South Central Arc Users Group Conference 2012

Our World Is Changing Rapidly

Creating Many Challenges For Our Country And Your Organizations

Climate Change

Population

Political and Social Conflict

Loss of Biodiversity

Energy

Water Security

Natural Resources

Economic Uncertainty

Urbanization and Land Use

Human Health

Security

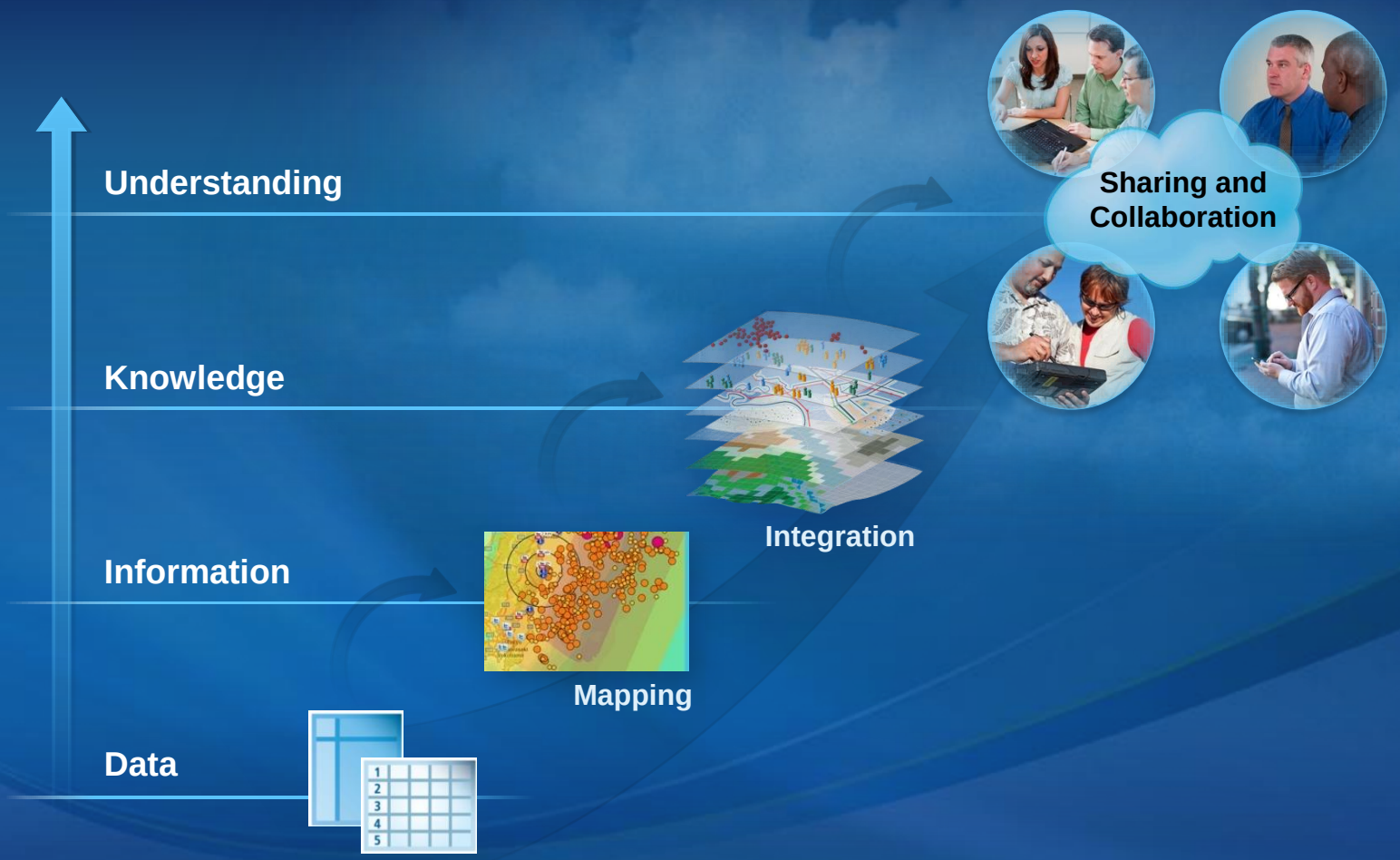
Technology Advancements

Poverty and Inequality

Globalization

. . . We Need Collective Intelligence and Understanding

Geospatial Systems Are Helping Us Understand



. . . Helping Us Make Better Decisions

GeoInformation Products

Key to Effective **Understanding**

Good GeoInformation Products Require Good Design

- **Understanding Issues**
- **Appropriate Data**
- **Analysis & Manipulation**

. . . And A Compelling Graphic Design

Good Products Help Us Understand . . .
. . . And Support Action

Good GeoInformation Products

- Provide Timely Information
- Disseminate Knowledge
- Communicate Importance
- Support Decision Making
- Illustrate Time
- Show Status and Performance
- Show The Future

Effectively Telling a Story . . .

