

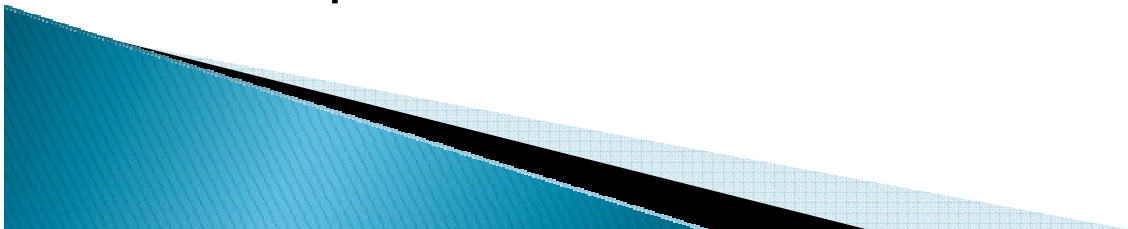
Can ArcGIS Online transform your Organization?

April 11th, 2013
SCAUG – Addison Texas
Krystal Clem, GISP

The logo for CDM Smith, featuring the text "CDM" in a bold, sans-serif font above the text "Smith" in a similar font, both in white. The logo is positioned in the bottom right corner of the slide, which has a blue and black background with a wavy, abstract design.

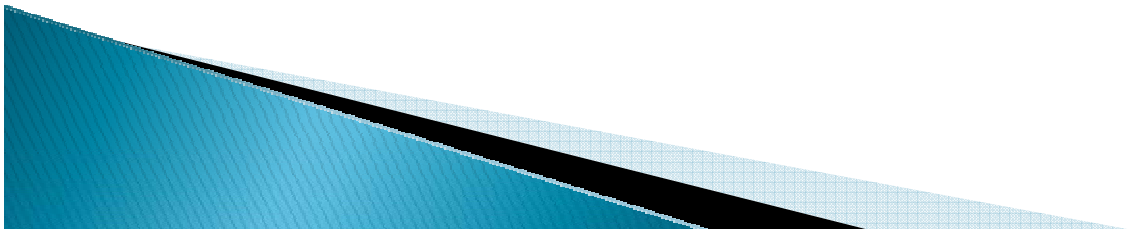
Introduction

- ▶ What is ArcGIS Online for Organizations?
- ▶ Who cares ?
- ▶ Brief overview
- ▶ Features
- ▶ Uses
- ▶ Examples



What is ArcGIS Online?

- ▶ ArcGIS Online is a cloud-based, collaborative content management system for maps, apps, data, and other geographic information (ESRI 2012).
 - Cloud-based content management system
 - Collaborative resource
 - Quick deployment of web and mobile applications

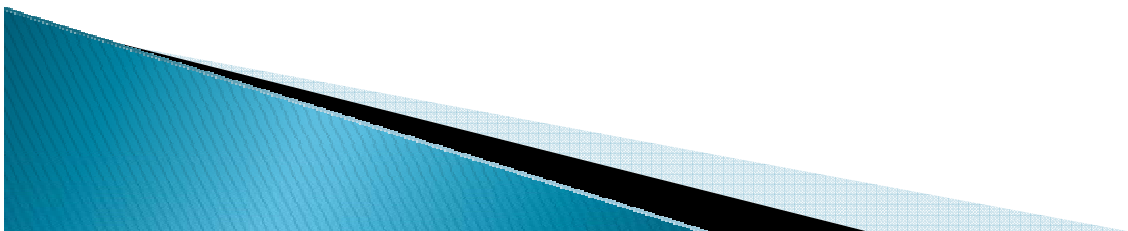


ArcGIS Online vs. ArcGIS Online for Organizations

	Organizational	Personal
⊕ Access, share, and manage content	✓	✓
Add your own data to maps	✓	✓
Add Geometry Service to maps & apps	✓	✓
Store maps, apps, and data in Esri's cloud	✓	2 GB Limit
Create private groups	✓	
Make maps in Excel with Esri Maps for Office	✓	
Add World Geocoding to maps & apps	✓	
Add World Network Analysis to maps & apps	✓	
Access ArcGIS Portal and Web Mapping APIs	✓	
Publish hosted services in Esri's cloud	✓	
Manage user roles, access, and security	✓	
Monitor usage information	✓	
Add your organization's logo and banner to your ArcGIS Online homepage	✓	
Display your organization's maps on your ArcGIS Online homepage	✓	
Create a custom URL for your ArcGIS Online homepage	✓	
Includes Technical Support	✓	

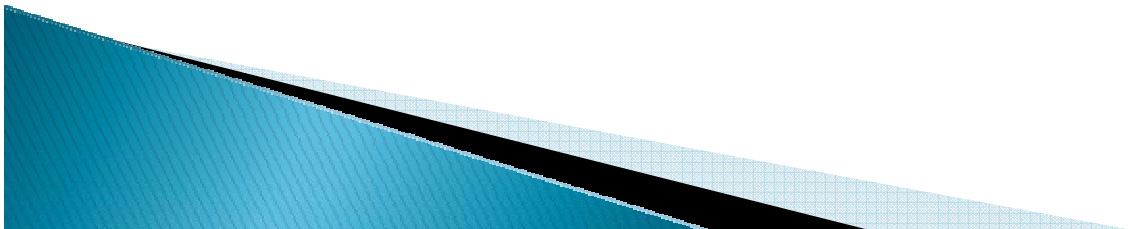
Who cares?

- ▶ Everyone!
- ▶ GIS becomes more accessible to everyone
- ▶ Allows non-GIS staff to visualize data
- ▶ Allows GIS staff to quickly share data
- ▶ Makes ArcServer more accessible to organizations



Overview of Organizational Account



- ▶ Customizable homepage
- ▶ Security
- ▶ Users / Manage Roles
- ▶ Track Usage
- ▶ Groups / Permissions
- ▶ My Content / Permissions
- ▶ Create Web Maps
- ▶ Share web maps via web applications or mobile devices



Homepage


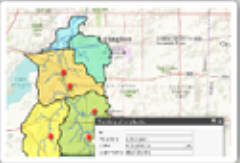


[Resource Center](#) [Show: All Content▼](#) [My Organization](#) [Krystal Forgenie](#) [Notifications](#) [Help▼](#) [Sign Out](#)

[HOME](#) [GALLERY](#) [MAP](#) [GROUPS](#) [MY CONTENT](#)



listen. think. deliver.

Homepage



[Dallas Grease Abatement Web Map 2010](#) [Dallas Grease Events 2010 vs. 2011](#) [Rush Creek Flood Reporting App](#) [Windsor Locks Sewer Network App](#)

CDM Smith provides lasting and integrated solutions in water, environment, transportation, energy and facilities to public and private clients worldwide. As a full-service consulting, engineering, construction, and operations firm, we deliver exceptional client service, quality results and enduring value across the entire project life cycle.

Make a Map »

Create a map that can be viewed in a browser, desktop or mobile device. Share it on a blog, via email, or embed it in a website.

ArcGIS for Developers »

Build custom web and mobile applications that incorporate your maps and data.

[Esri.com](#) | [Terms of Use](#) | [Privacy](#) | [Contact Us](#) | [Report Abuse](#)

Configure Homepage

HOME GALLERY MAP GROUPS MY CONTENT

Save

Cancel

General

Home Page

Gallery

Map

Groups

Security

General

Represent and describe your organization. You can also set how members interact with content outside the organization.

Organization Logo and Name

Click to change thumbnail

Organization Name

CDM Smith Project Portal

Description

B

I

U

Font

Size

CDM Smith provides lasting and integrated solutions in water, environment, transportation, energy and facilities to public and private clients worldwide. As a full-service consulting, engineering, construction, and operations firm, we deliver exceptional client service, quality results and enduring value across the entire project life cycle.

Language

Please choose the default language for members of your organization. The choice of language determines the language in which the user interface is presented as well as the way time, date, and numerical values appear. Individual users will be able to customize this choice by visiting their profile page.

English - English

Sharing and Searching


☒ Members can share content outside the organization.


☒ Members can search for content outside the organization.

Security

[Resource Center](#) [Show: All Content▼](#) [My Organization](#) [Krystal Forgenie](#) [Notifications](#) [Help▼](#) [Sign Out](#)

[HOME](#) [GALLERY](#) [MAP](#) [GROUPS](#) [MY CONTENT](#)

 Save

 Cancel

General

Home Page

Gallery

Map

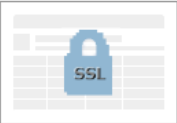
Groups

Security


Security

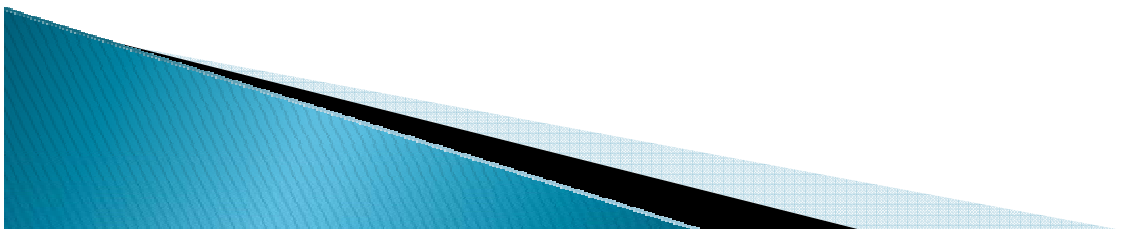
Configure the security settings for your organization.

SSL

☒ Allow access to the organization through SSL only.

Anonymous Access

☐ Allow anonymous access to your organization.



Manage Organization


Invite Members

Assign Roles:
Admin
User
Publisher

Subscription
status

[Resource Center](#) [Show: All Content▼](#) [My Organization](#) [Krystal Forgenie](#) [Notifications](#) [Help▼](#) [Sign Out](#)

[HOME](#) [GALLERY](#) [MAP](#) [GROUPS](#) [MY CONTENT](#)

 **CDM Smith Project Portal**
CDM Smith provides lasting and integrated solutions in water, environment, transportation, energy and facilities to public and private clients worldwide. As a full-service consultin...

[Edit Settings](#) [Invite Users to Organization](#) [Upgrade Subscription](#)

Members

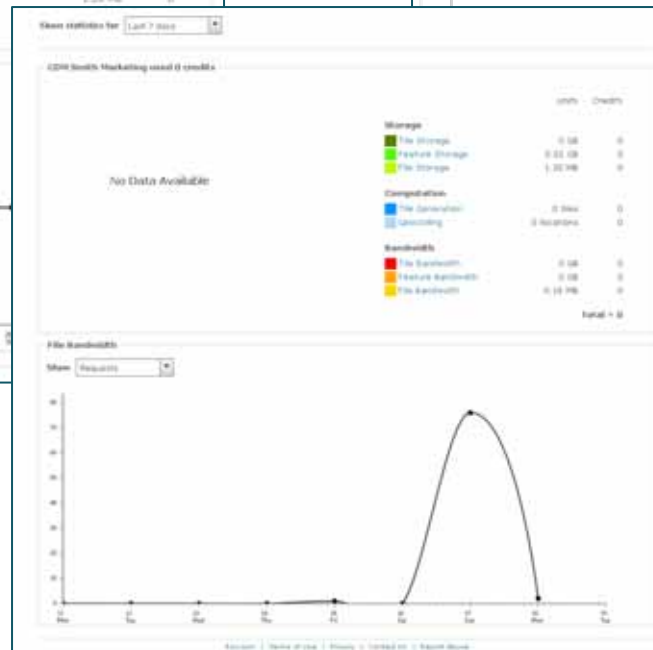
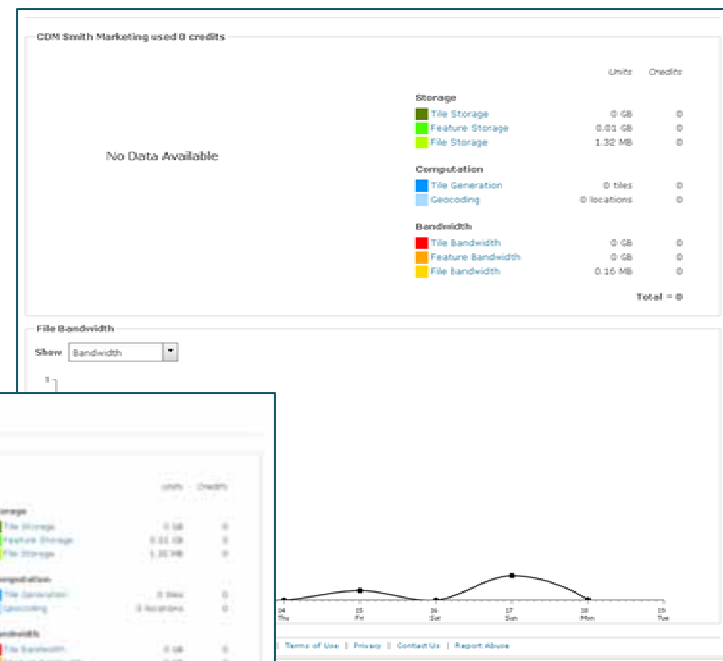
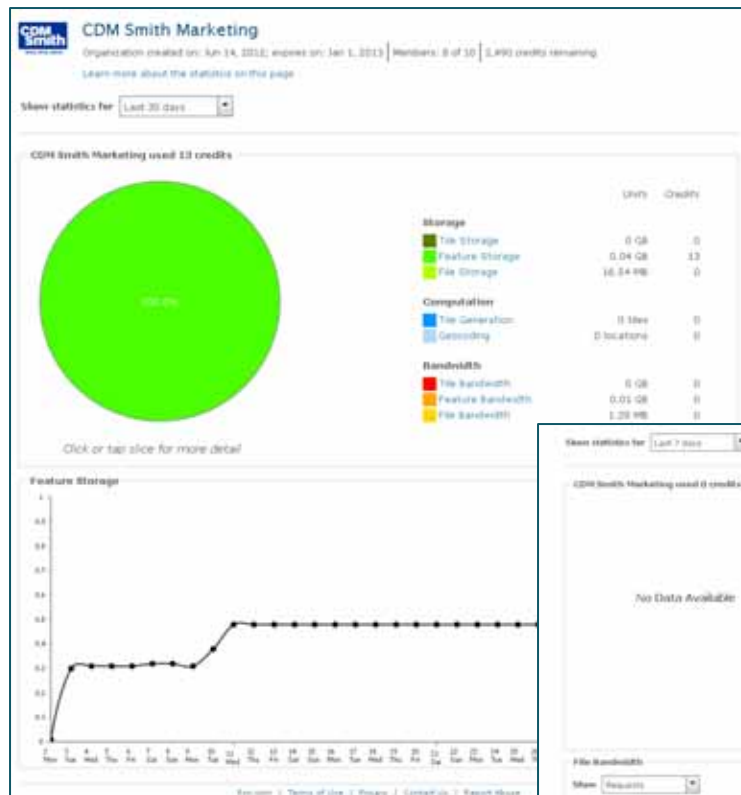
Viewing: Current Members

