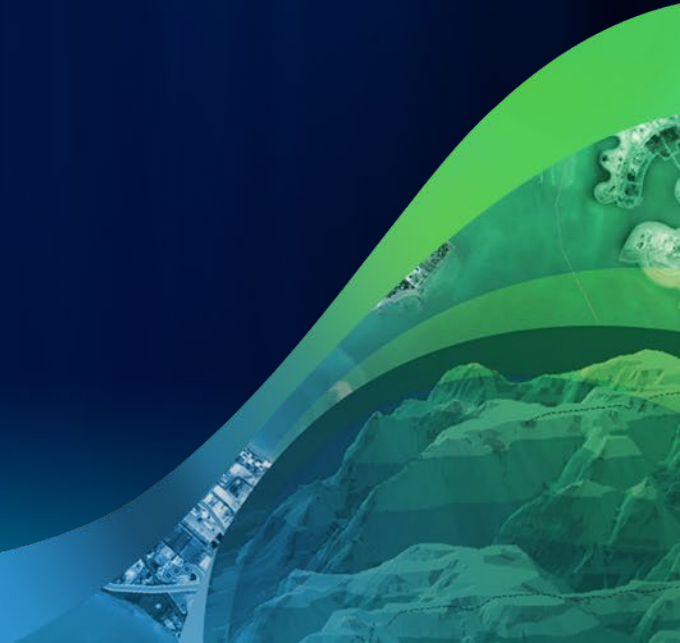**Esri International User Conference** | **San Diego, CA**

Technical Workshops | **July 12, 2011**

ArcGIS Online – The Road Ahead

Paul Ross

Ty Fitzpatrick

ArcGIS Online

Open data platform for maps and geographic information

- **Easily create and share maps**

- **Delivered as intelligent maps**

- **Access on virtually any device – anyone, anywhere**

- **Compliments and extends the value of your GIS**

- **Use within an organization or share with larger communities and/or public**

GIS for Everyone
Easy / Open / Accessible

Intelligent Web Maps

Extend the value and reach of your GIS

ArcGIS Online Continues to Rapidly Evolve

Basemaps

Catalogue and Group Based Sharing

Viewers and Webmaps

Open Data and Application Mapping

Hosting and Portals for Organizations

Integration with 10.1

How Can You Use ArcGIS Online?

A free account – available today

Subscriptions for organizations – Coming Soon!

On-premises – Portal for ArcGIS

ArcGIS Online

Intelligent Maps

Intelligent Maps
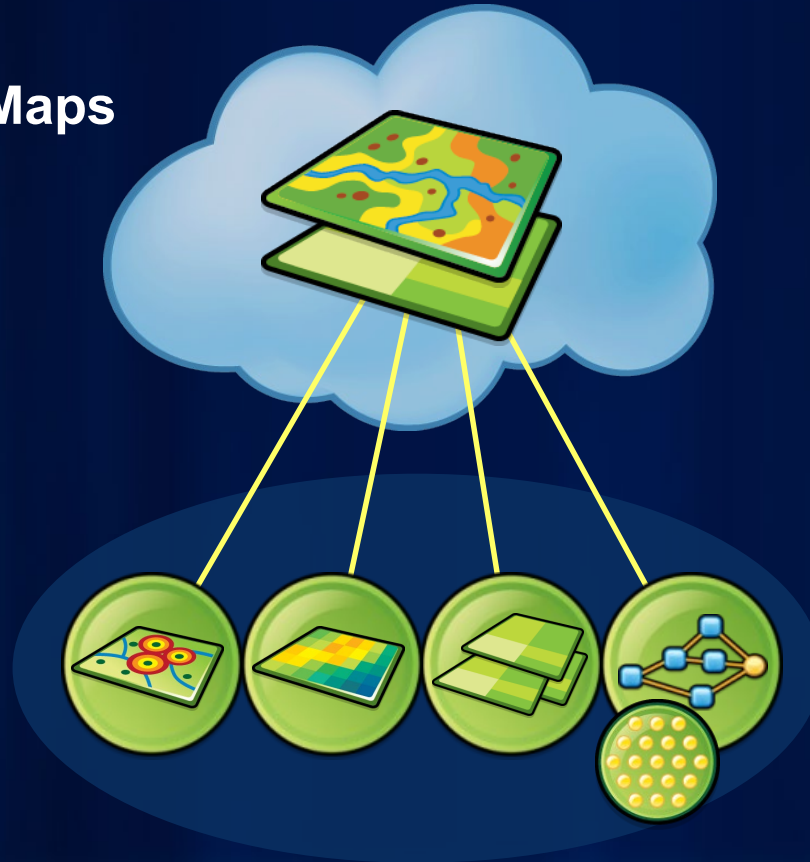
**Services
And Data**

Supporting

- **Visualization**

- **Editing**

- **Popups**

- **Analysis**

- **Time**

Upload, Connect and Share

- **Open and standards-based**
- **Use and store geospatial info**
  - **ArcGIS datasets and services**
  - **OGC web services - WMS**
  - **KML & GPX**
  - **Spreadsheet data (CSV's)**
- **You decide how it is shared**
  - **Public/private**
  - **Embed in web page or blog**
  - **Links & social networks**