Helping Us Understand . . .
. . . And Make Better Decisions

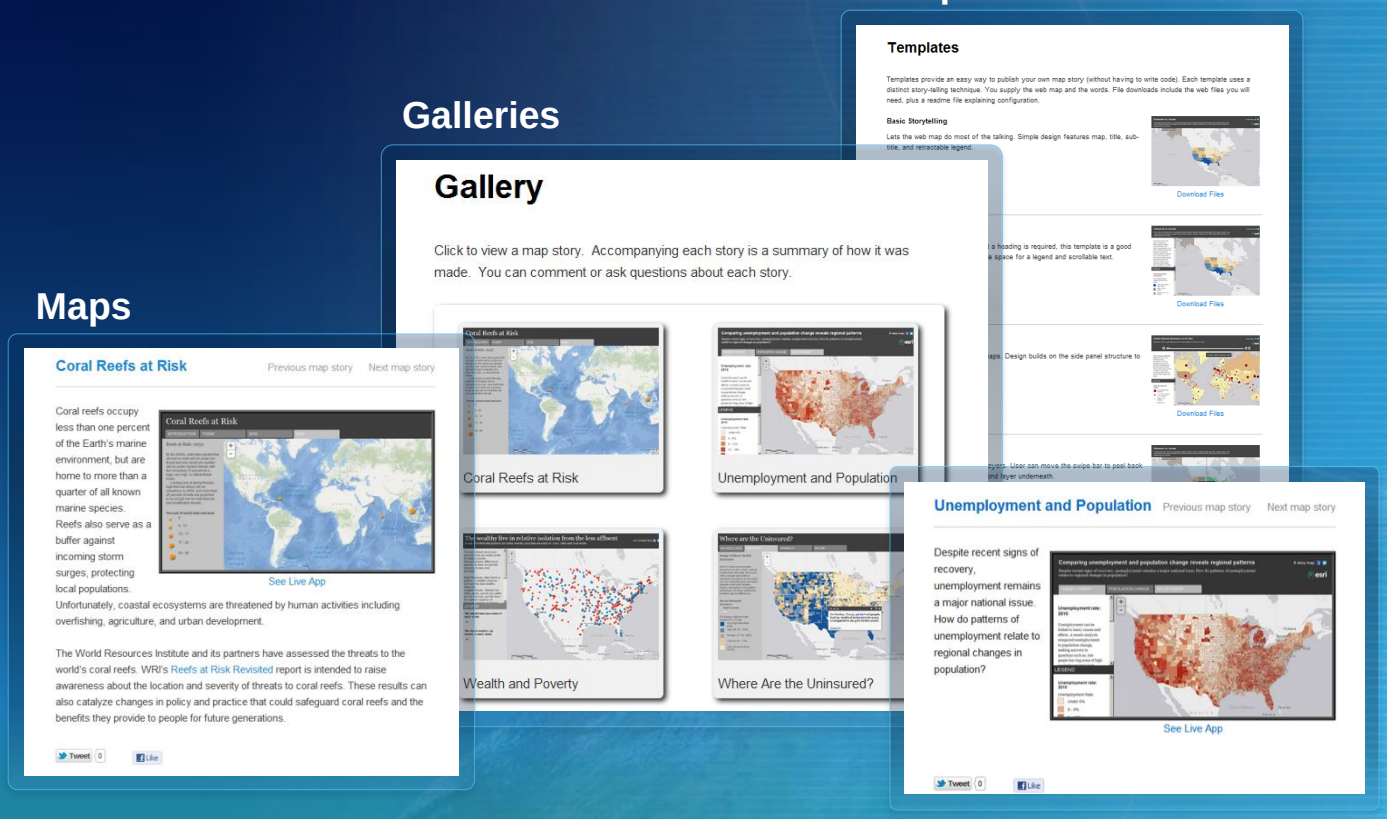
Storytelling With Maps

An Old Discipline, Needing To Be Applied With Today's Technology

Templates

Galleries

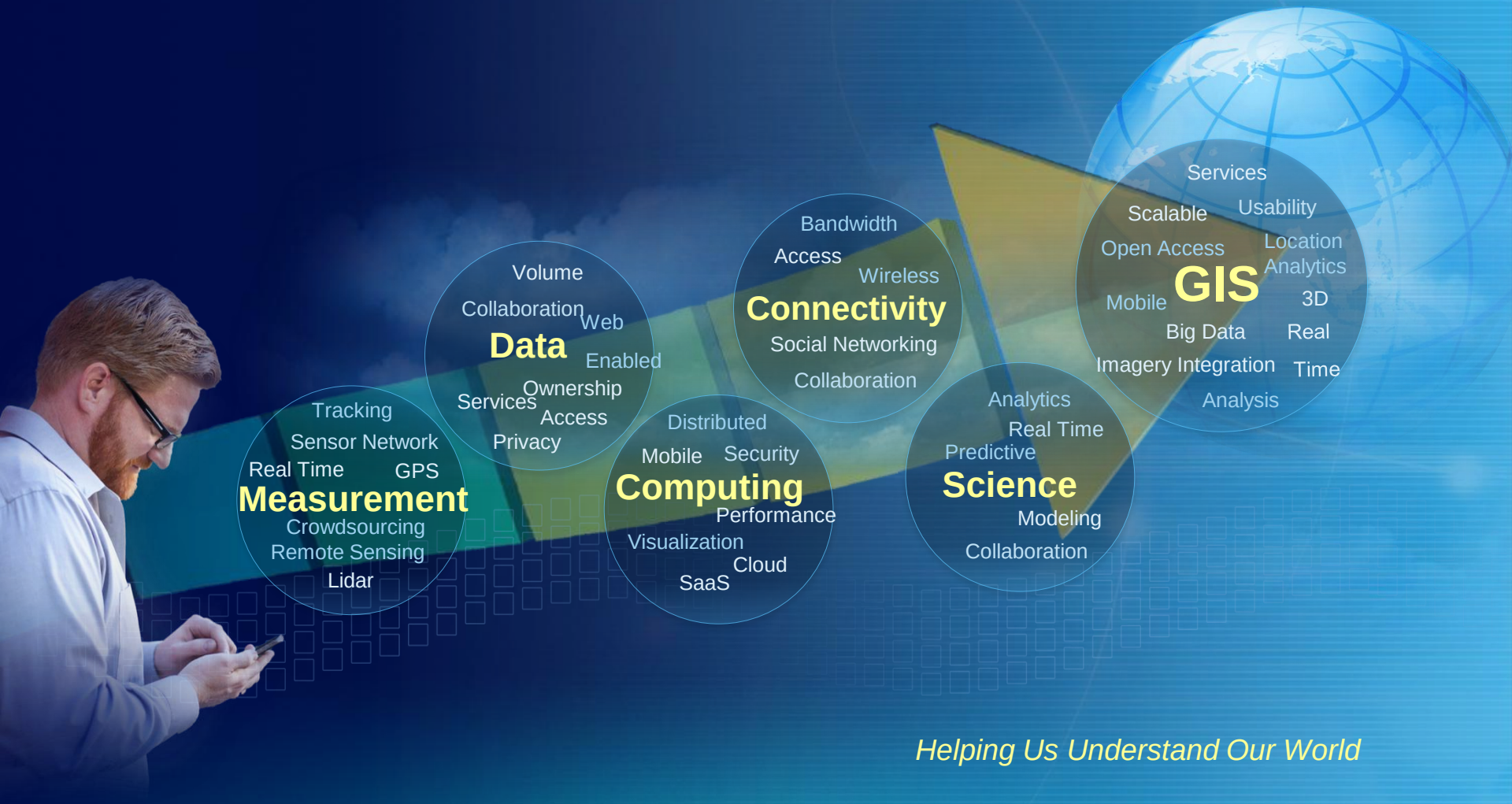
Maps



storymaps.esri.com

GIS Is Changing

Evolving Technology And Science Are Expanding Our Capabilities



Helping Us Understand Our World

ArcGIS Patterns

Enterprise

Desktop

Server

Pervasive

Online

Supporting Geospatial Professionals and Knowledge Workers

A New Pattern Is Emerging

An Intuitive Platform For Sharing, Discovery, Access and Use

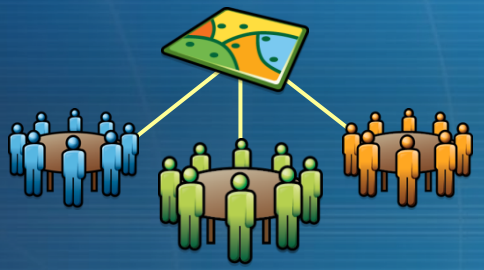
Creating An Online Collaboration Framework