▲ Name	Username	Date Joined	Role			
Andrew Hargreaves		Oct 5, 2011	Publisher			
Debasish Chaudhuri		Oct 8, 2012	Publisher			
Eric Pescatore		Jul 23, 2010	Publisher			
Jayson Brennen		Jul 1, 2010	Publisher			
Krystal Forgenie		Jun 15, 2012	Administrator			
Thomas Killelea		Oct 17, 2010	Publisher			

Page 1 of 1 Viewing 1 - 6 of 6

Subscription Status
2,351 credits remaining
ID:
[View Status](#)
Find...
The most viewed items in the organization
The last items added to the organization
The items added to the organization that are public
The organization's groups
The organization's groups that are public
Featured Groups
[National Maps for USA](#)
[Esri Maps and Data](#)
[Community Basemaps](#)
[Landsat Community](#)
[Web Application Templates](#)

Usage



Groups

The screenshot shows the ArcGIS Groups web application interface. At the top, there is a navigation bar with links for Resource Center, Show: All Content, My Organization, Krystal Forgenie, Notifications, Help, and Sign Out. Below this is a secondary navigation bar with tabs for HOME, GALLERY, MAP, GROUPS (which is highlighted), and MY CONTENT. A search bar for groups is also present. The main content area is titled "My Groups" and features a "Create a Group" button. On the left, there is a "Show" filter section with options: "All My Groups", "Owned by Me", "Owned by Others", "With New Membership Requests", and "Requests". The main list displays four groups: "CDM Smith GIS Projects", "City of Dallas Grease Abatement", "Rush Creek", and "Windsor Locks". Each group entry includes a logo, the group name, a brief description, the creator's name, the creation date, and a "Details" link. On the right side, there is a "Find..." section with filters for "The organization's groups" and "The organization's groups that are public", and a "Featured Groups" section listing "Landsat Community", "Web Application Templates", "ArcGIS for Local Government", "City of Dallas Grease Abatement", "Rush Creek", and "Windsor Locks". The footer contains links to Esri.com, Terms of Use, Privacy, Contact Us, and Report Abuse.


Options:

- Logo
- Members
- Privacy
- Thumbnails for Maps
- Tags
- Change Owners

My Content

Resource Center Show: All Content▼ My Organization Krystal Forgenie Notifications Help▼ Sign Out

HOME GALLERY MAP GROUPS MY CONTENT Find maps, applications and more...🔍











 My Content
Items: 11/18, 0/0/0/0

New Delete

forgeniekc


- DallasGreaseAbateme
- RushCreek
- WindsorLocks

Add Item Create Map Share Delete Move To Change Owner

<input type="checkbox"/>	▲Title	Type	Modified	Shared	Size
<input type="checkbox"/>	 Dallas Grease Abatement	Web Mapping Application	Jun 17, 2012	Organization	1 KB
<input type="checkbox"/>	 Dallas Grease Abatement	Web Map	Jun 17, 2012	Organization	40 KB
<input type="checkbox"/>	 Dallas Zip Codes	Feature Service	Jun 17, 2012	Organization	581 KB
<input type="checkbox"/>	 DallasGreaseHotSpots_Jan2011	Shapefile	Jun 17, 2012	Not Shared	2 KB
<input type="checkbox"/>	 DallasOutreachSchools	Shapefile	Jun 17, 2012	Not Shared	4 KB
<input type="checkbox"/>	 DallasZipCodes	Shapefile	Jun 17, 2012	Not Shared	581 KB
<input type="checkbox"/>	 Grease Hot Spots	Feature Service	Jun 17, 2012	Organization	2 KB
<input type="checkbox"/>	 Grease Recycling Centers	Shapefile	Jun 17, 2012	Not Shared	3 KB
<input type="checkbox"/>	 Grease Recycling Centers	Feature Service	Jun 17, 2012	Organization	3 KB
<input type="checkbox"/>	 Outreach Schools	Feature Service	Jun 17, 2012	Not Shared	4 KB

Upload Content & Publish Service

Waterbodies



Feature Service (Hosted) by forgeniekc
Last Modified: June 18, 2012
☆☆☆☆☆ (0 ratings, 11 views)
[Facebook](#) [Twitter](#)

[Open](#) [Share](#) [Edit](#) [Delete](#) [Move To](#) [Change Owner](#) [Usage](#)

Description

Access and Use Constraints

Layers

Waterbodies ▾

- Export to Shapefile
- Export to CSV file
- Service URL
- Enable Attachments

Shared with

Tags

Credits

Size
353 KB

Extent
Left: -180 Right: 180
Top: 90 Bottom: -90

Editing
Disabled

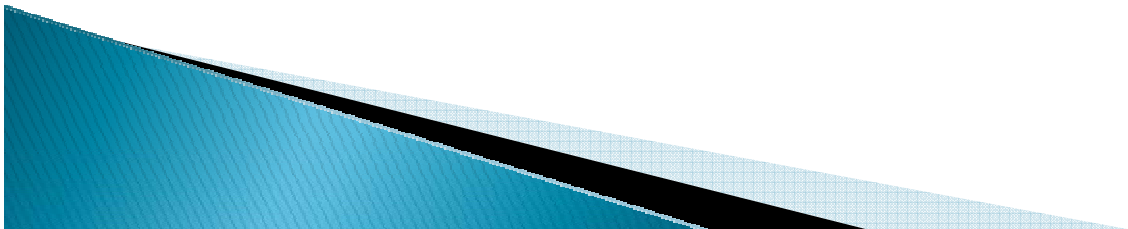
Track Edits
Disabled

Comments (0)

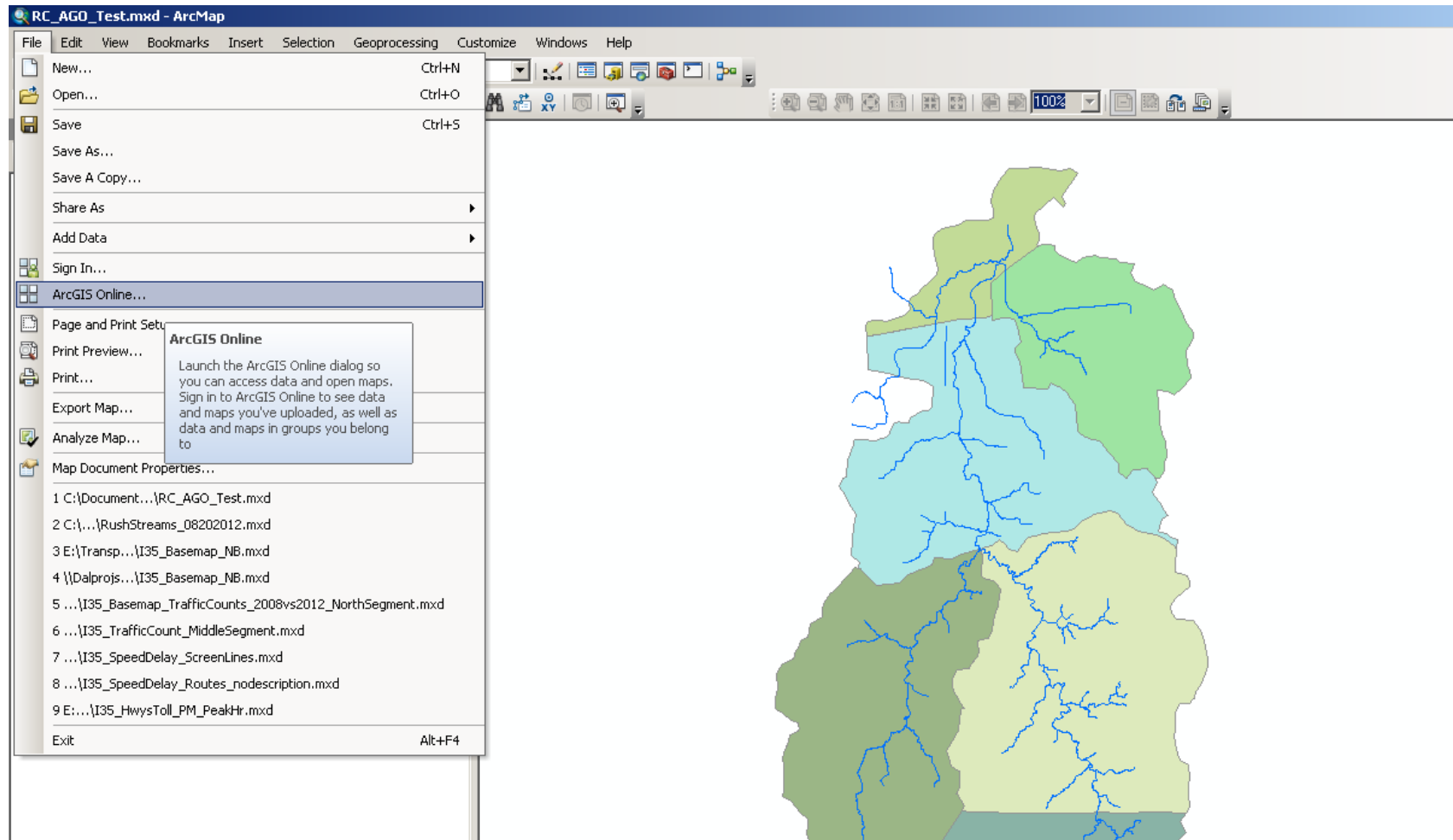
Add a Comment

Map Service

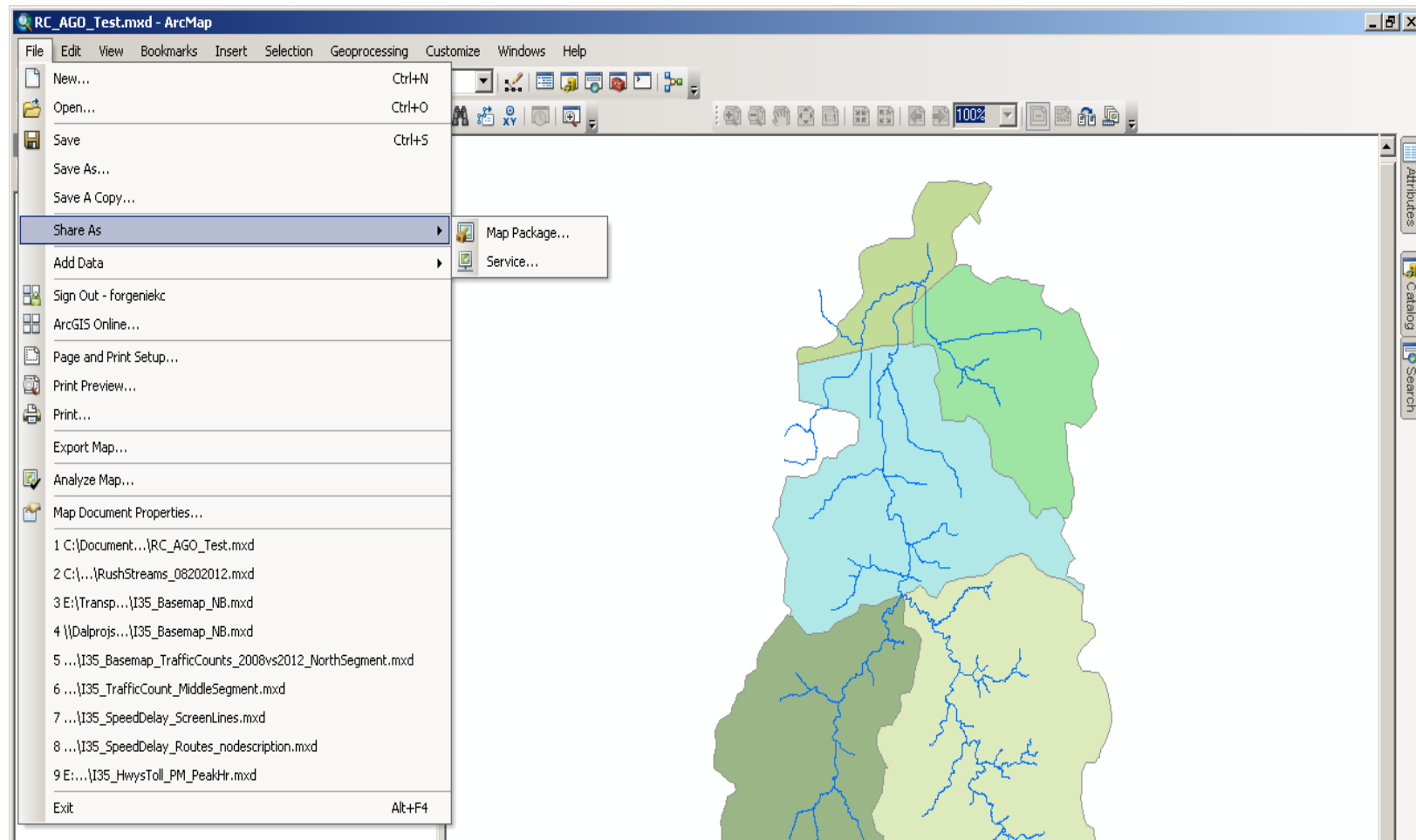
- ▶ Alternatively data can be added
 - Via a map service from ArcServer
 - Publish service directly to cloud with 10.1



