

# Business Analyst: Faster, Easier, and More Current

## ArcGIS 10 release for both desktop and server

Esri Business Analyst Desktop and Esri Business Analyst Server users can now research markets, analyze customers, and evaluate sites more quickly using up-to-date online resources.

Performance has significantly improved over Business Analyst 9.3.1. In Business Analyst 10, processes are 60 times faster. The speed of data aggregation for trade areas makes it possible to process data nationwide without having to break up work into smaller groups. With the new business search tool, users can filter, add, and remove criteria quickly and easily and display only the desired information.

In addition, the Business Analyst toolbar and menu have been redesigned and reorganized to let users work more efficiently. Users can include just the tasks they want on the new, dockable Business Analyst window. This includes adding favorite commands, accessing project files, and running batch tasks. The Custom Data Setup wizard (previously known as Analysis Layer Setup) is now on the Business Analyst menu. The process for incorporating user-generated data has been streamlined, and the format for all reports has been updated. Reports are now easier to read and comprehend on-screen and in print.

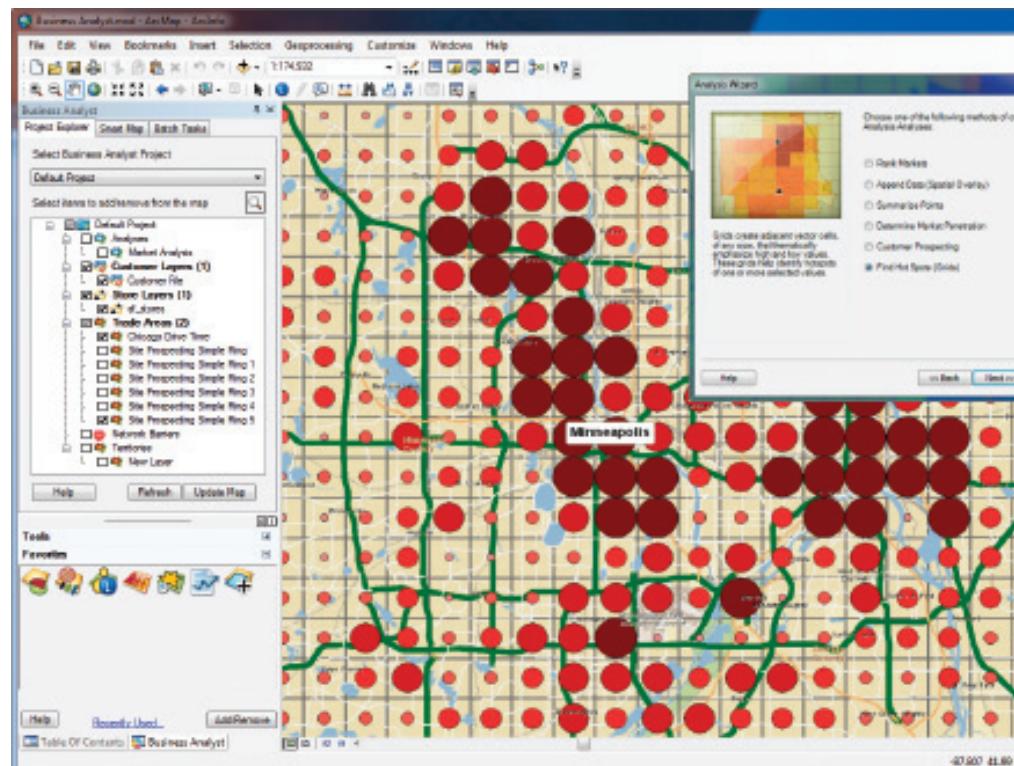
With access to more resources and data online, Business Analyst users get more timely and direct access to current information. The 2010/2015 data can be accessed from Business Analyst 10. The recently released Business Analyst Online (BAO) Reports Add-in lets Business Analyst Desktop users access data updates as soon as they have been released. Desktop users can seamlessly incorporate the latest data into their workflows as soon as it is available.

The new Message Center launches with Business Analyst. It gives users quick access to recently used projects and maps; connects to the Business Analyst blog and forum; and provides links to the latest news, demos, help files, and software updates. Business Analyst is available for use on the desktop and as a server-based, collaborative solution.

New with the 10 release, Business Analyst Desktop Premium contains everything in the standard version plus more demographic, business, consumer spending, and market potential data, along with the segmentation tools from the Segmentation Module and the full version of Address Coder software for geocoding and data appending.

Developers can create applications that include the demographic data reporting capabilities of Business Analyst using either the Business Analyst Online API for Flex 2.0 or the Business Analyst Online API for Silverlight 2.0. Complete code samples are available on the Business Analyst Resource Center at [resources.arcgis.com/ba-online-apis](http://resources.arcgis.com/ba-online-apis).

For more information on Business Analyst solutions, visit [esri.com/ba](http://esri.com/ba).



↑ Esri Business Analyst provides a detailed view into the potential performance of a business under different market conditions and economic factors.