WMS
Map Tiles   KML
Maps   Images   Shapefiles
Geodatabases   CSV
Tools and GPS Workflows
Models
Features   WMTS

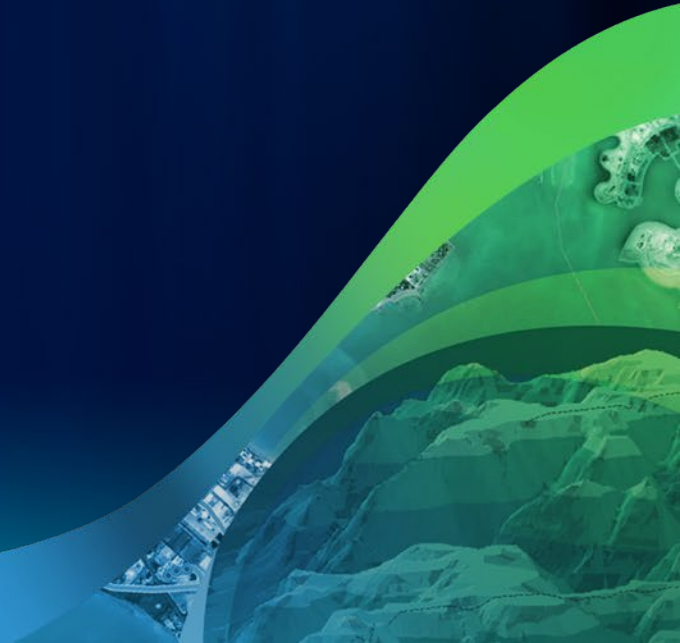# Interact with Intelligent Maps Anywhere

Any Device

Smart Phones

Apps

Tablets

Browsers

Desktop

One Map

ArcGIS Online

Use Webmaps in Applications

Build rich, interactive apps with mapping and geographic functionality

- **Custom web pages**

- **Web applications**

- **Stand-alone applications**

- **Client libraries for building rich GIS applications**
    - **Javascript**
    - **Flex**
    - **Silverlight**
    - **REST**

- **Mobile API's**

Rich Client

Web API

Services

Web Content
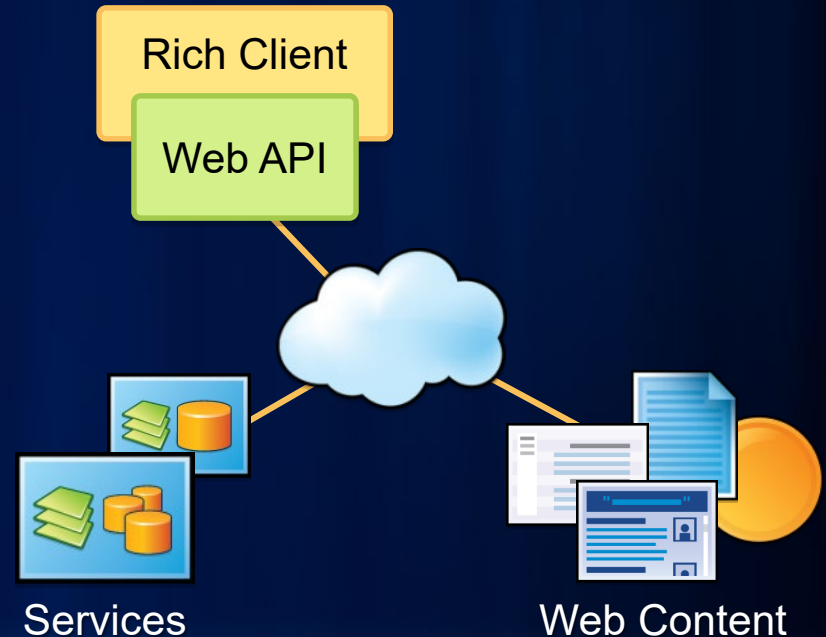
ArcGIS Online Demo

ArcGIS Online

- **Search & access** authoritative & ready-to-use content
- **Upload & style** geographic datasets
- **Create** intelligent web maps
- **Interact** with these maps on any device
- **Embed** them in websites, blogs, and custom apps
- **Share, store & manage** maps and data
- **Collaborate** using groups

ArcGIS Online Subscriptions for Organizations

Tailored to meet the specific needs of organizations

- **Extend the value and reach of your GIS**

- **Host and share maps and data, enabling:**
  - **Discovery**
  - **Access**
  - **Visualization**
  - **Integration**
  - **Analysis**

