



esri

# ArcGIS 10

## ***MSGIC Quarterly Meeting***

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# ArcGIS Is Evolving

Affected By Changing Technologies. . .



... And Your Vision and Needs

# Addressing common organizational challenges

By connecting systems and stakeholders from across the enterprise

- **Manage asset information**
- **Facilitate better planning and analysis**
- **Get information into and out of the field**
- **Provide comprehensive view of operations**
- **Engage constituents and customers**
- **Geo-enable other business systems**





# ArcGIS Supports Multiple Implementation Patterns

## Enterprise

### Desktop

#### Individuals

- Ad Hoc Projects
- Analysis/Modeling
- Mapping



### Server

#### Workgroups

- Shared Database
- Fixed Applications
- Transactions



### Federated

#### Organizations

- Shared Services
- Integration
- Collaboration



## Pervasive

### Cloud / Web GIS

Desktop Mobile Web



### Device




New

... Reaching Everybody

# ArcGIS 10 Integrates All These Patterns

Providing A Complete Geospatial Platform

Easy  
Powerful  
and Everywhere

- 
- Discover
  - Create
  - Manage
  - Visualize
  - Analyze
  - Collaborate

*Making GIS Available to Everyone*

# ArcGIS 10 Integrates All These Patterns

Providing A Complete Geospatial Platform

Accessible From  
Any Client



*Making GIS Available to Everyone*



# ArcGIS 10 Integrates All These Patterns

Providing A Complete Geospatial Platform

Integrating Geospatial Knowledge . . .  
. . . From Many Sources



*Making GIS Available to Everyone*



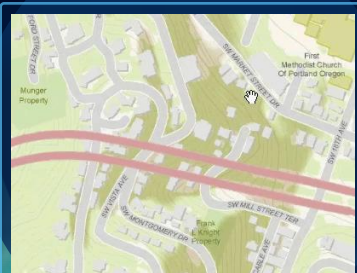
# Demonstration

ArcGIS: A Complete System

# Hundreds of Improvements

Making ArcGIS Easier & More Productive

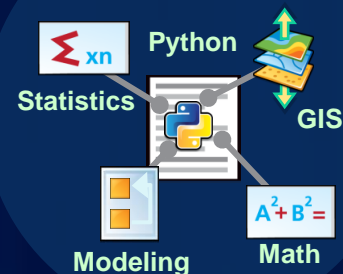
## Fast Display



## Template Based Editing



## Integrated Scientific Programming



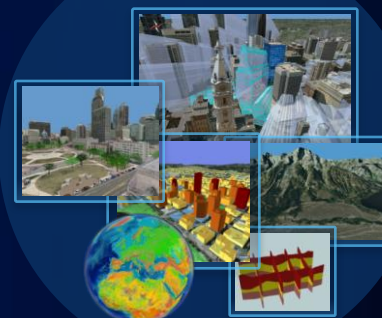
## Time Aware



## Advanced Spatial Analysis



## 3D GIS



...And a Strong Scientific Platform

# ArcGIS Desktop

The screenshot displays the ArcGIS Desktop interface with the following components:

- Main Map View:** A map of Portland, Oregon, showing various land use and infrastructure layers. The map is titled "ArcGIS 10.mxd - ArcMap - ArcInfo".
- Symbol Selector:** A window showing a search for "fire" with results including "Arson Fire F", "Arson Fire H", "Arson Fire N", "Arson Fire U", "Fire Department", "Fire Hydrant Yellow", "Fire Hydrant Red", "Fire Fighter", "Fire Station", "Fire Truck", and "Fire tower\_site". The "Current Symbol" is a green circle.
- Search Window:** A window showing search results for "buffer". The results include "Buffer (Analysis)", "Multiple Ring Buffer (Analysis)", and "Select Layer By Location (Data Management)".
- Catalog Window:** A window showing the "Maps and GDBs" folder structure, including "Layer\_18K", "Layer\_1K", "Layer\_2K", "Layer\_4K", "Layer\_9K", and "Layer\_10K".
- Table Window:** A window showing a table of "Tax Lots" with columns: TLID, Land Value, Building value, Improved Value, Building SQFT, Year Built, and Tax Code. The table is filtered to show 1 out of 349165 selected records.