This Will Provide Access & Common Infrastructure

Connecting Departments and Stakeholders

Integrating and Synthesizing Information from Many Sources

Facilitating Communication and Collaboration

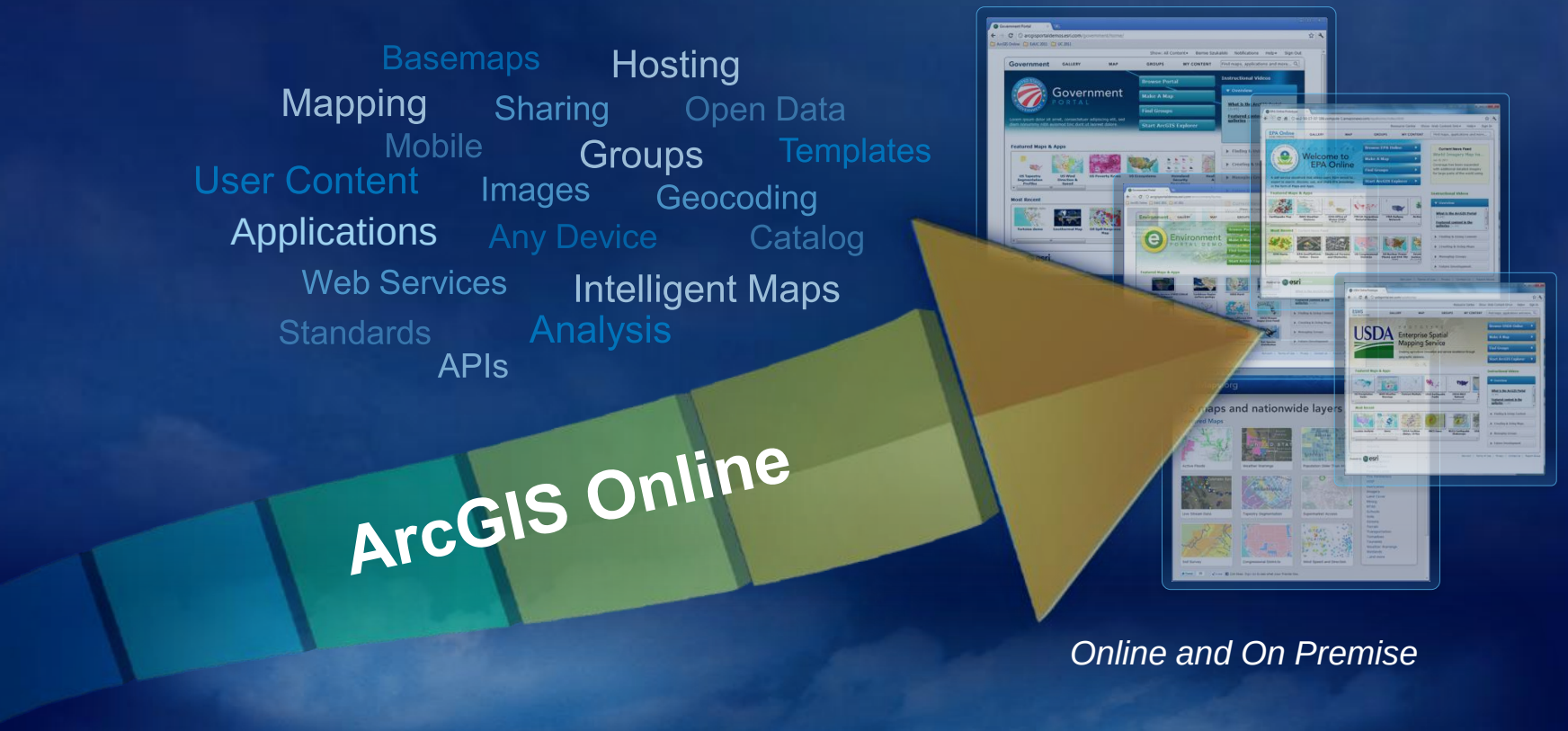


Breaking Down Barriers Between Institutions, Disciplines and Cultures

ArcGIS Online Is a Cloud Based System

An Emerging Platform for Mapping and Geospatial Content Management

Basemaps
Hosting
Mapping
Sharing
Open Data
Mobile
Groups
Templates
User Content
Images
Geocoding
Applications
Any Device
Catalog
Web Services
Intelligent Maps
Standards
Analysis
APIs



