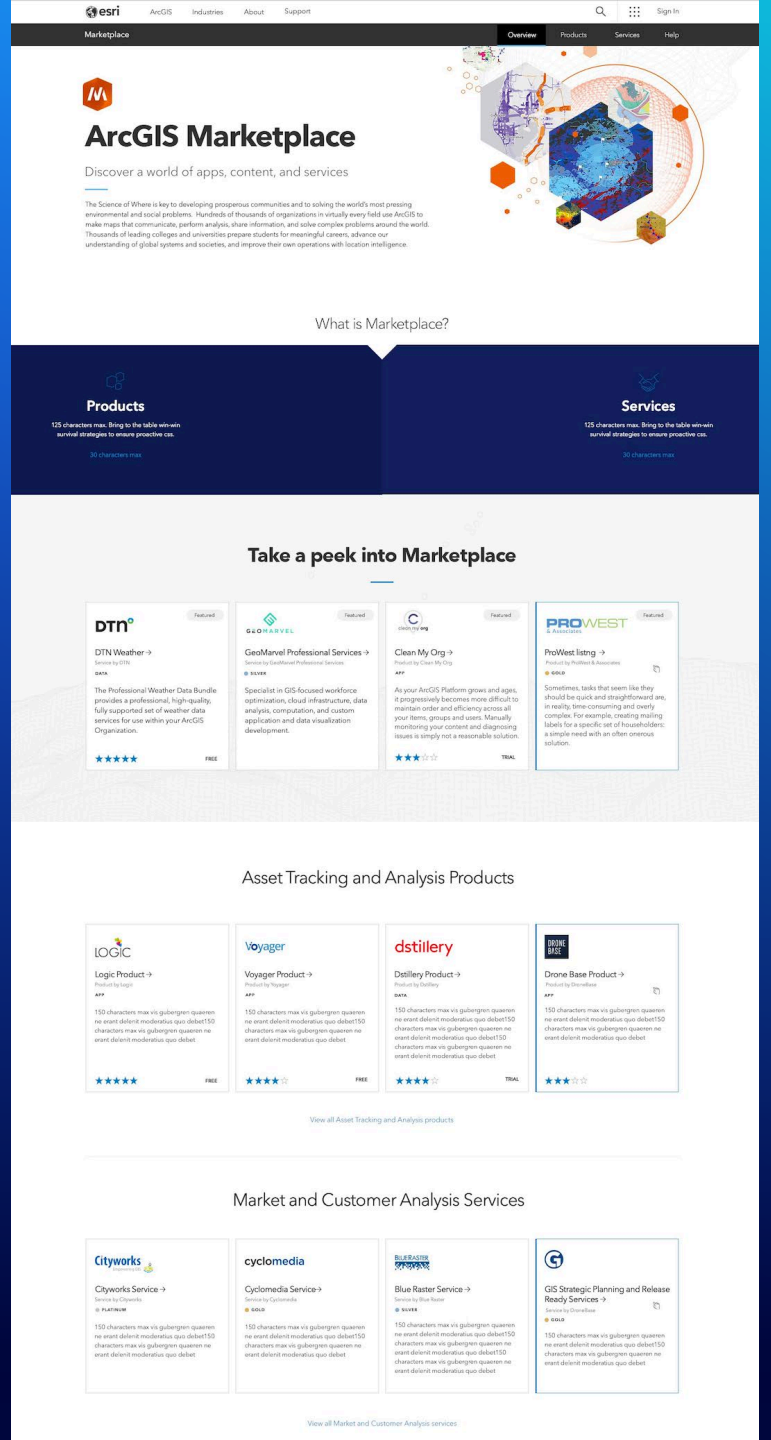
Increased opportunities to get Featured!

On ArcGIS Marketplace
& throughout esri.com!







Resources & Getting Started

Providers & interested Esri Partners

Take Action section inside the Esri Partner Community

Work with your Partner Manager or Esri Distributor

esri | Search... | Alan Cassidy

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Please provide your feedback for this session by clicking on the session survey link directly below the video.

Thank you!

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ArcGISMarketplaceResourceCenter@esri.com

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