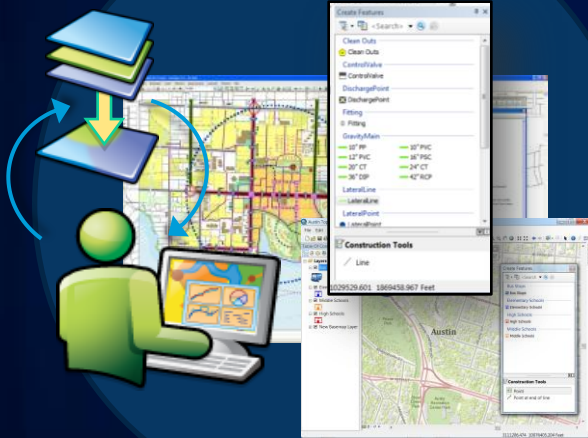
**Tax Lots Table:**

TLID	Land Value	Building value	Improved Value	Building SQFT	Year Built	Tax Code
1N1W06C 008	\$13,400.00	\$283,000.00	\$296,400.00	3,530	1985	278
1N1W06D 009	\$152,600.00	\$96,400.00	\$249,000.00	1,110	1973	391
1N1W06D 007	\$23,500.00	\$153,300.00	\$176,800.00	1,168	1940	391
1N1W06D 006	\$14,100.00	\$54,300.00	\$68,400.00	1,250	1933	391



