



Modern Enterprise GIS for Planning

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SEE
WHAT
OTHERS
CAN'T



Agenda

1. **Geospatial Strategy**
2. **Solution Demonstrations**
3. **Questions**

Common Patterns of Use

Mapping & Visualization



Understand locations and relationships with maps and visual representations

Data Management



Collect, organize, and maintain accurate locations and details about assets and resources

Field Mobility



Manage and enable a mobile workforce to collect and access information in the field

Monitoring



Track, manage, and monitor assets and resources in real-time

Analytics



Discover, quantify, and predict trends and patterns to improve outcomes

Design & Planning



Evaluate alternative solutions and create optimal designs

Decision Support



Gain situational awareness, and enable information-driven decision making

Constituent Engagement




Communicate and collaborate with citizens and external communities of interest

Sharing & Collaboration



Empower everyone to easily discover, use, make, and share geographic information

The background is a solid blue color. In the top right corner, there are faint white contour lines and two small white plus signs. In the bottom left corner, there are more prominent white contour lines and a large, semi-transparent cyan plus sign.

A **Geospatial Strategy** is a business-oriented plan that defines how an organization will use GIS to achieve its goals and desired outcomes.

Building a Geospatial Strategy?

Understand



Plan



Act



Revisit

...Maximize Impact

Where to start? Needs Assessment

Fill in your departments below:	Mapping & Visualization	Data Management	Field Mobility	Monitoring	Analytics	Design & Planning	Decision Support	Constituent Engagement	Sharing & Collaboration
Economic Development	Green	Green	Red	Yellow	Yellow	Yellow	Red	Red	Yellow
Engineering	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Green	Yellow	Yellow
Fire	Green	Green	Green	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Parks & Recreation	Red	Red	Red	Red	Red	Red	Red	Red	Red
Planning	Green	Green	Green	Red	Red	Yellow	Yellow	Yellow	Yellow
Public Safety	Green	Red	Red	Red	Red	Red	Red	Red	Red
Public Works	Green	Green	Green	Green	Green	Yellow	Yellow	Yellow	Green
Utilities	Green	Green	Green	Green	Green	Yellow	Yellow	Red	Green
Currently Meeting the Needs	Green								
Partially Meeting the Needs	Yellow								
Not Meeting the Needs	Red								
	Color each cell above based on the level of GIS solutions deployed to meet the department's business needs for that pattern.								



ArcGIS Business Analyst

ArcGIS Business Analyst

Evaluate
Locations

Understand
“Customers”

Analyze
Markets

ArcGIS Business Analyst



Demographic
Data

Maps

Analytical
Workflows

Reports
& Infographics

US Demographic Data



Demographics



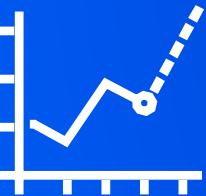
Consumer Spending



Business Locations /Summary



Traffic Counts



Market Potential



Tapestry Segmentation



Shopping Centers



Crime Indexes

Global Demographic Data

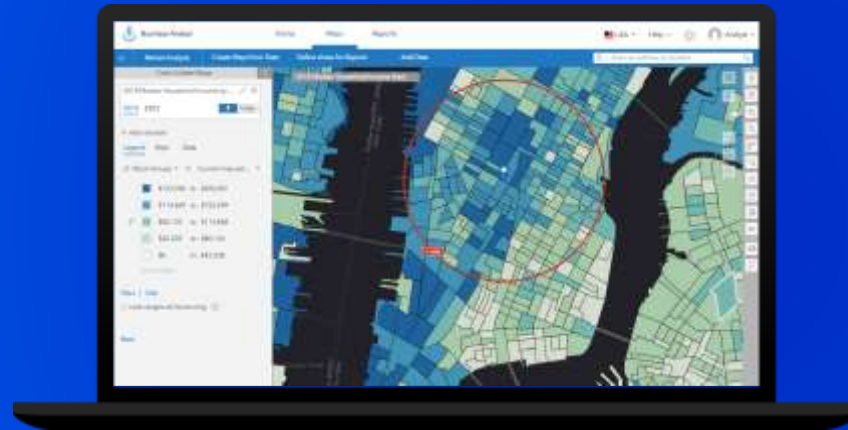
137
Countries

- Population
- Households
- Purchasing Power
- Age
- Income
- Marital Status
- Education
- Gender
- Food
- Clothing
- Household
- Medical
- Electronics
- Recreation

