

Business Plan in Your Hand

Free BAO for iOS app accesses demographic reports and maps anywhere



A new, free application for the Apple iPhone makes marketing data and analysis tools instantly available to answer business questions that are location based.

Business Analyst Online for iOS (BAO for iOS) delivers on-demand reports and maps that give a detailed, comprehensive view of the people who live in an area. The data this application accesses goes beyond census data. Updated demographics created by Esri's team of demographers, statisticians, and economists provide information on populations, lifestyles, and buying behaviors.

Although this application was developed with the needs of the real estate industry in mind, this revealing information allows all types of business users to find the best locations for stores, identify customers, and assess the demand for products/services in an area. With the BAO for iOS app, this information is available from an iPhone, iPad, or iPod touch.

BAO for iOS gives a demographic

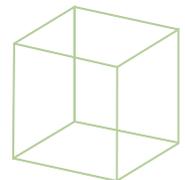
and market snapshot of a location that includes population, age, income, education, homeownership, and consumer spending. The app makes it easy to compare the demographic and market data for two locations or a single location compared to national averages. It also helps evaluate a location based on user-supplied criteria.

Business plans can be created based on the information from these analyses. Besides describing the location proposed for a business and the product or service it will offer, business plans include market segment/identification that is based on the prevailing characteristics in the area related to age, family status, household income, and education level. Psychographics, or psychographic influences on consumer behavior, include lifestyles, interests, and activities. Information on all these factors can be found using the BAO for iOS app.

Subscribers to Esri Business Analyst Online (BAO) will soon be able to access the full set of BAO reports and maps through BAO for iOS. A subscription to BAO allows users to access even more data, such as market potential, retail marketplace, and consumer spending, along with additional analytic functionality. For more information and to download the app, visit www.esri.com/baoforios.

Ready to Deploy and Easy to Customize

Download free ArcGIS Viewer for Flex 2.1



Create and deploy customized GIS enabled Web mapping applications without any programming using the free ArcGIS Viewer for Flex 2.1. This GIS Web client mapping application for ArcGIS Server is built on the ArcGIS API for Flex. It can be easily configured to meet custom business needs for mapping visualization, editing, and analysis on the Web.

This viewer fully supports the new capabilities available in ArcGIS Server 10 (e.g., Web editing, support for time-aware data) and is built with Adobe Flash Builder 4. The application comes preloaded with mapping content from ArcGIS Online, providing access to worldwide street, imagery, and topographic maps, as well as a set of sample ArcGIS Server map services.

Functionality in the ArcGIS Viewer for Flex is defined by widgets. Widgets are modular chunks of code that provide functionality in the viewer application and can be added or removed to customize the user interface and application functionality. The many core widgets that come with the viewer enable fundamental GIS client functionality for data display, map navigation, interactive querying, Web editing, data extraction, geocoding, and printing. New viewer functionality can be created with custom widgets developed using the ArcGIS API for Flex.

The application is designed to support existing business workflows. The look and feel, functionality, and data content of the viewer can be easily customized by editing the XML configuration file. The viewer also simplifies access to ArcGIS Online and ArcGIS Server services. Organizations can add corporate logos, extend functionality by adding widgets, and configure the viewer to work with their own GIS services.

GIS professionals can use the viewer to quickly deploy Web mapping applications or help create proof-of-concept applications for the delivery of GIS services. Application developers can download the application source code for the ArcGIS Viewer for Flex framework and use Flash Builder 4 or another integrated development environment (IDE) to build more customized Web mapping applications that meet the needs of specific workflows.

Download the ArcGIS Viewer for Flex 2.1 from the ArcGIS Viewer for Flex Resource Center (links.esri.com). This site also hosts online sample applications that demonstrate configuration possibilities and interactive previews of each core widget. The resource center also offers online help documentation and a forum where users can post questions and share ideas.