Online and On Premise

. . . For Individuals, Departments and the Enterprise

ArcGIS Online Organizes Geospatial Content

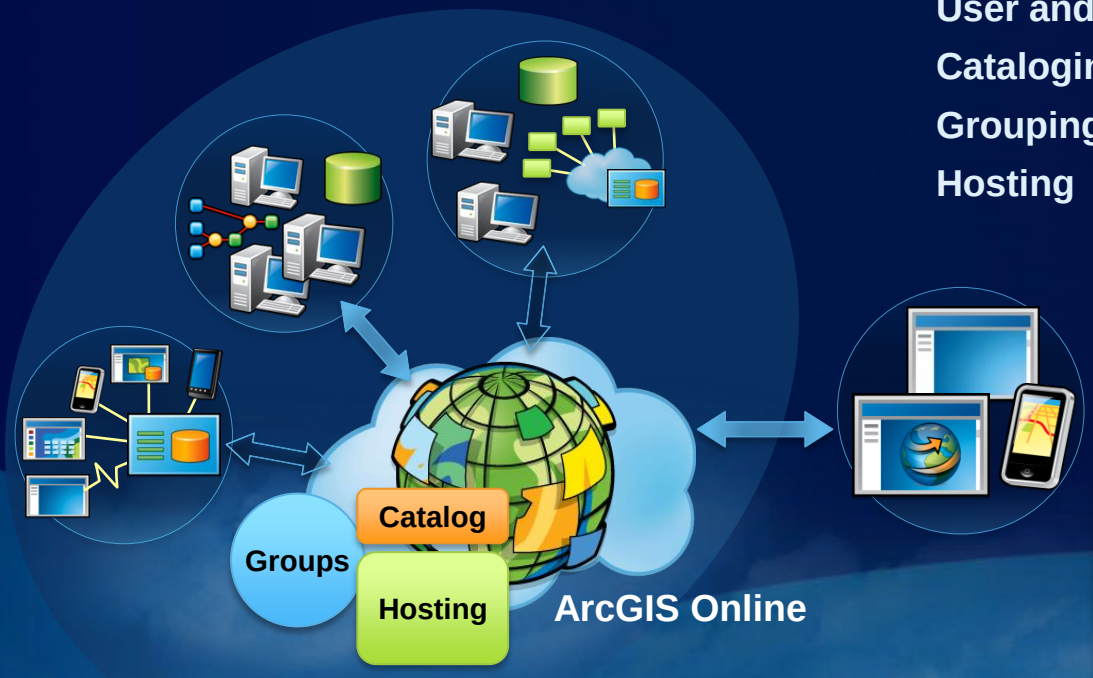
Makes it Accessible Across An Organization

User and Content Management

Cataloging

Grouping

Hosting



. . . A New Architecture

. . . For Managing and Providing Easy & Secure Access

Intelligent Web Maps Are the New Medium

Integrating Services (Data, Maps, Models . . .)

Supporting

- Information Pop-Ups
- Dynamic Web Services
- Temporal Data
- Spreadsheets
- Spatial Analysis
- Annotation and Sketching

Services and Data

Easily Created and Shared

Accessible

. . . Publishing and Sharing Good Information Products

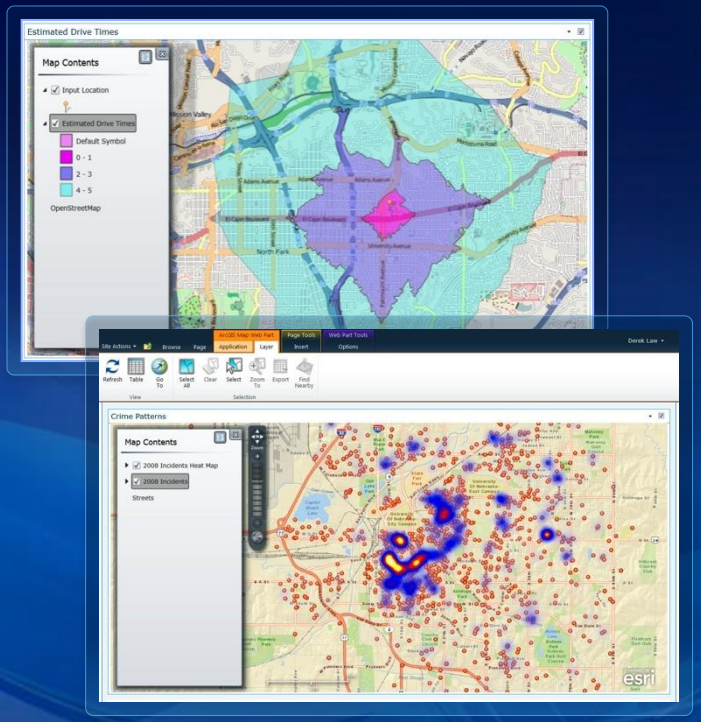
Intelligent Web Maps Can Be Used Everywhere

. . . Enhancing Access and Collaboration

ArcGIS Online Integrates Other Platforms

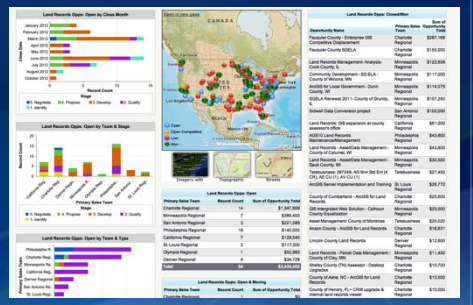
Geospatially Enabling Content Across the Enterprise

Microsoft SharePoint & Office



IBM Cognos

Salesforce



Supporting Direct Integration

ArcGIS Online Demonstration

Karen Lizcano

Solution Initiatives

A Program To Organize Best Practice Solutions

ArcGIS for . . .