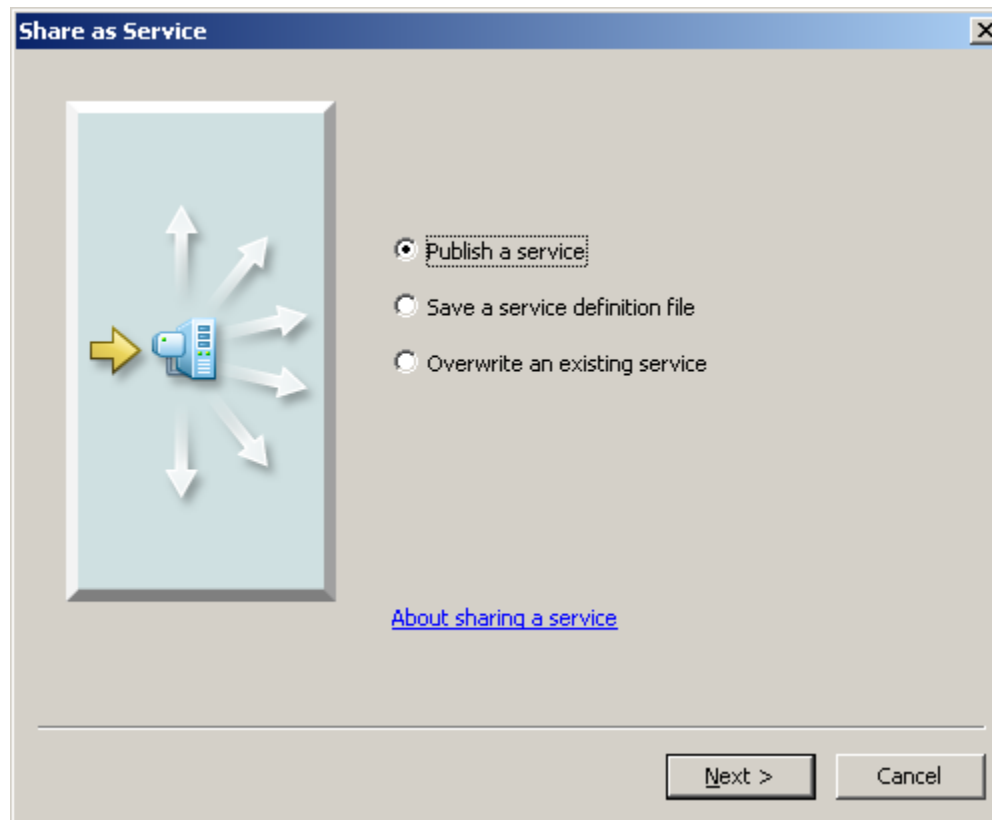
Publish directly to Service (10.1)



Publish directly to Service (10.1)



Share as Service



RC_AGO_Test.mxd - ArcMap

File Edit View Bookmarks Insert Selection Geoprocessing Customize Windows Help

1:85,041

100%

Table Of Contents

Layers

- Streams
- Arlington_Subbasins
 - Name
 - Kee Branch
 - Lower Rush
 - Middle Rush
 - RC-1
 - Upper Rush
 - Village Creek

Service Editor

Connection: My Hosted Services Service Name: RC_AGO_Test

Parameters Capabilities Tiled Mapping **Caching** Advanced Settings Item Description Sharing

Caching

Draw this map service using tiles from a cache

Cache Settings

Tiling Scheme: ArcGIS Online / Bing Maps / Google Maps

Levels of Detail

Choose the minimum and maximum scales for this map / image service. All levels between the minimum and maximum scale levels will be cached.

0 19

Minimum scale level Level: 13 Scale: 1:72,223.819286

Maximum scale level Level: 17 Scale: 1:4,513.988705

City City Block

Estimated Cache Size: 101 MB Calculate Cache Size

☒ Build cache automatically when the service is published

☐ Build cache manually after the service is published

Prepare

2 Errors 3 Warnings 2 Messages

Severity	Status	Code	Description	Layers	Data Frame	Layers
High	Unresolved	00098	Missing Tags in Item Description			
High	Unresolved	00097	Missing Summary in Item Description			
High	Unresolved	20034	Your service will use the WGS 1984 Web Mercator (Auxiliary Sphere) coordinate system			
Medium	Unresolved	10045	Map is being published with data copied to the server using data frame full extent			
Medium	Unresolved	10009	Enabling the option to convert layer transparency to color transparency may improve performance			
Low	Unresolved	30003	Layer draws at all scale ranges (2 items)			

Status: Complete

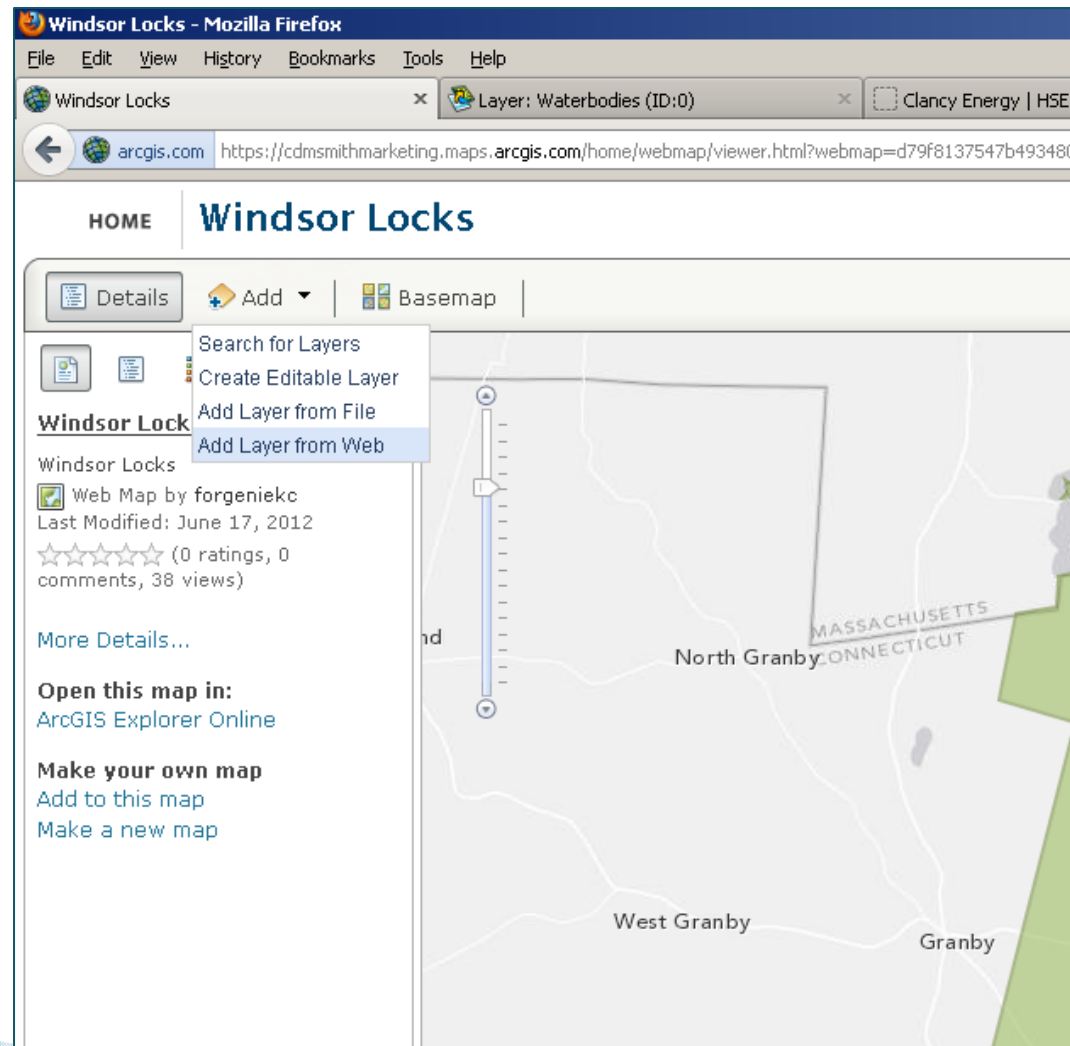
7/7 Items Show only unresolved items

Drawing

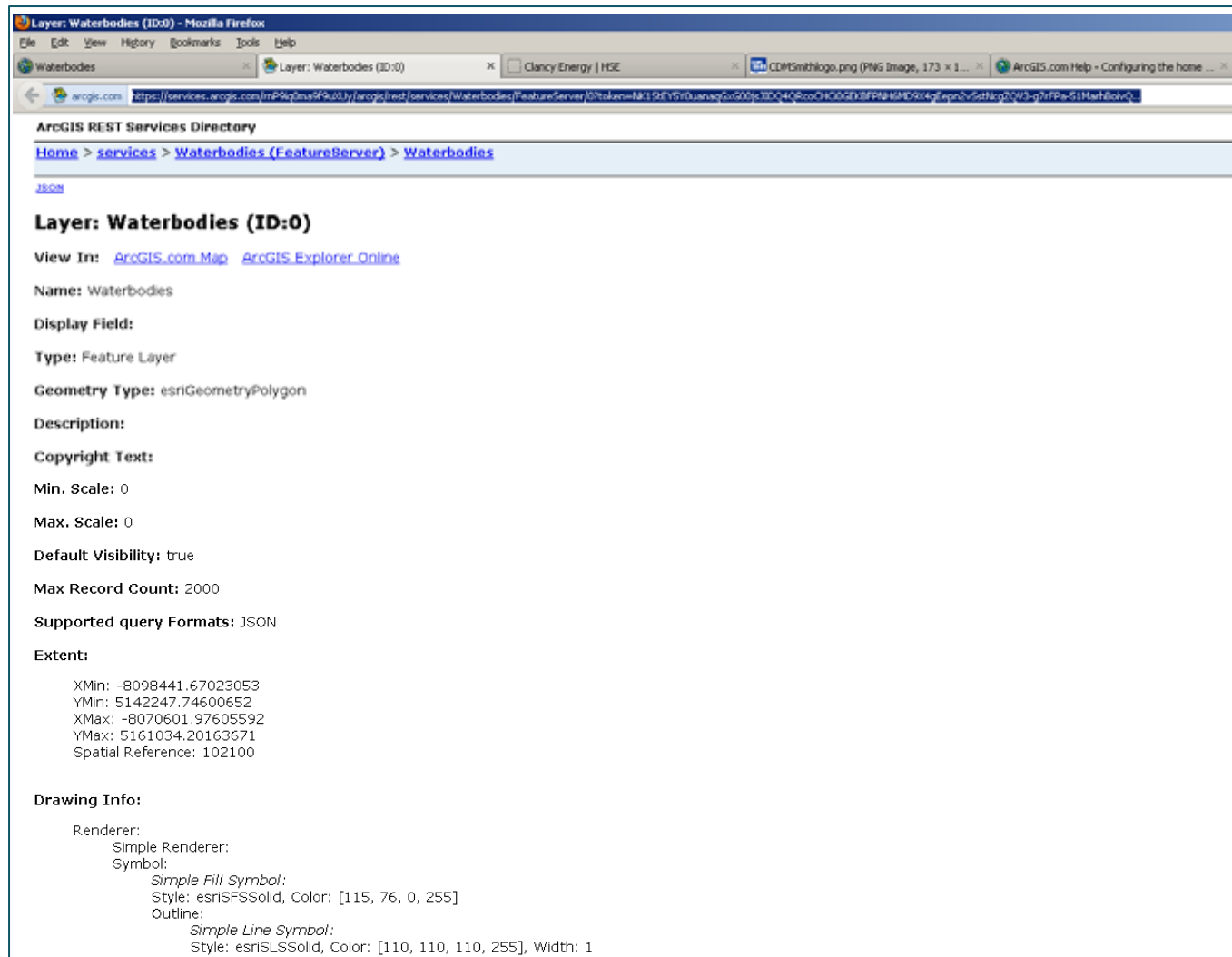
Arial 10 B I U

2358744.757 6956775.38 Feet

Create your web map



Service Address



The screenshot shows a web browser window with the title 'Layer: Waterbodies (ID:0) - Mozilla Firefox'. The address bar displays a URL from the ArcGIS REST Services Directory. The page content includes a breadcrumb trail: 'Home > services > Waterbodies (FeatureServer) > Waterbodies'. Below this, there is a link to the 'JSON' metadata. The main section is titled 'Layer: Waterbodies (ID:0)' and provides various details about the service, including viewing options, name, display field, type, geometry type, description, copyright text, scales, visibility, record count, supported query formats, extent coordinates, and drawing information for both fill and outline symbols.

Layer: Waterbodies (ID:0) - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Waterbodies Layer: Waterbodies (ID:0) Clancy Energy | HSE COMPSmithLogo.png (PNG image, 173 x 1... ArcGIS.com Help - Configuring the home ...

arcgis.com https://services.arcgis.com/InPqZms2F9u0jy/arcgis/rest/services/Waterbodies/FeatureServer/0?token=18.1951510uunagca00jc3D-4428co01C0G038FPA10H0914gIepc2v5GtUp2QV3-g7rFRa-51MarHboVc...