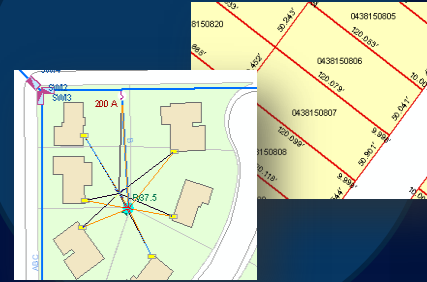
## Improved Editing

# Template Based

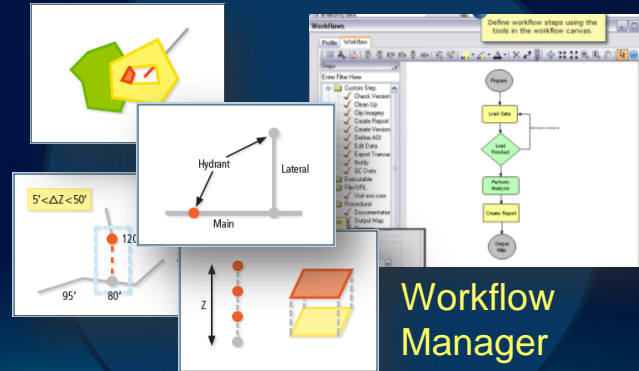


## Desktop/Web/Mobile

# Parcel Fabric



## Integrated Quality and Workflow



# Workflow Manager

# Data Reviewer

# Demonstration

Usability

# ArcGIS Server at 10

## Better Maps on the Web

### Animation



### Query Layers



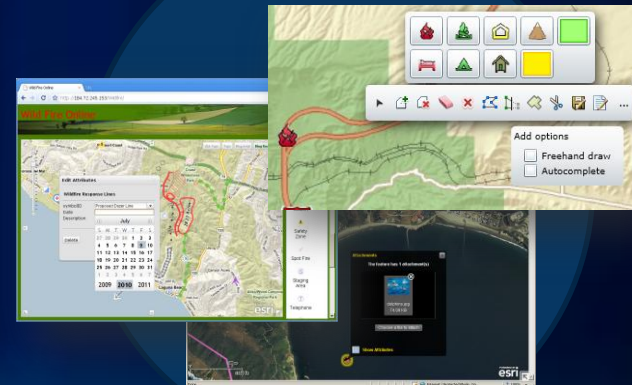
### Maplex & Representations

## Improved Caching



### Fast/Scalable

## Web Editing



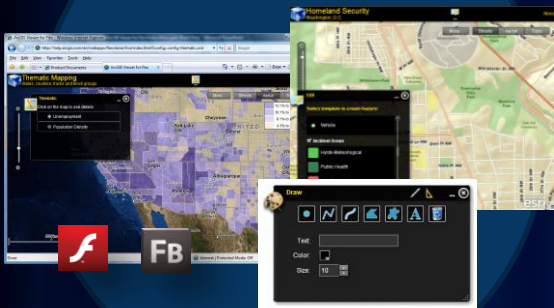
### Enabling Community Involvement



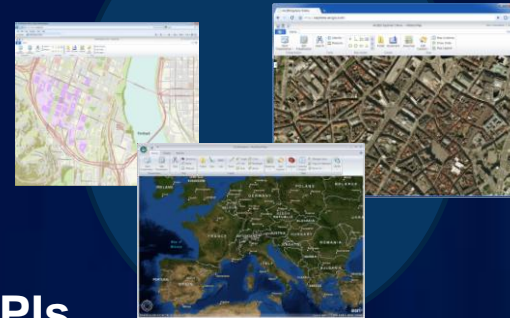
# ArcGIS Provides New Web Applications

## Configurable Applications and APIs

### ArcGIS Viewer for Flex



### ArcGIS Explorer



## Open Web APIs

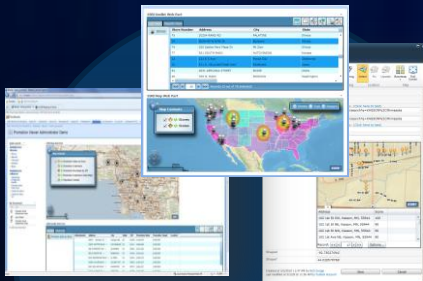