New Initiative - Solutions and Communities of Users

Public Safety
Planning and Development
Land records
Public Works
Elections
Military—Maritime Operations
Water Utilities
Military—Land Operations
Emergency Management
Local Government
National Government
State Government
Demographics
Intelligence
Petroleum
Gas Utility
DOT
National Guard
Housing
Health
Telco
Ocean Use Planning
Non-Profit and NGOs
Facilities
Military City

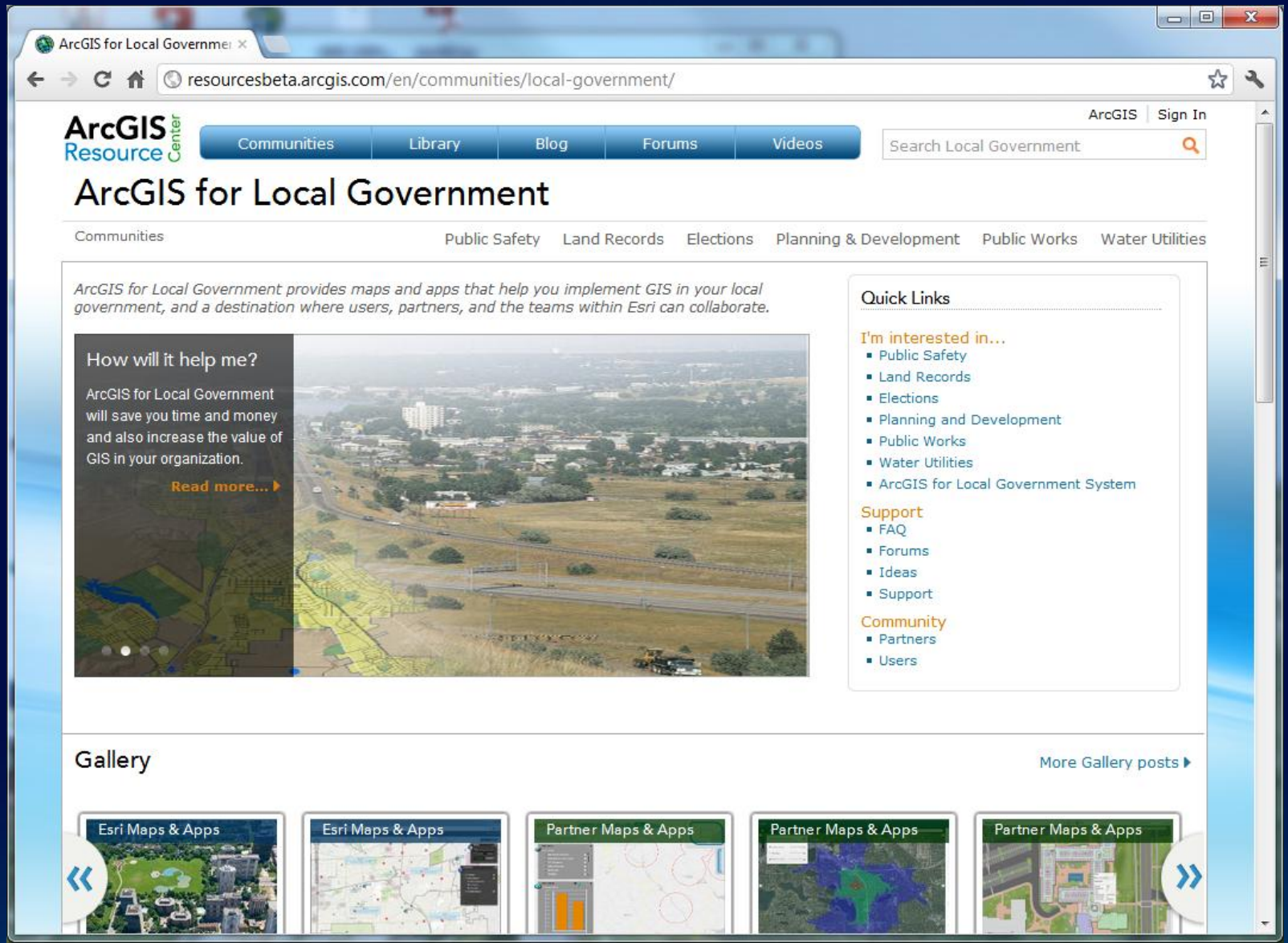
Solution Initiative

ArcGIS Based Solutions Reflecting Best Practices

- Organized Knowledge
- Accessible
- Easily Configured
- Community Driven
- Open Source
- Leveraged by Partners