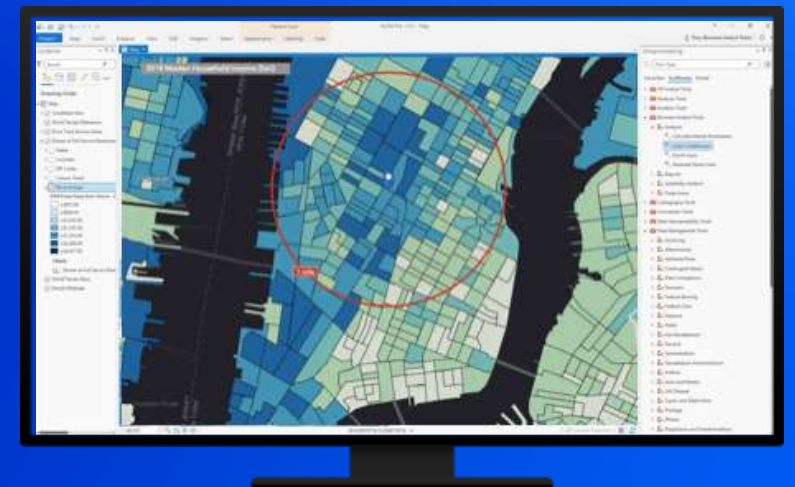
ArcGIS Business Analyst



Mobile App



Web Apps



Pro / Desktop App

* Web AppBuilder Widget – June 2019

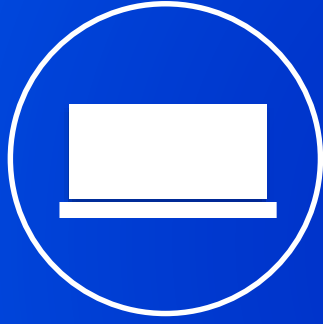
ArcGIS Business Analyst | Get Started

go.esri.com/BATrial



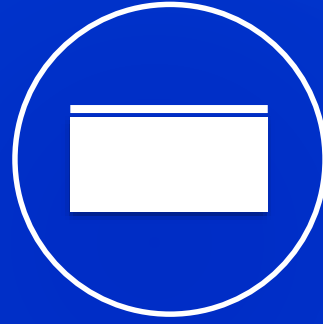
Data Methodology

- go.esri.com/dataoverview



BA Pro

- Installed with ArcGIS Pro
- Purchase BA Desktop
- Use with Online data
- (install local data as needed)