ArcGIS REST Services Directory

Home > services > Waterbodies (FeatureServer) > Waterbodies

JSON

Layer: Waterbodies (ID:0)

View In: [ArcGIS.com Map](#) [ArcGIS Explorer Online](#)

Name: Waterbodies

Display Field:

Type: Feature Layer

Geometry Type: esriGeometryPolygon

Description:

Copyright Text:

Min. Scale: 0

Max. Scale: 0

Default Visibility: true

Max Record Count: 2000

Supported query Formats: JSON

Extent:

XMin: -8098441.67023053
YMin: 5142247.74600652
XMax: -8070601.97605592
YMax: 5161034.20163671
Spatial Reference: 102100

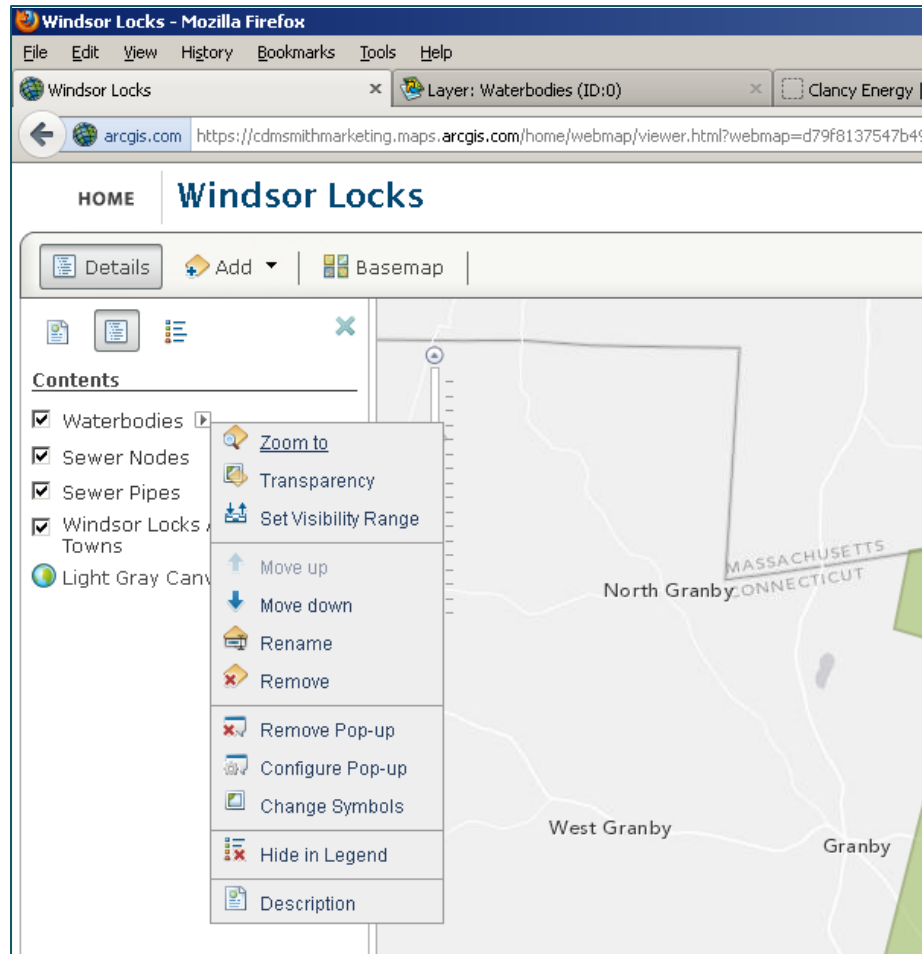
Drawing Info:

Renderer:
Simple Renderer:
Symbol:
Simple Fill Symbol:
Style: esriSFSSolid, Color: [115, 76, 0, 255]
Outline:
Simple Line Symbol:
Style: esriSLSSolid, Color: [110, 110, 110, 255], Width: 1

Add Layer from AGO

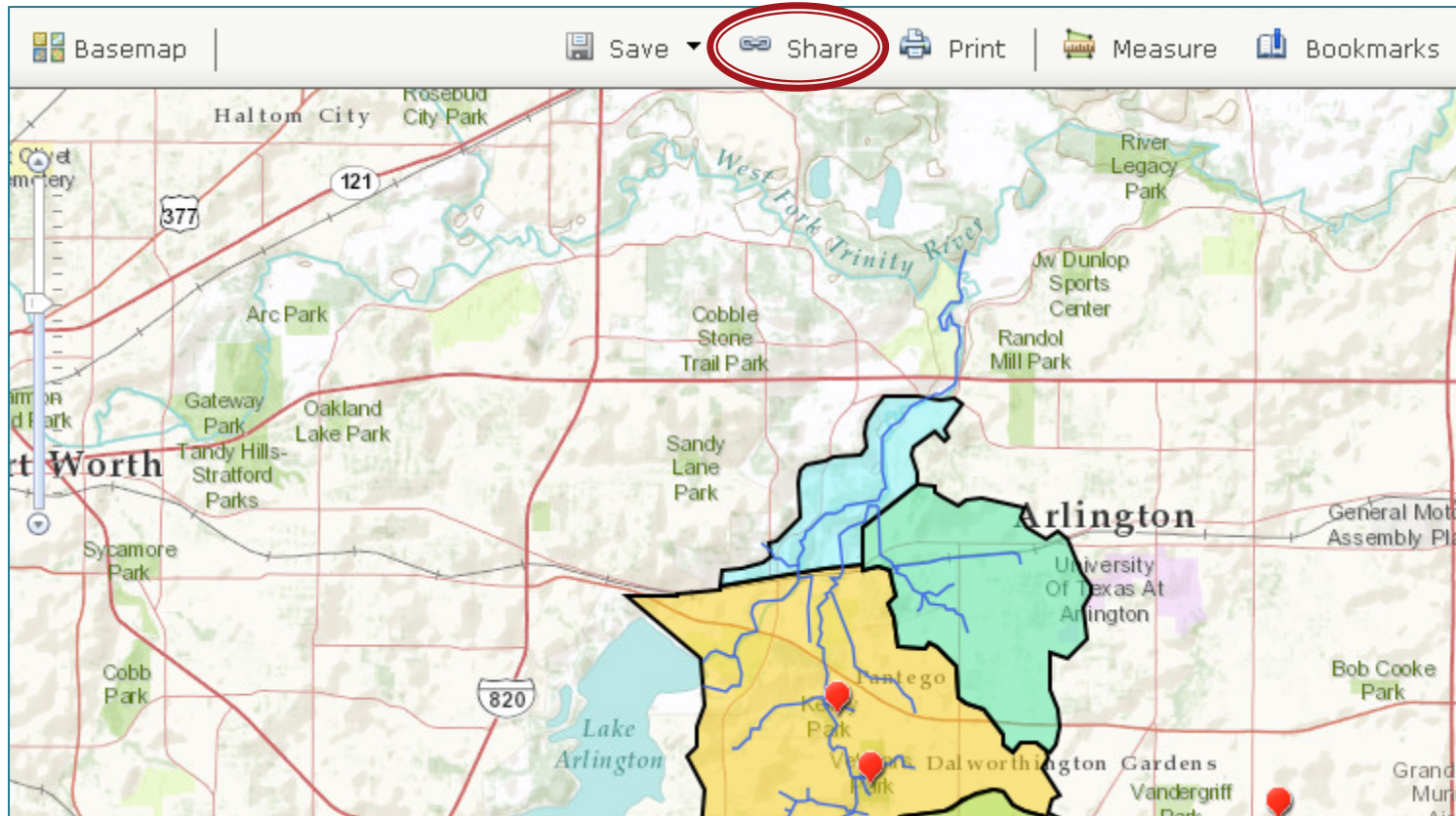


Configure Features



- Transparency
- Color
- Scale Visibility Range
- Legend Names
- Configure Pop-ups

Sharing your Web Map



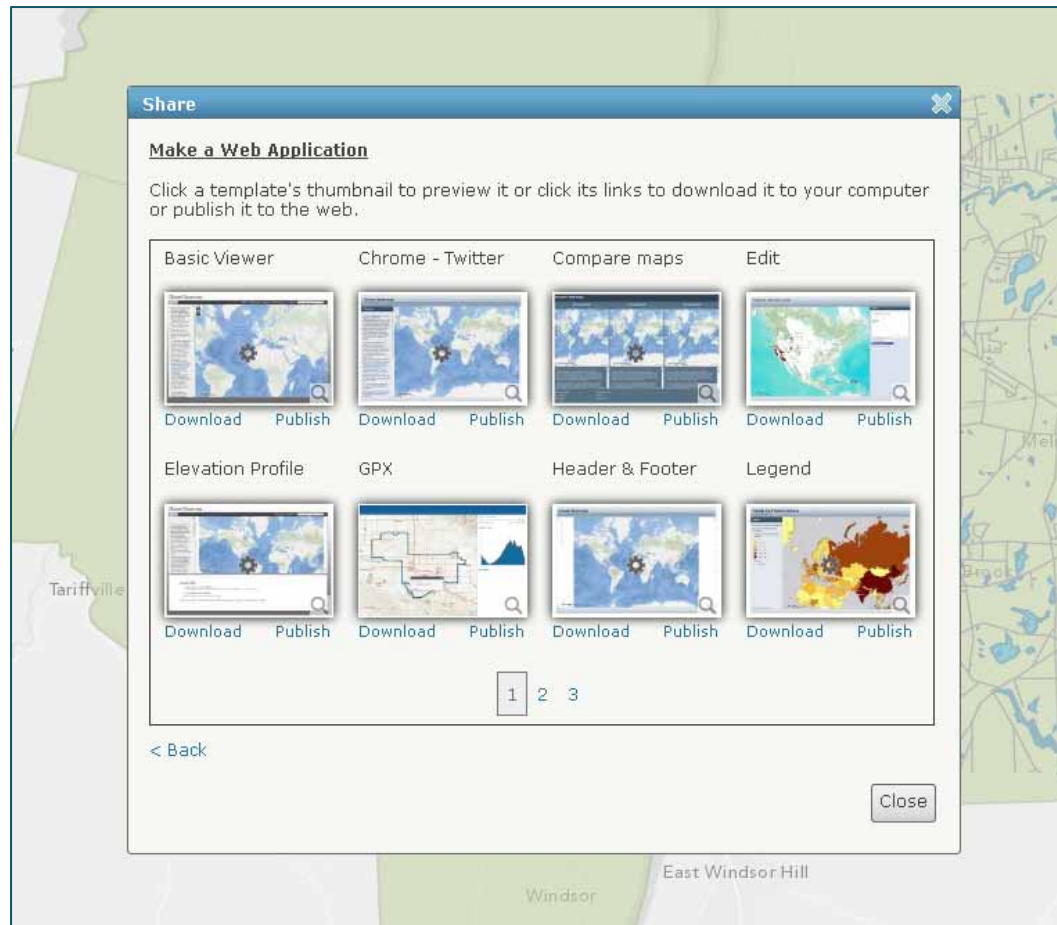
Web Application



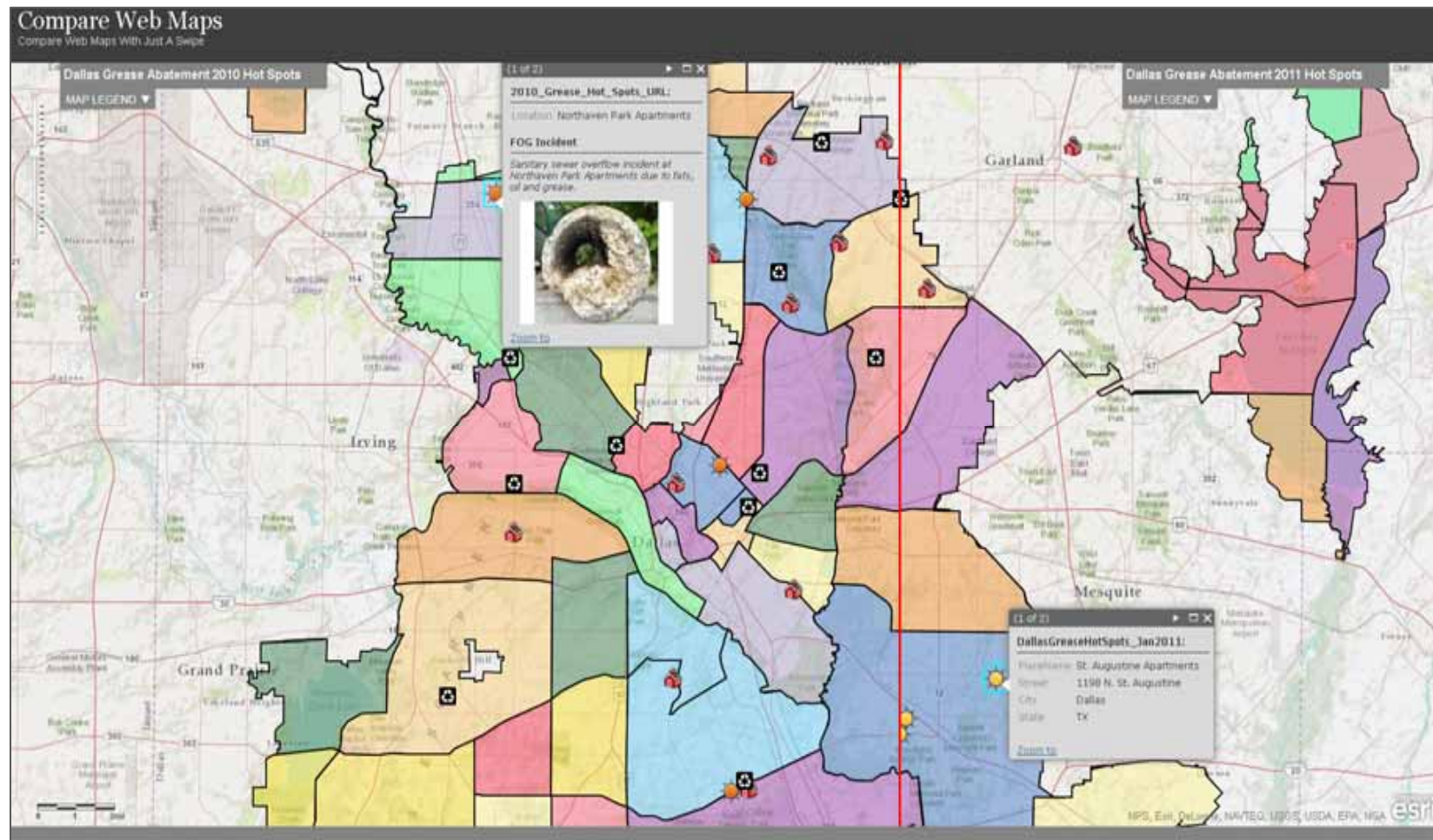
The image shows a 'Share' dialog box overlaid on a map. The dialog box has a blue title bar with the word 'Share' and a close button. The main content area is white and contains the following elements:

- Choose who can view this map.**
Your map is currently shared with these people.
- Three checkboxes for sharing permissions:
 - ☐ Everyone (public)
 - ☒ CDM Smith Project Portal
 - ☒ Members of these groups:
- A list of groups with checkboxes:
 - ☐ CDM Smith GIS Projects
 - ☐ City of Dallas Grease Abatement
 - ☒ Featured Projects
 - ☒ Rush Creek
 - ☐ Windsor Locks
- Link to this map**
A text input field containing the URL: <http://bit.ly/Rbcgsz>
- Two social media sharing buttons: Facebook and Twitter.
- Embed this map**
Two buttons: 'Embed in Website' and 'Make a Web Application'.
- A note: 'Note: To embed your map, you must share it with Everyone.'
- A 'Close' button in the bottom right corner.

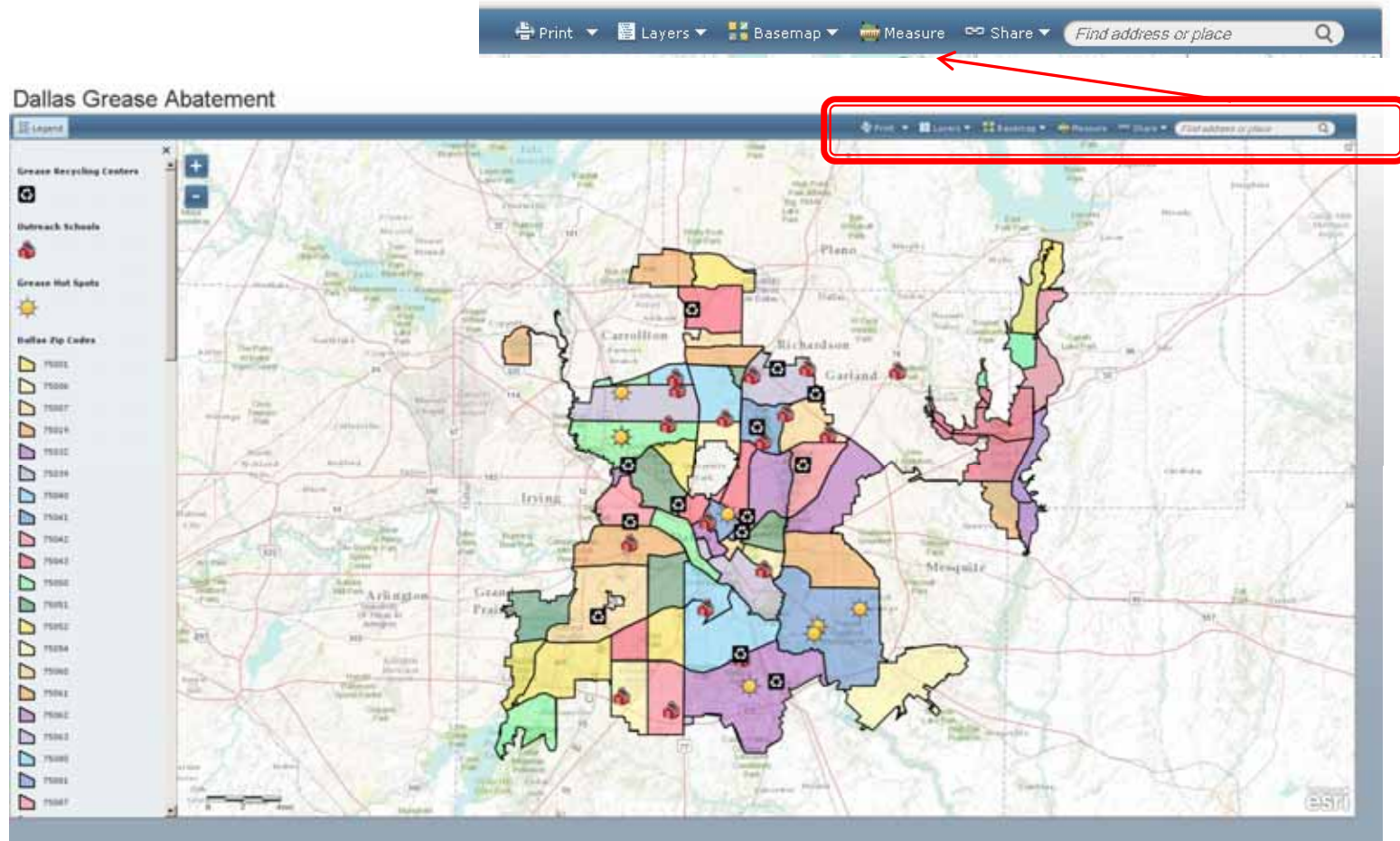
Select Web Application Template



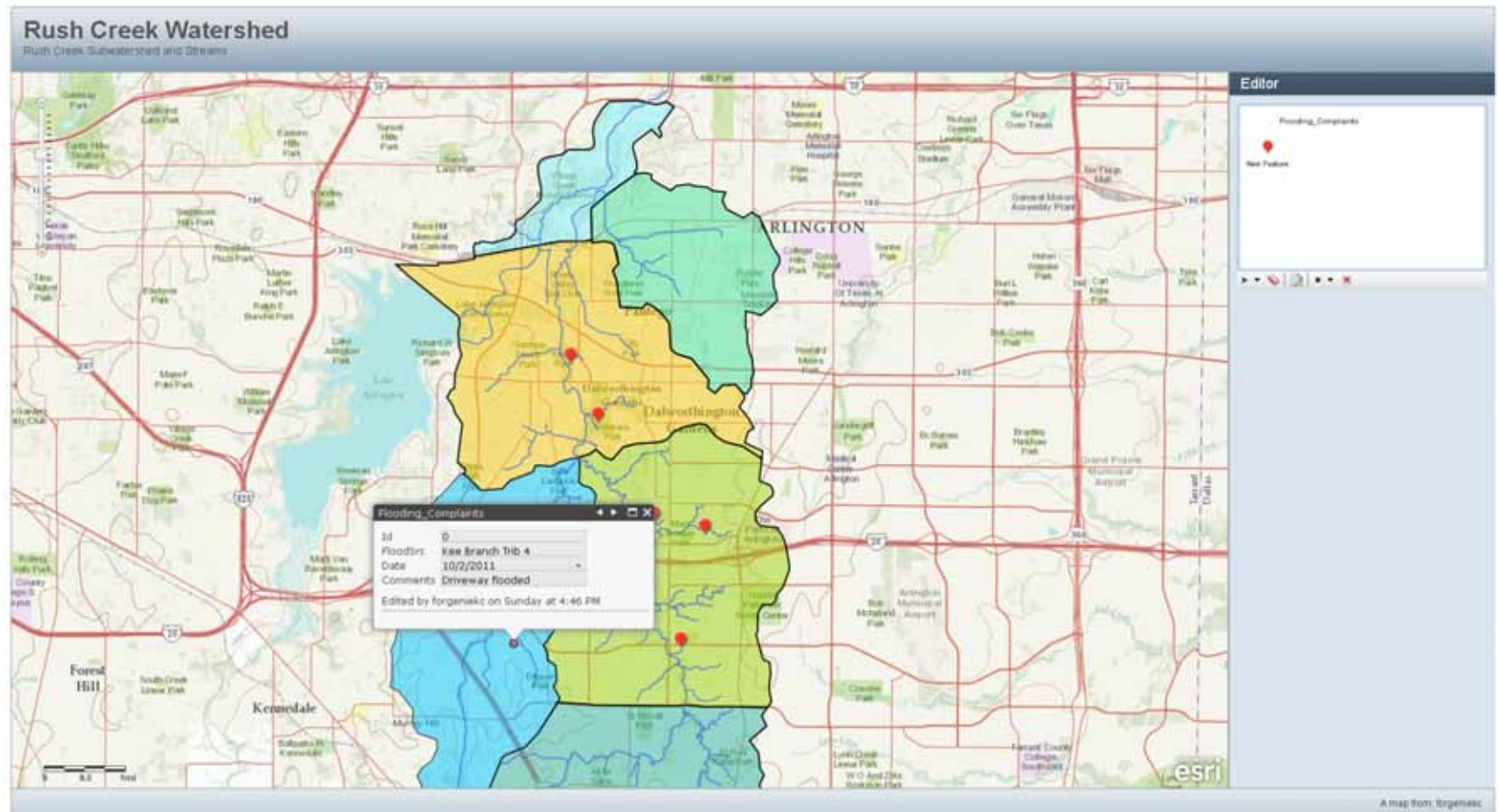
Compare Template



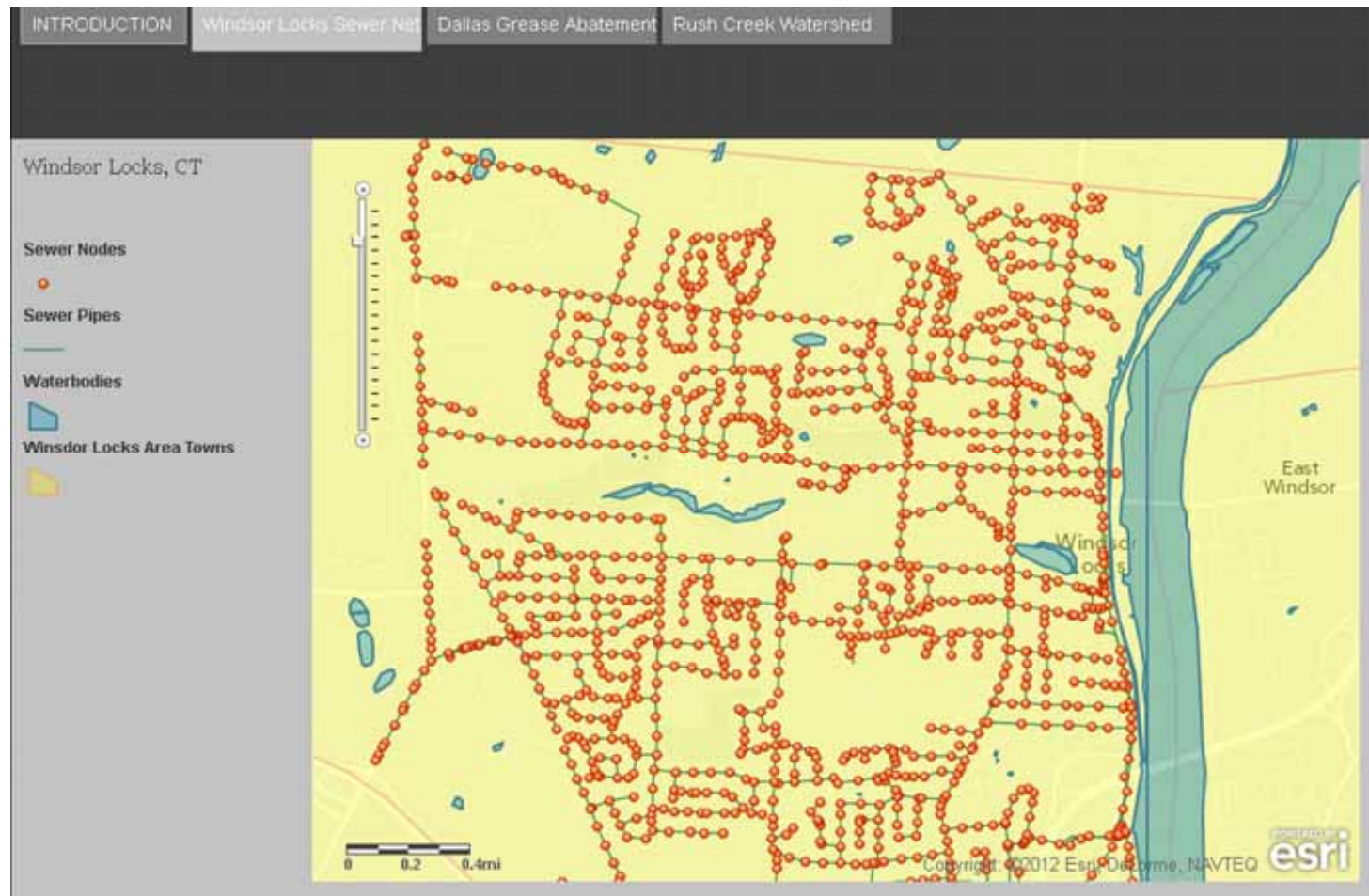
Dallas Grease Abatement App



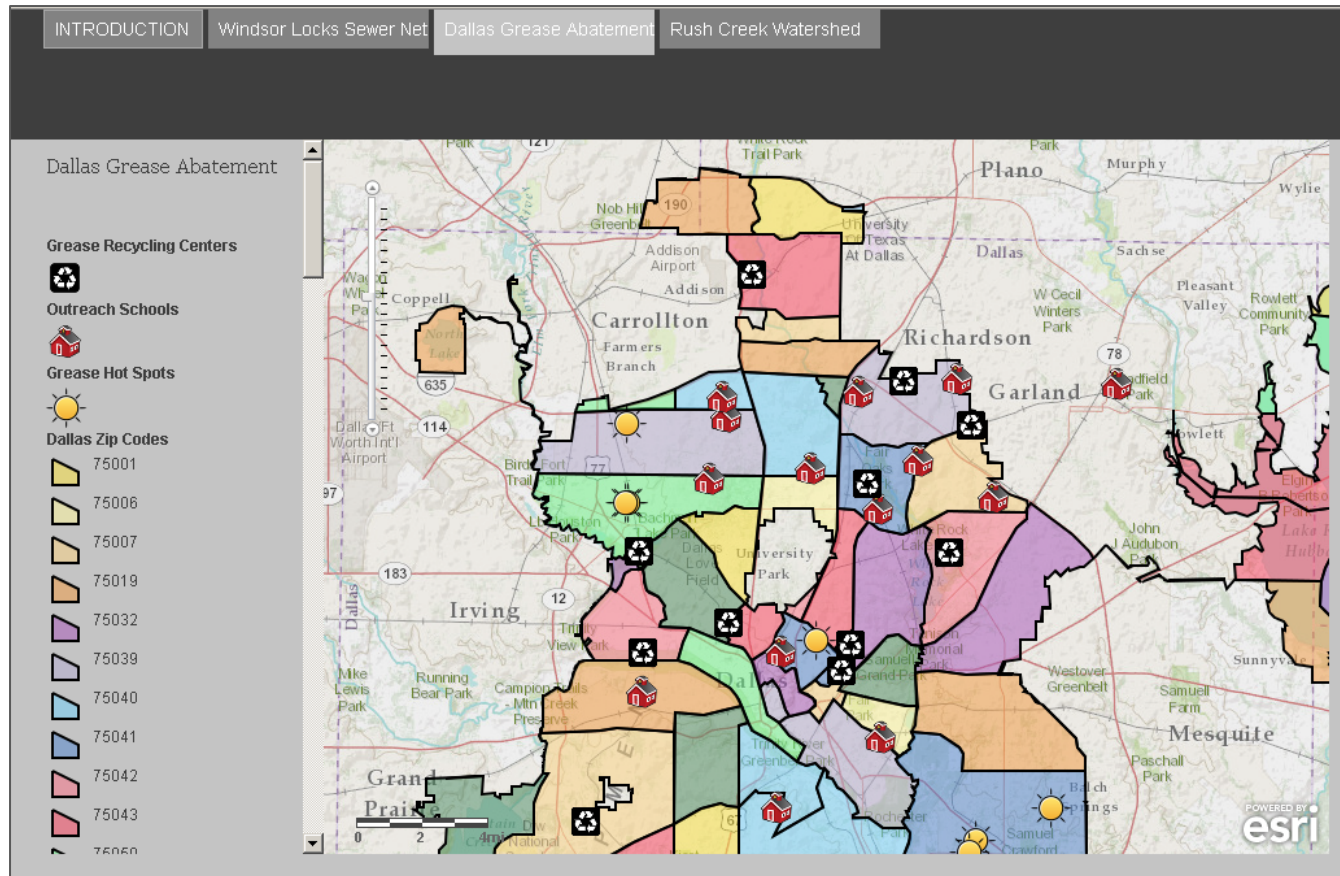
Rush Creek with Editor Template



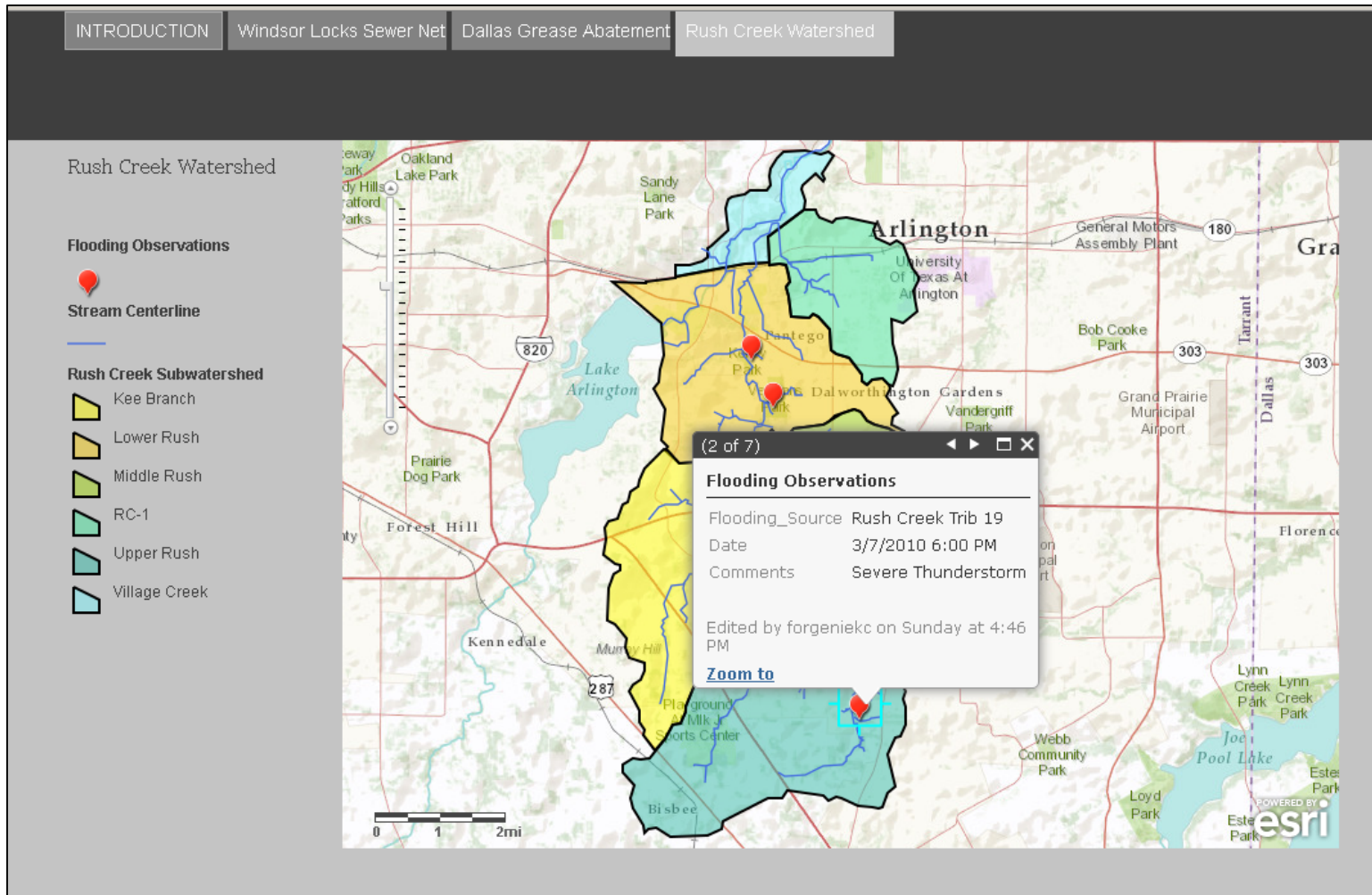
Storytelling – Tabbed App



Dallas Grease Abatement



Rush Creek



Configure App

The screenshot displays the ArcGIS Resource Center interface. At the top, there is a navigation bar with links: Resource Center, Show: All Content, My Organization, Krystal Forgenie, Notifications, Help, and Sign Out. Below this is a secondary navigation bar with tabs: HOME, GALLERY, MAP, GROUPS, and MY CONTENT, along with a search bar containing the text "Find maps, applications and more...".

The main content area features a section titled "Windsor Locks". It includes a thumbnail image of a map application, a description: "Web Mapping Application by forgeniekc", the date "Last Modified: June 17, 2012", and social media links for Facebook and Twitter. Below the description is a row of action buttons: Open, Share, Edit, Delete, Move To, Change Owner, Attach Code, and Configure App. A large red arrow points directly to the "Configure App" button.