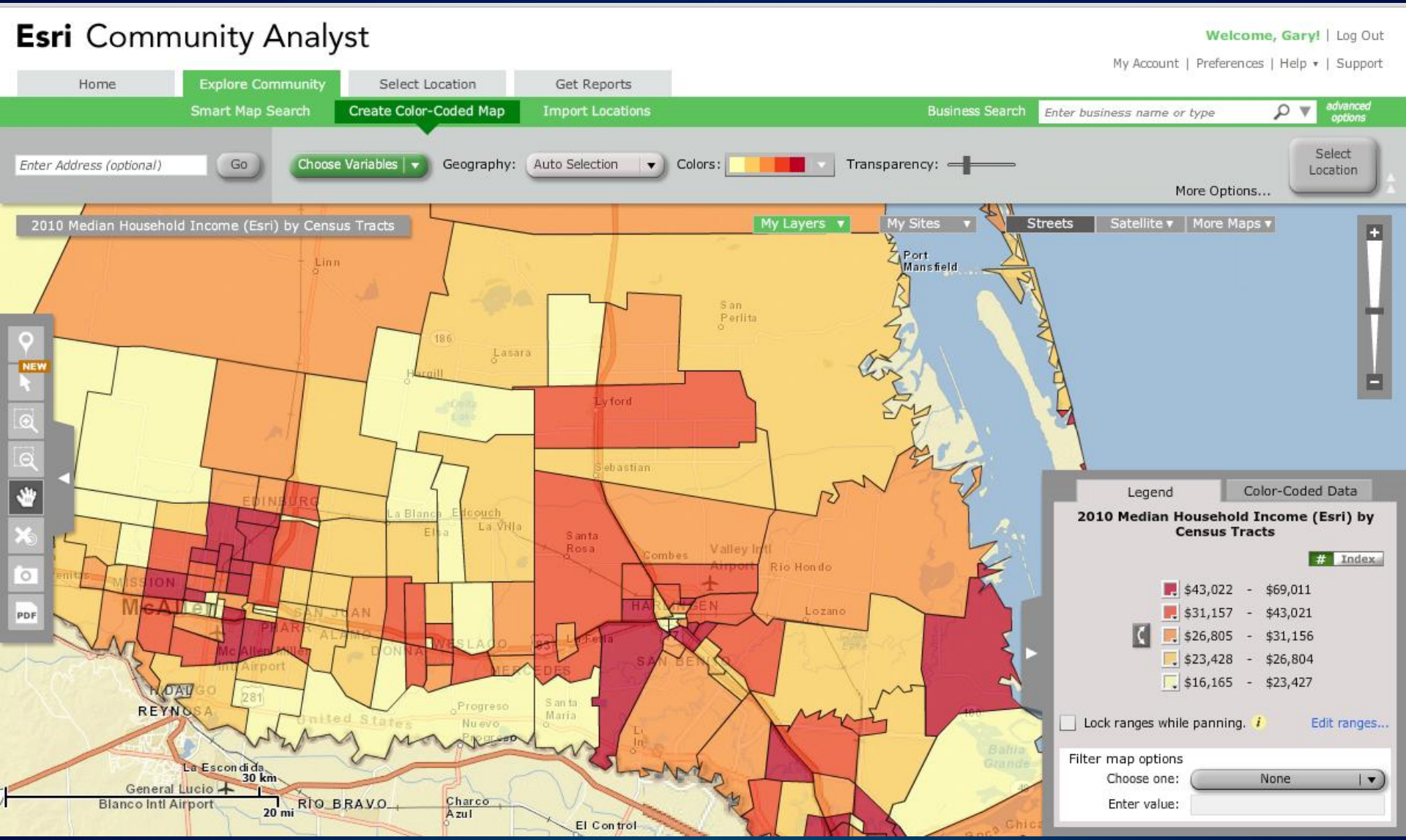
. . . Templates and Ready-to-Use Applications