Executives, Managers

Field Personnel

Knowledge Workers

Catalog

Groups

Public

Easy, Open, Available

- **GIS specialists - share data and maps with one another and organizational communities**

- **Everyone gets on-demand, self-service maps**

- **Organizationally managed access and sharing**

- **Your data delivered as simple, useful maps and information accessed by**
  - **Browsers, phones, laptops, desktops, mobile and in the office**

Hosted Map Services

- **Publish from ArcMap 10.1**
  - **Create feature and/or tile services**
  - **Define the tiling scheme and other parameters**
  - **Tiles are generated in the cloud**
- **Publish feature services from web clients**
  - **ArcGIS.com**
  - **ArcGIS Explorer Online**
  - **Feature services from**
    - **CSV's, GPX's**
    - **Shapefiles**

Geospatial Infrastructure

- **Catalog of the organizations geospatial content including your existing ArcGIS Server services**

- **GIS services and solutions in the cloud**

- **No servers, infrastructure, or technical expertise**

- **Managed, secure, scalable**

- **Personalized look and feel**

Map and Data Management

- **Manage**
  - **Content availability**
  - **Featured maps and galleries**
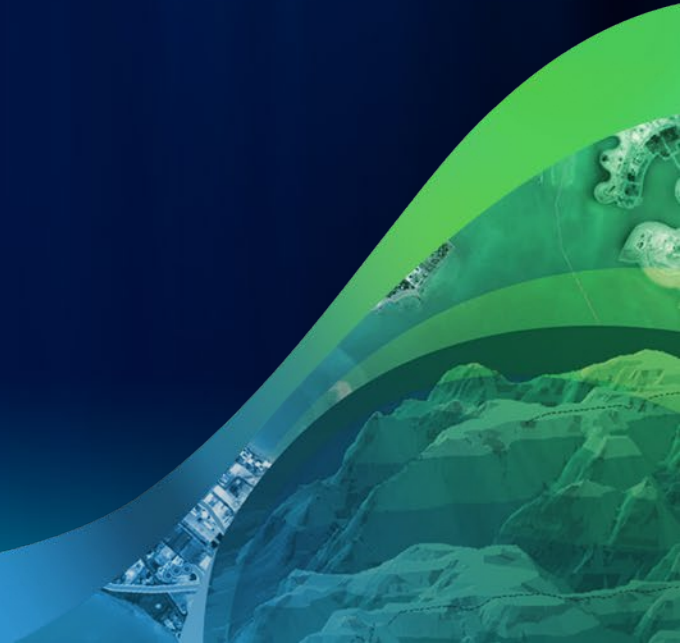 - **Sharing policies**

- **Monitoring and reporting**
  - **Usage**
  - **Storage**

User Administration

- **User access**
  - **Add, remove**
- **Set Roles**
  - **Administrators**
  - **Users – content consumers**
  - **Publishers**
- **Organizational groups**
  - **Membership**
  - **Public/private**

ArcGIS Online Subscriptions for Organizations

Enables Organizations to Collaborate

- **Broader access to organizational geospatial information**

- **Make maps with your geospatial <u>and</u> business/organizations datasets**

- **Provide analysis for projects, decisions, operations and reports**

- **Organize, catalog and enable search**

- **Broadly share the maps everywhere with no additional work – any map on any device, anywhere**

Compliments ArcGIS Systems and Your GIS

- **Enhances the ArcGIS system with**
  - **Online content**
  - **Collaboration**
  - **Publishing and sharing**
- **Takes advantage or rich cartographic features of desktop**
- **ArcGIS Server services are easily registered**
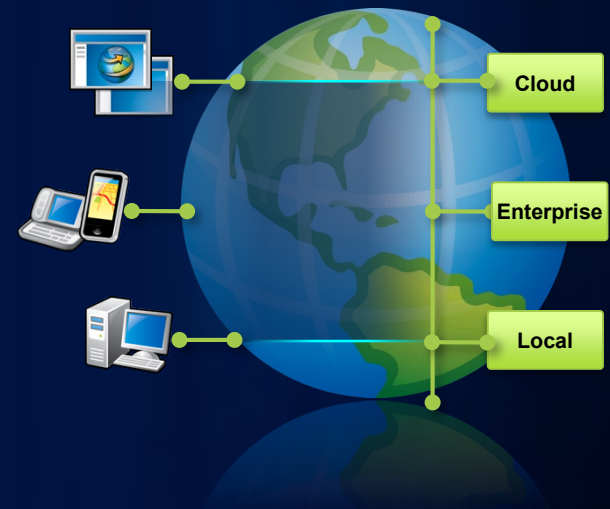
Solutions For Web and Application Developers