Below the action buttons, there are two main sections: "Description" and "Comments (0)". The "Description" section contains a table of metadata:

Access and Use Constraints	
URL	https://cdmsmithmarketing.maps.arcgis.com/apps/Compare/storytelling_tabbed/index.html?appid=fa9851db3184449797f5bd9d9afe6263
Code Attachment	None
Purpose	Ready To Use
API	
Shared with	Organization, CDM Smith GIS Projects, Windsor Locks
Tags	Windsor Locks
Credits	
Size	1 KB
Extent	

The "Comments (0)" section is currently empty. At the bottom of the page, there is a "Add a Comment" section with a text input field and a "Publish Comment" button.


App Configuration

Explore the maps

INTRODUCTION Map1 Map2 Map3

Window Locks:

- Waterbodies
- Sewer Nodes
- Sewer Pipes
- Window Locks Area Timeline



East Windsor
Windsor Locks

0 0.2 0.4mi

esri

Splash Screen Settings

Title: CDM Smith GIS Service

Splash Screen Text: CDM Smith's GIS Services span water, sewer, environmental and transportation

Splash Screen Image: Explore CDM Smith's

Main title: Main title

Web maps to compare

Web Map IDs: d79f6137547b493480096b1b1e39ab50,8440a90c0c544324a23b655f329f53e6,50d92ecf7484ec0aec75377509194de

Enter the IDs for up to three web maps, separated with a comma. The ID can be found in the URL when looking at the details page of a web map.

☐ Sync scale and location of maps

Tab Labels: Windsor Locks, Sewer Network, Dallas Grease Abatement Program, Rush Creek Watershed

Enter the labels for up to three web maps, separated with a comma. The order of the labels should be in the same order as the web maps they are associated with. All maps must have a tab label.

Save Refresh Reset Cancel

- Use preset interface
- Download code and edit application code

ArcGIS Mobile Application

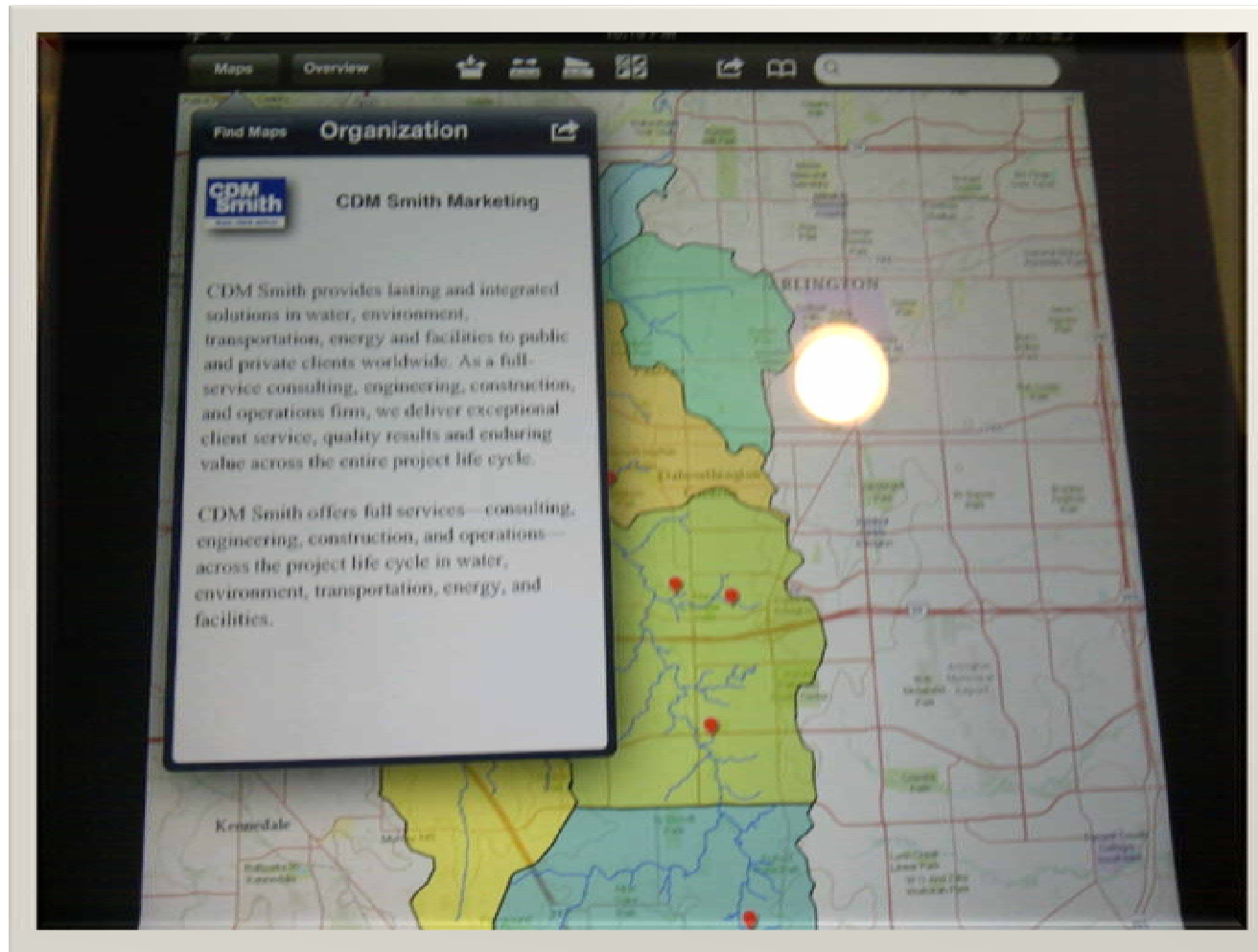
- ▶ ArcGIS Mobile Application available for
 - Apple Devices (iPhone, iPod and iPad)
 - Android
 - Windows Phone
- ▶ Support organizational accounts