BA Web

- Premium app
- Work with ArcGIS Org admins to get your license assigned



BA Mobile

- App Store
- Google Play



Resources

- go.esri.com/BAVideos
- esri.com/training
- Learn lessons

Demo



Survey123 for ArcGIS

Form Centric Data Collection

Simple data collection experience

Web & Native / Desktop & Devices

End to end data collection workflow



Design Smart Forms

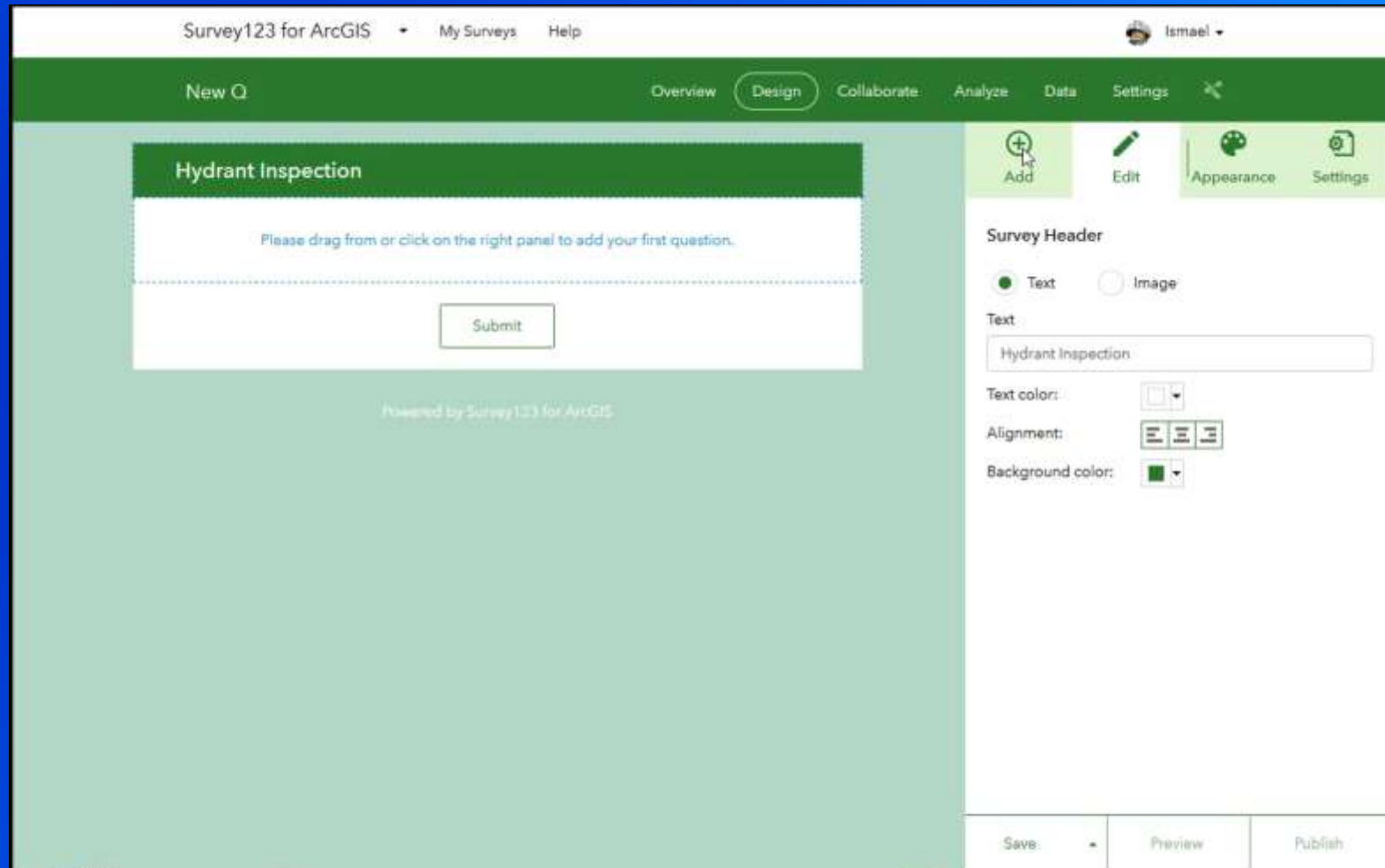
Survey123 Web Designer and Connect

- **Web Designer**

- WYSIWYG from your web browser
- Easy to get started

- **Survey123 Connect**

- Design with XLSForms
- Downloadable app
- Advanced features



Survey123 apps

Web app and Field (native) app

- **Survey123 web app**

- Nothing to install
- Runs on your browser
- Online surveys

- **Survey123 Field app**

- iOS, Android, Windows, Mac
- Works offline and online
- Add and Update features
- Sensors and advanced features