- **A mapping platform with powerful API's**

- **Maps and location capability without server deployments**

- **Content and services for specific web sites and applications**
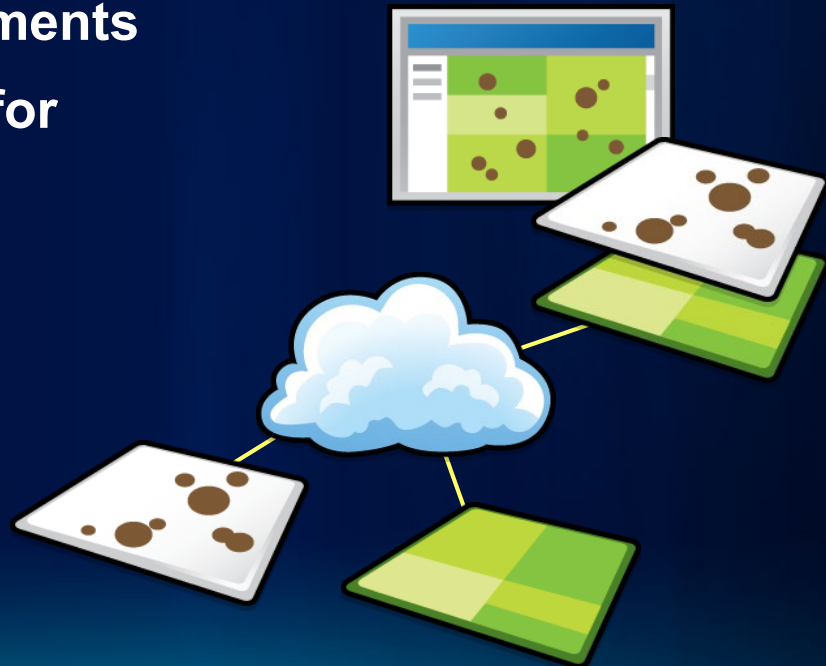
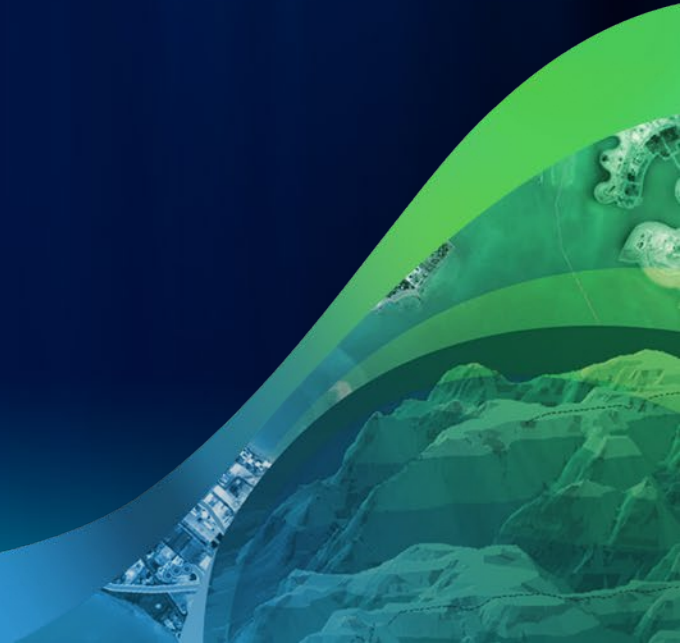# Make Geographic Information Available to a Broader Community

- **Open data government initiatives**

- **Critical infrastructure data portals**

- **A feed to constituents or a more public and larger audience**
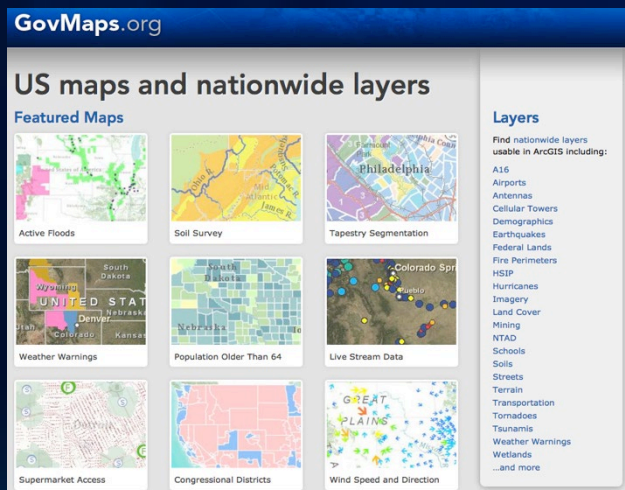
More Info

- **Get a free account and get started!**

- **Technical Workshops**

- **ArcGIS and Web GIS Showcases**

- **Demo Theatres**

- **Watch for beta program for organizations as part of 10.1 beta programs**

Q&A

Session Evaluations:
www.esri/com/sessionevals

Introducing ArcGIS Online