If you don't have it yet, check here:

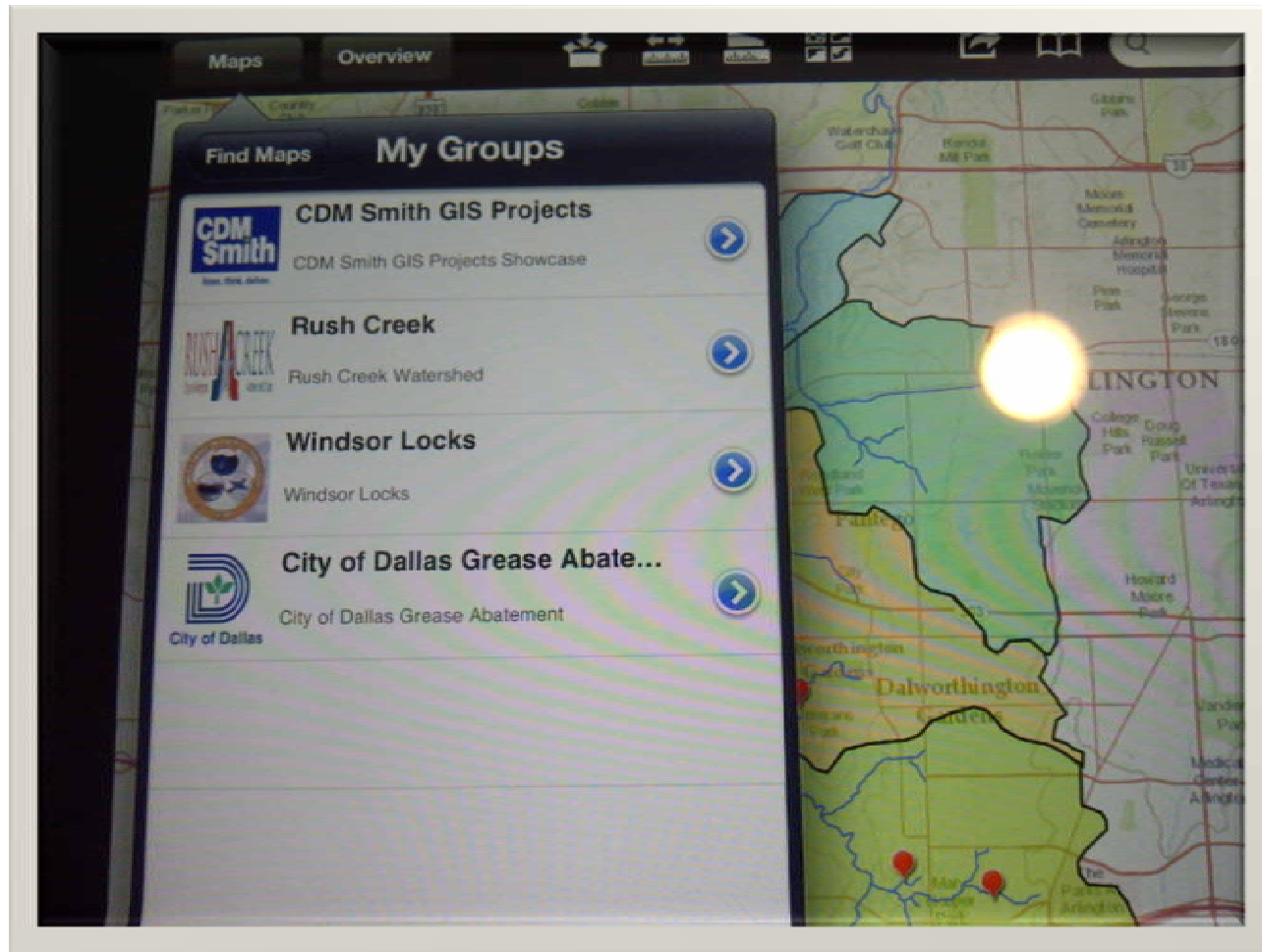
<http://www.esri.com/software/arcgis/smartphones>