ArcGIS for Local Government



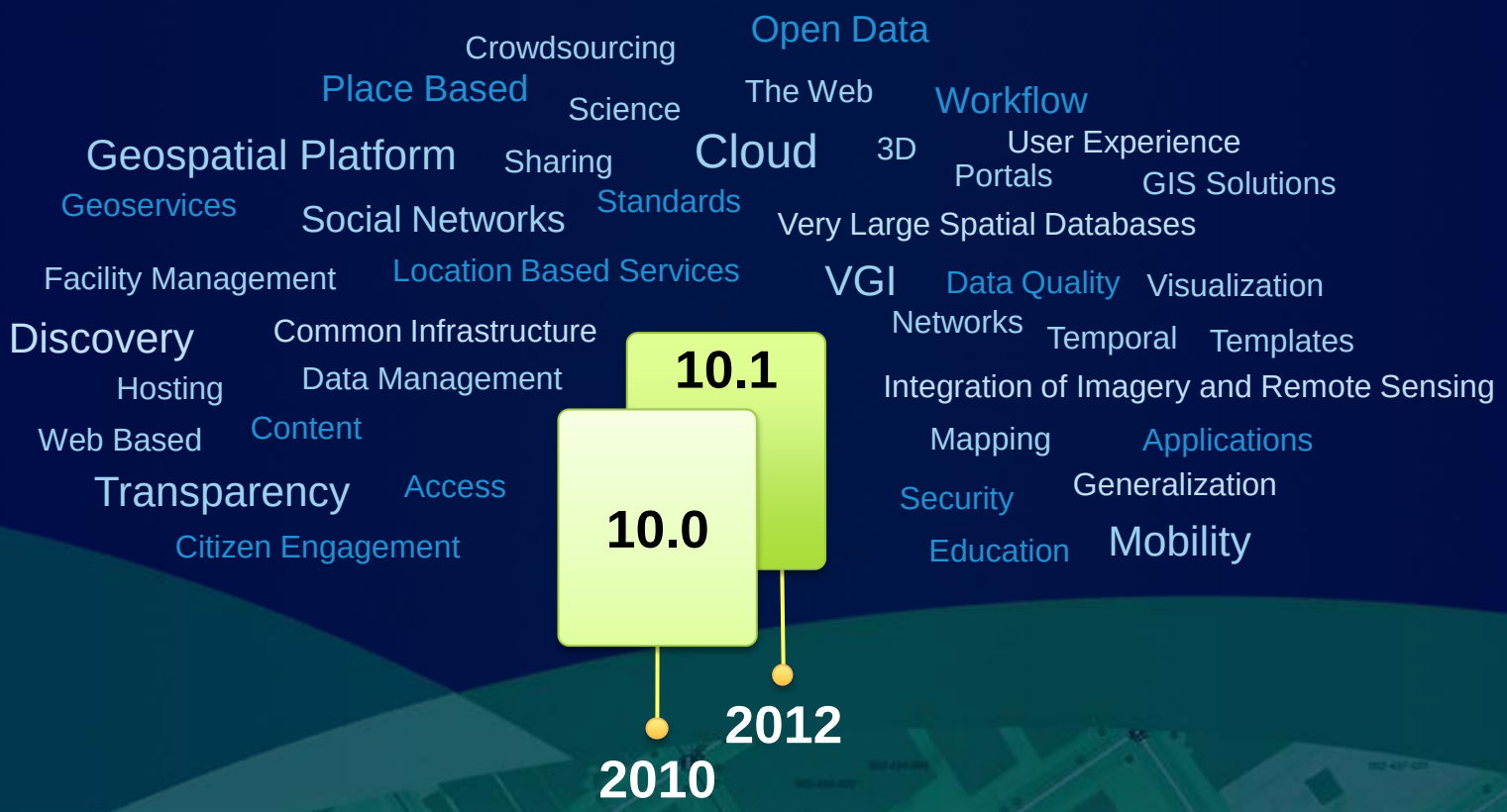
Esri Also Provides Complete Ready-to-Use Solutions

Providing Workflows and Tools


Esri Community Analyst
Welcome, Gary! | Log Out
My Account | Preferences | Help | Support
Home
Explore Community
Select Location
Get Reports
Smart Map Search
Create Color-Coded Map
Import Locations
Business Search
Enter business name or type
advanced options
Enter Address (optional)
Go
Choose Variables
Geography:
Auto Selection
Colors:
Transparency:
Select Location
More Options...
2010 Median Household Income (Esri) by Census Tracts
My Layers
My Sites
Streets
Satellite
More Maps
Port Mansfield
Linn
San Perlita
Lasara
Hargill
Lyford
Sebastian
EDINBURG
La Blanca
Edcouch
Elsa
La Villa
Santa Rosa
Combes
Valley Intl Airport
Rio Hondo
Lozano
MISSION
McAllen
SAN JUAN
PHARR
ALAMO
DONNA
WESLACO
MERCEDES
HARLINGEN
SAN BENITO
McAllen Miller Intl Airport
HIDALGO
REYNOSA
Progreso
Nuevo Progreso
Santa Maria
United States
La Escondida
30 km
General Lucio Blanco Intl Airport
20 mi
RIO BRAVO
Charco Azul
El Control
Legend
Color-Coded Data
2010 Median Household Income (Esri) by Census Tracts
Index
$43,022 - $69,011
$31,157 - $43,021
$26,805 - $31,156
$23,428 - $26,804
$16,165 - $23,427
Lock ranges while panning.
Edit ranges...
Filter map options
Choose one:
None
Enter value:

ArcGIS Is Advancing Rapidly

Introducing Many New Capabilities



Improving Quality, Performance and Usability

What's Next?

Many Development Initiatives

Mobile
Parallel Components
Topology
Statistics
GPU
64-Bit Desktop
Geometric Networks
Standards
Clouds
Quality
Templates
3D Analysis
Fast Draw
3D Visualization
Web Content
Linux
JavaScript

Your Input Is Driving Our Work

Esri — Serving Our Users

Understanding Our World

Our Goals

- Advancing GIS and Geographic Science
- Promoting Spatial Thinking

Our Status

- Financially Strong and Growing
- Many Strong Relationships

Making a Difference

. . . And Contributing to Society

Afternoon Sessions

- ArcGIS Online
- ArcGIS for Government
- Desktop Tips & Tricks
- Update on Community Maps Program
- Public Works Solutions
- Creating a Simple Web Application
- What's New in 10.1
- Local Government Data Model

- Thursday – Lightning Talks in Esri Booth

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