Survey123 apps

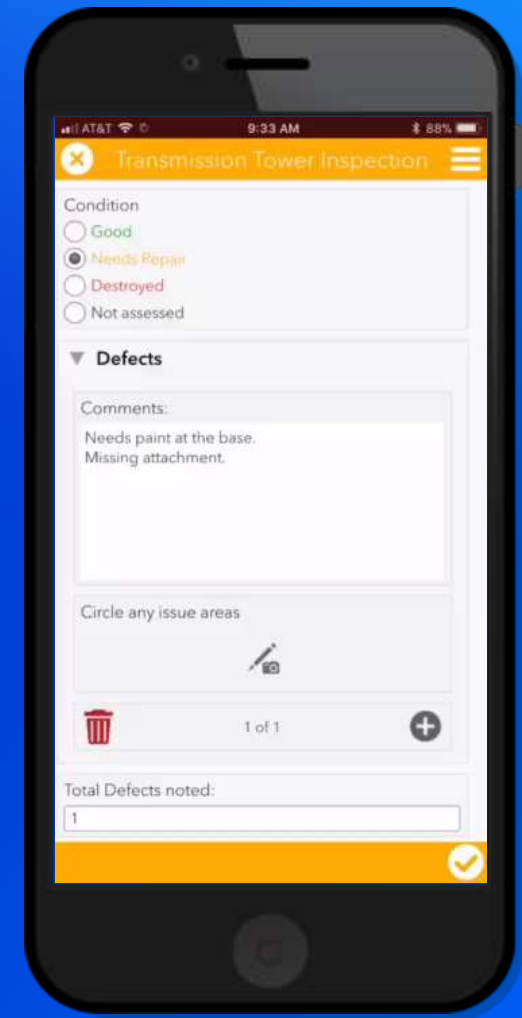
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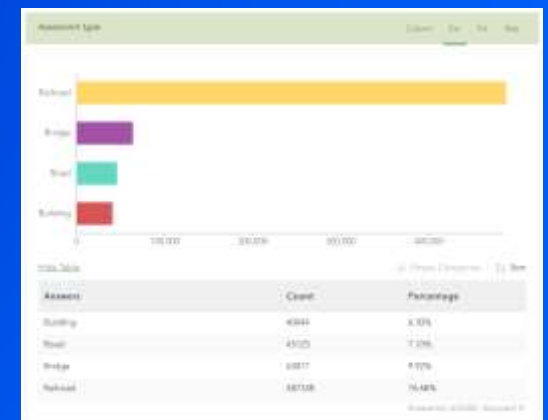
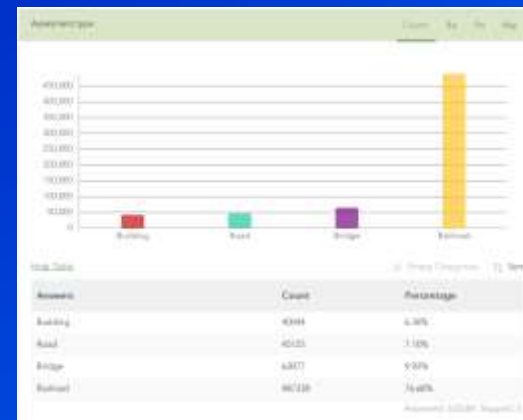
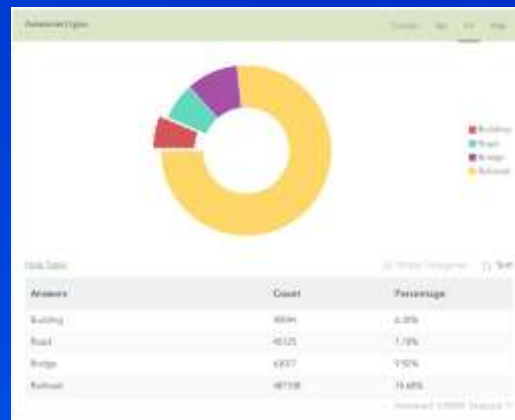
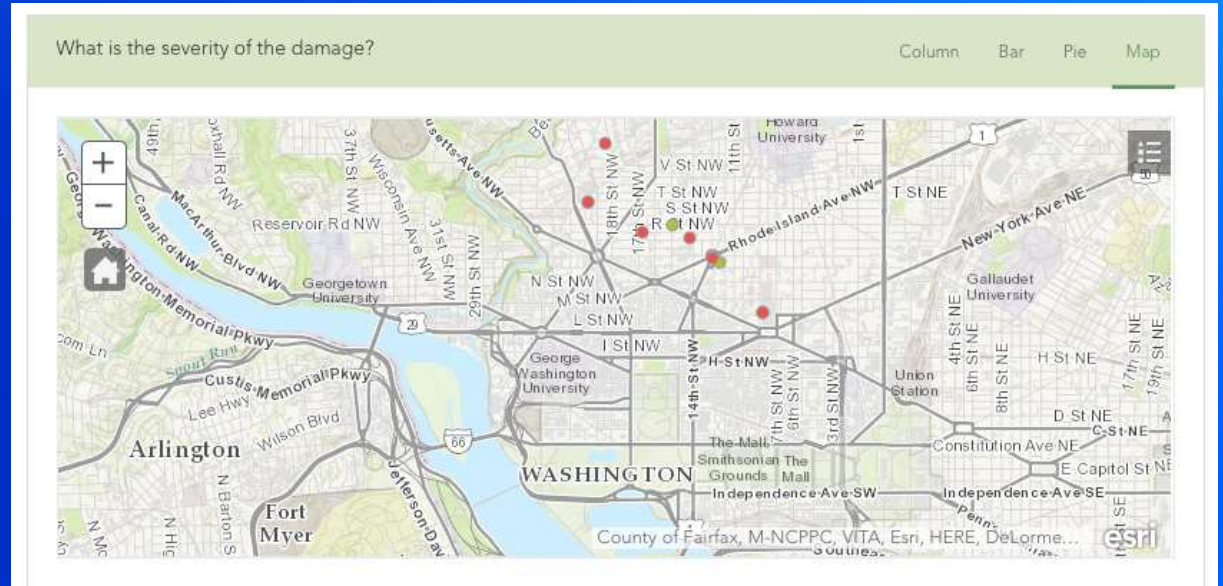
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Analyze Survey results

Custom Reports, Trends, Visualization...

- **Ready to use Reporting tools**
 - Understand data submission patterns
 - Create detailed survey reports
 - Aggregate survey data
 - Selectively download data



Demo



ArcGIS Solutions

Code Enforcement

Citizen Problem Reporter

Dashboard

ArcGIS Solutions

Permits

Internal Dashboard

External Web App

ArcGIS Solution

Comprehensive Plan

ArcGIS Hub



Questions?

SEE
WHAT
OTHERS
CAN'T