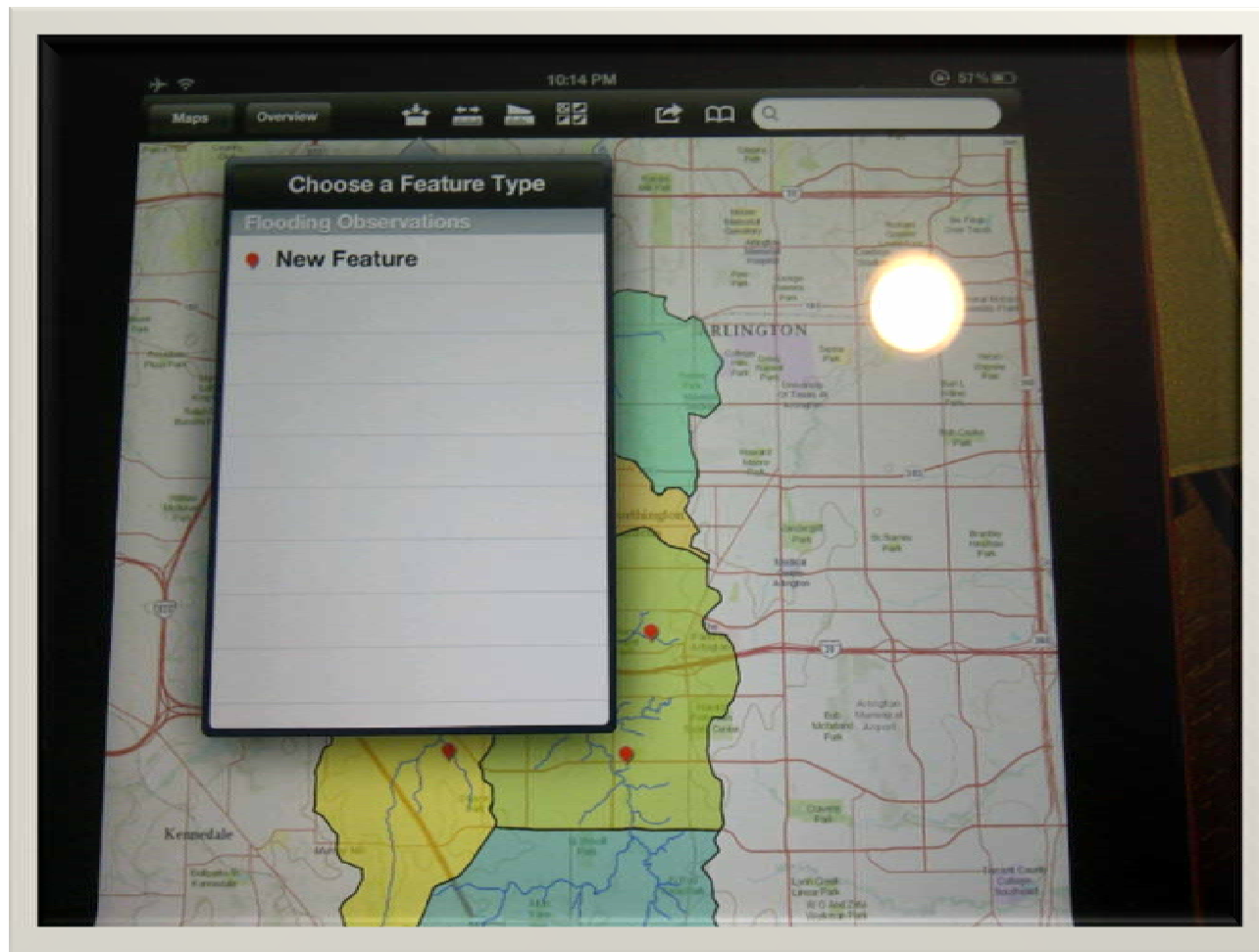
CDM Smith Organization view from iPad



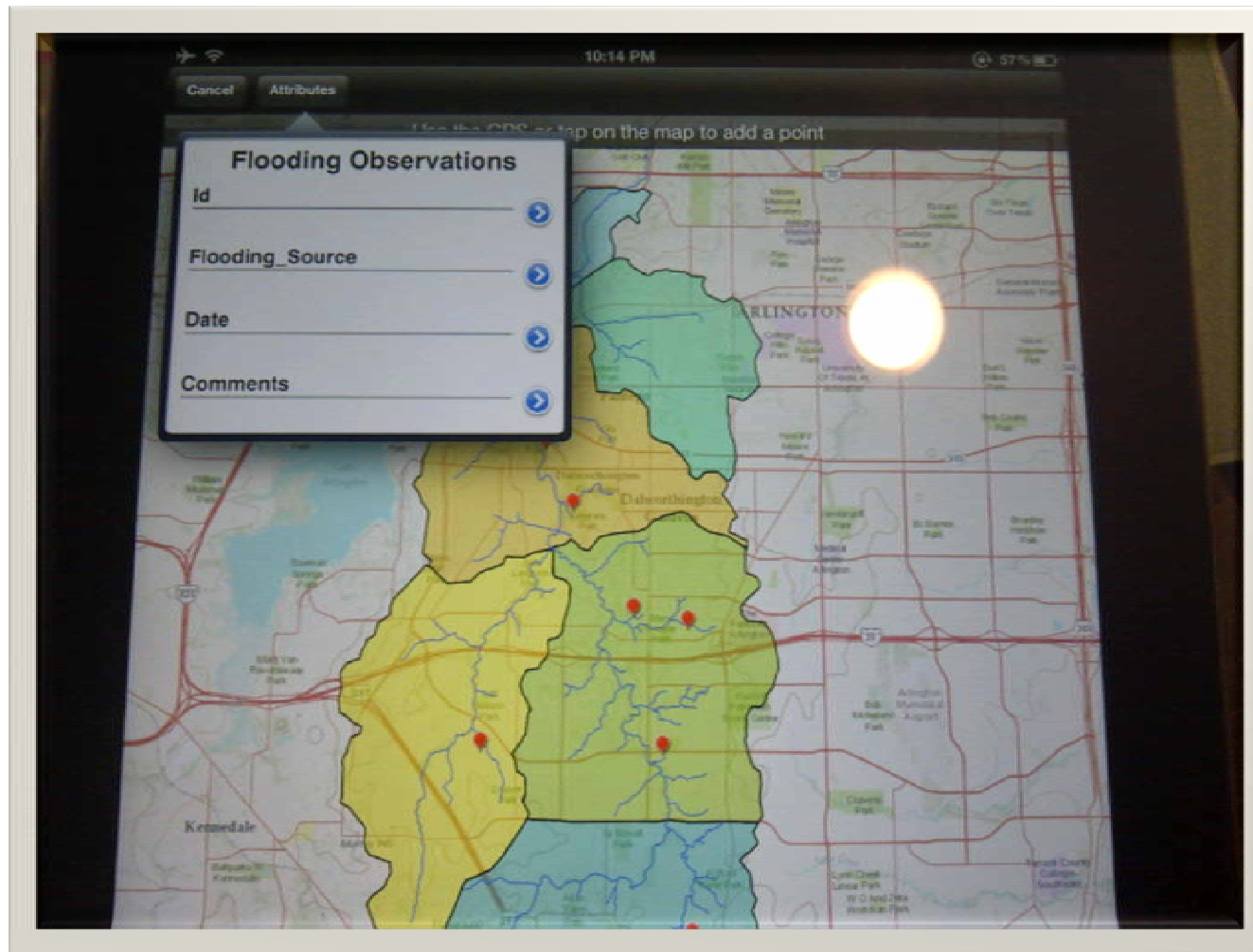
CDM Smith Groups from iPad



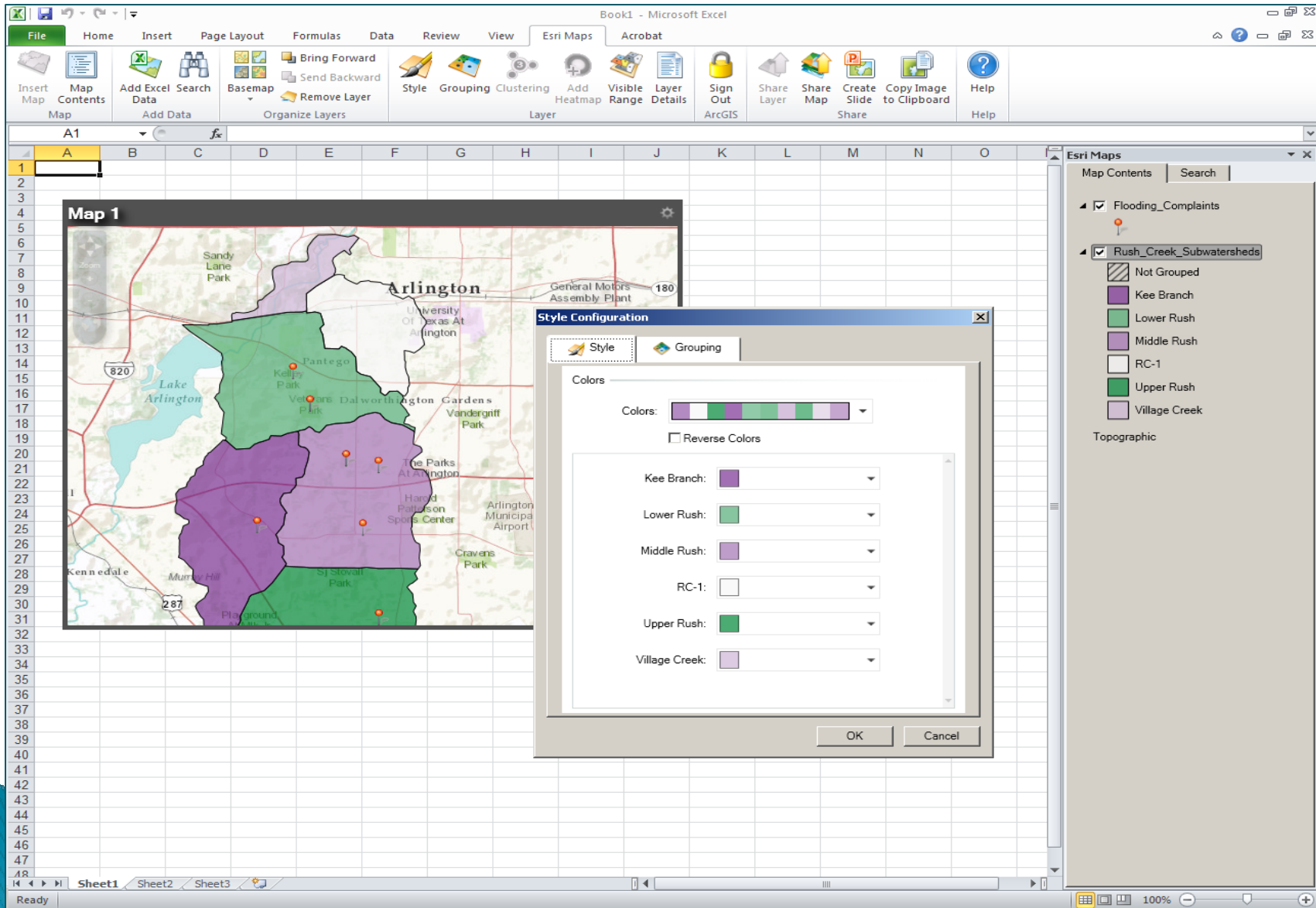
Allows for mobile data collection



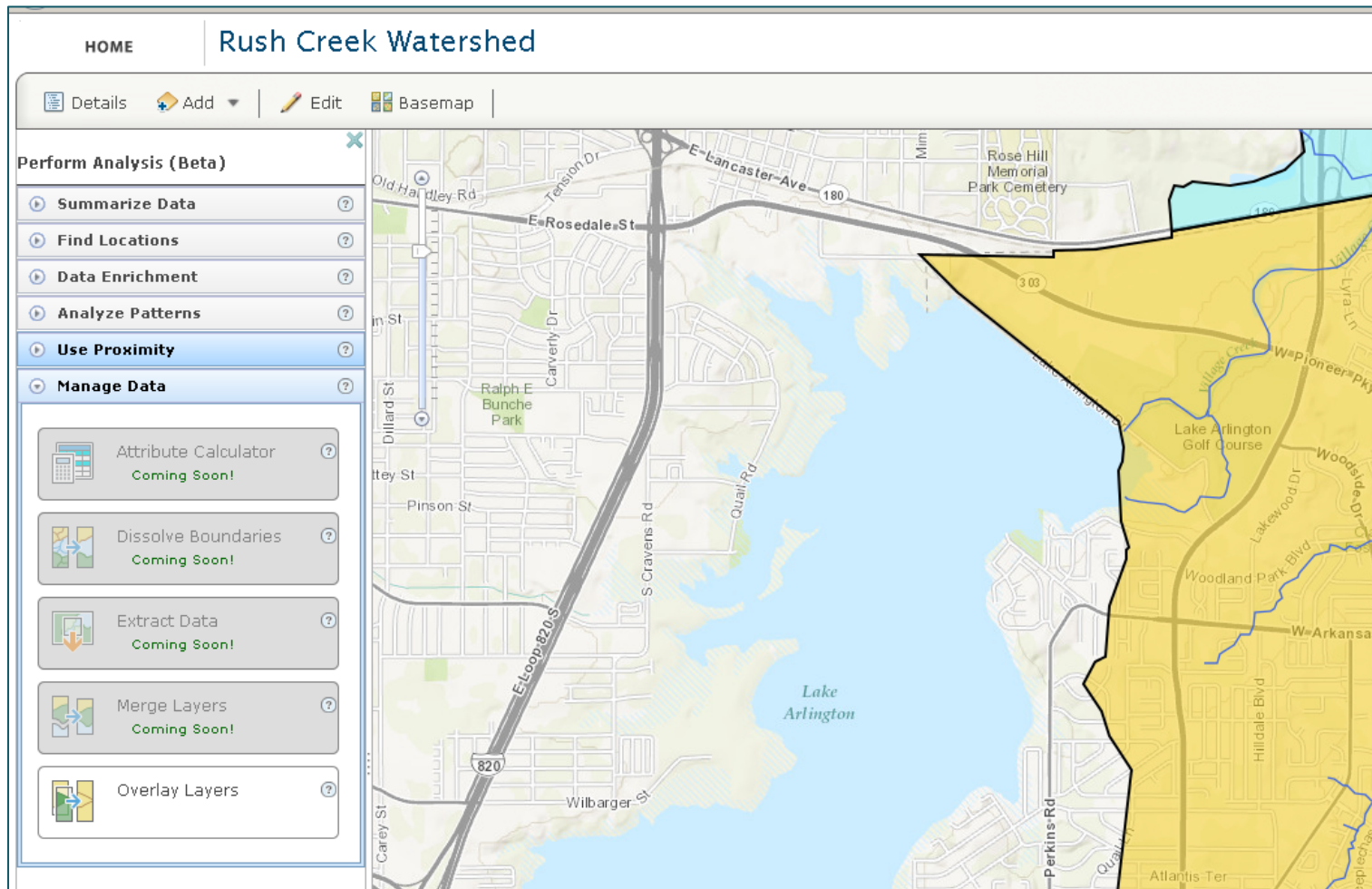
Attribute new feature



Integration with Office Products



Coming Soon: Analysis Tools in AGO

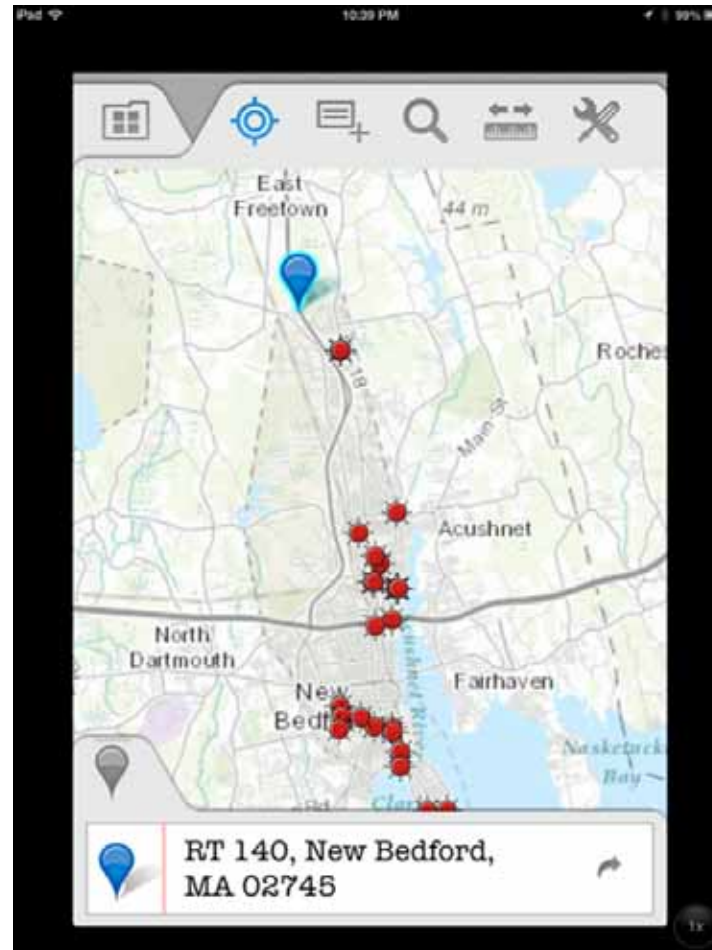


ArcGIS Collector

- ▶ Data Collection tool for AGO
- ▶ Customizable forms
- ▶ Basic Tools
 - Basemaps
 - Measure Tools
 - Turn by Turn directions
 - Bookmark locations
- ▶ Ability to work with Operations Dashboard



AGO Collector Map



Collector Form

The screenshot shows a mobile application interface for a collector form. At the top, there is a status bar with "iPad", "10:39 PM", and "99%". Below this is a header bar with a close button (X), a map icon, a person icon, and a "Done" button. The main content area is titled "Location" with a red location pin icon and the text "Lat: 32.859996 Long: -96.759790". Below this, the title "New_Bedford:" is displayed. The form consists of several input fields, each with a right-pointing arrow: "Date", "Number", "Address", "Street Name", "City", "State", and "Sewer Main Blocked". A small "1x" icon is visible in the bottom right corner of the form area.

Location
Lat: 32.859996 Long: -96.759790

New_Bedford:

Date >

Number >

Address >

Street Name >

City >

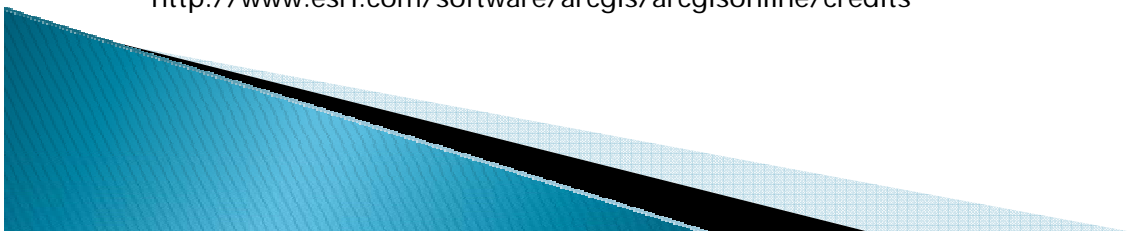
State >

Sewer Main Blocked >

Credits

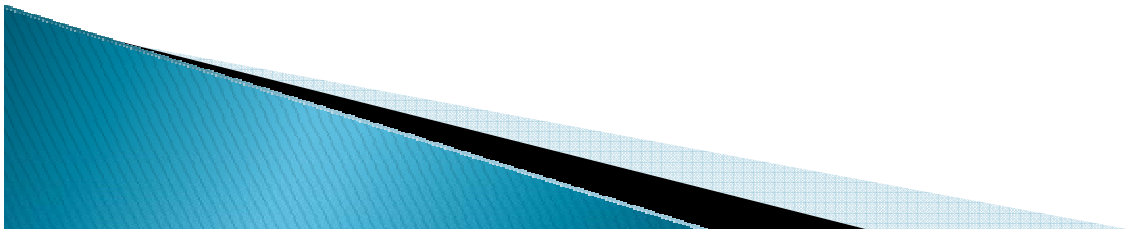
Service	Service Credits Used
Map Tile Generation	1 credit per 1,000 tiles generated
Feature Services	2.4 credits per 10 MB stored per month
Tile and Data Storage	1.2 credits per 1 GB stored per month
Data Transfer (outbound)	6 credits per 1 GB
Tile Loading	1 credit per 12,000,000 tiles
Geocoding	80 credits per 1,000 geocodes
Simple Route Service	200 credits per 1,000 simple routes
Optimized Route Service	500 credits per 1,000 optimized routes
Drive-Time (Service Areas) Service	500 credits per 1,000 drive-times (service area)
Closest Facility Service	500 credits per 1,000 closest facilities
Multi-Vehicle Routing (VRP) Service	2,000 credits per 1,000 VRP routes
Geographic Data Enrichment	60 credits per 1,000 data variables
Infographics	60 credits per 1,000 data variables

<http://www.esri.com/software/arcgis/arcgisonline/credits>



Lessons Learned

- ▶ Browser Compatibility
 - Works best with Firefox & Chrome
- ▶ Check the box that says stay signed in
- ▶ Invitations go to your junk mail folder
- ▶ Removing a user removes all of their content



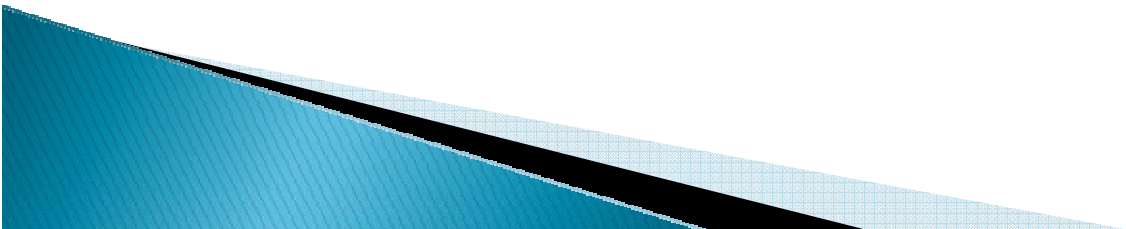
Conclusion

- ▶ Improves data sharing
- ▶ Increases accessibility
- ▶ Creates efficient way to:
 - Create
 - Publish
 - Manage
- ▶ Increases transparency
- ▶ Increases productivity



Thank You!

- ▶ SCAUG
- ▶ Attendees



Questions?



Contact Information

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 Krystal Clem

 @Geowrm