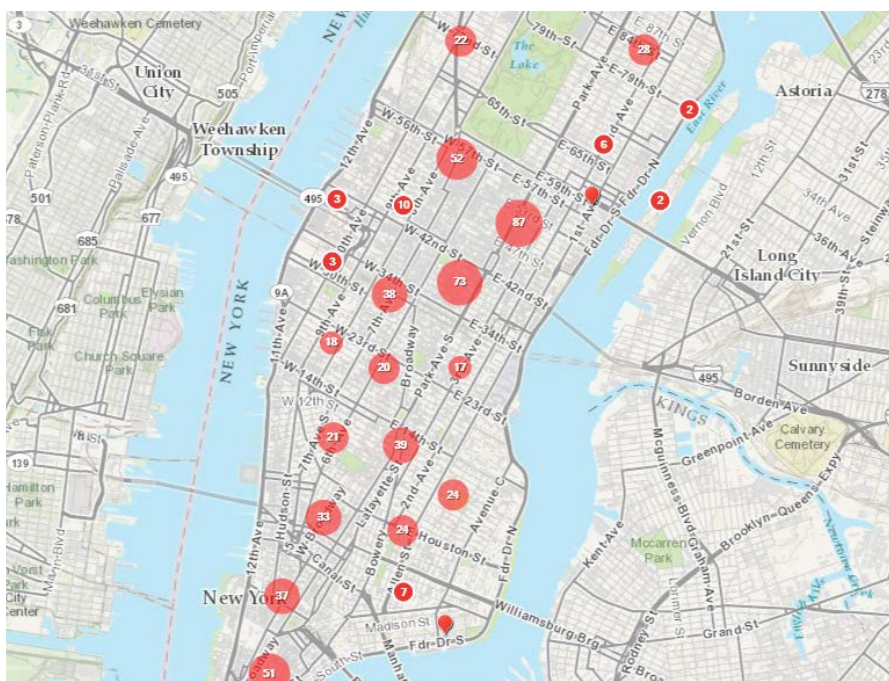↖ Location Analytics goes far beyond just "dots on a map." Without the right tools to interpret it, data can overwhelm a map.

← Clustering is one strategy for understanding your data by making data points in close proximity intelligible.

↙ Heat maps make is easy to perceive data density.

A Good Deal Just Got Better

Now your organization can create and share more interactive maps and apps on ArcGIS Online using fewer credits or at no cost altogether. The popularity of ArcGIS Online has allowed Esri to include some services as part of organizational subscriptions and reduce the cost of other services. These changes went into effect with the July release of ArcGIS Online.

Now unlimited bandwidth usage (outbound data transfer) is included with ArcGIS Online subscriptions. Uploading tile packages from ArcGIS for Desktop is also included in subscriptions.

Significant cost cuts were enacted for popular services. Geocoding costs have been reduced by 50 percent. Routing and geoenrichment costs have been reduced by nearly 65 percent. Infographic costs have been reduced by more than 80 percent.

Esri Updated Demographics and other new data services were also added at the July release.