Flex

Silverlight

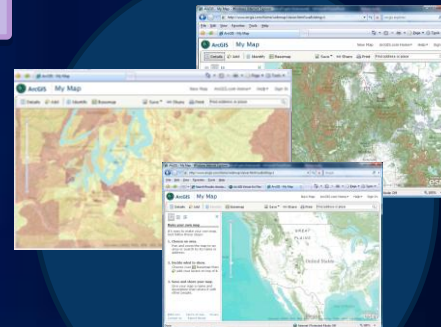
JavaScript

SharePoint

### ArcGIS Mapping for SharePoint

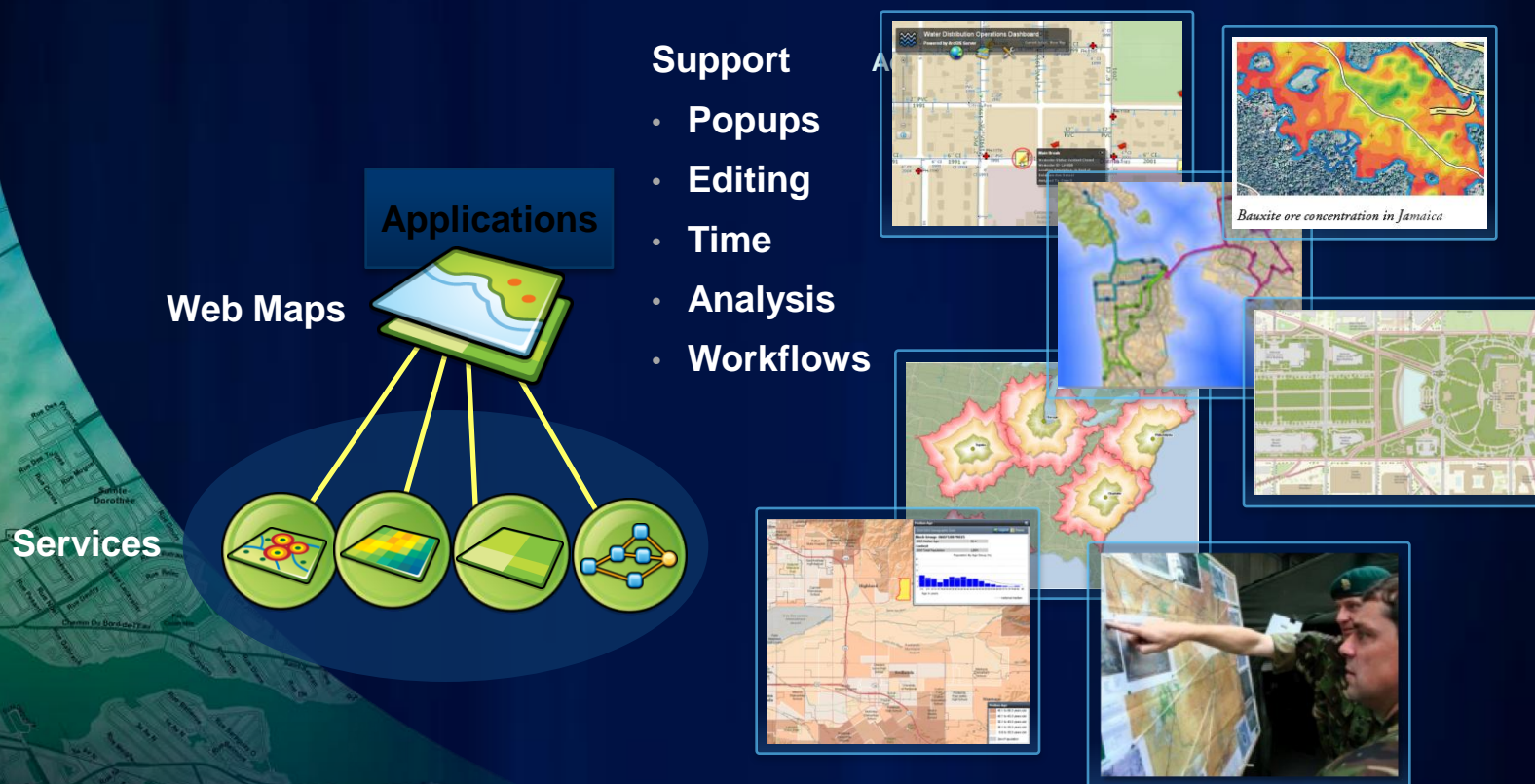


### ArcGIS.com Viewer



# Intelligent Web Maps Encapsulate Knowledge

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

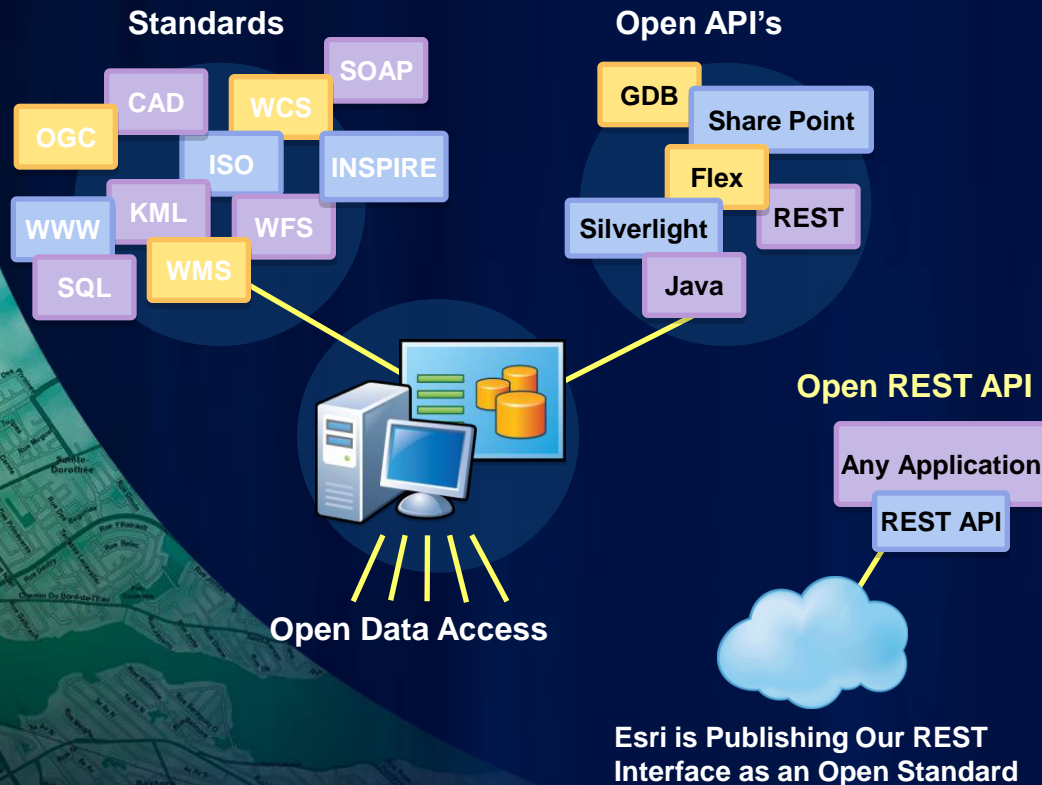


*Simplifying Using ArcGIS . . .*

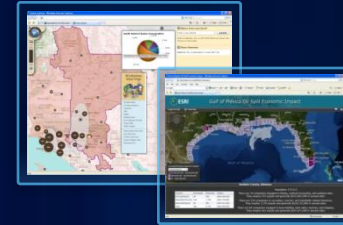
*. . . Communicating Geographic Understanding to Everyone*

# ArcGIS 10 is More Open

## Expanding Access and Ensuring Interoperability



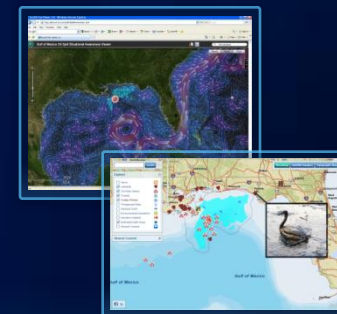
### Silverlight



### JavaScript



### Flex



... Supporting Traditional Standard and Pioneering Open Access



# ArcGIS Mobile Is Growing Rapidly

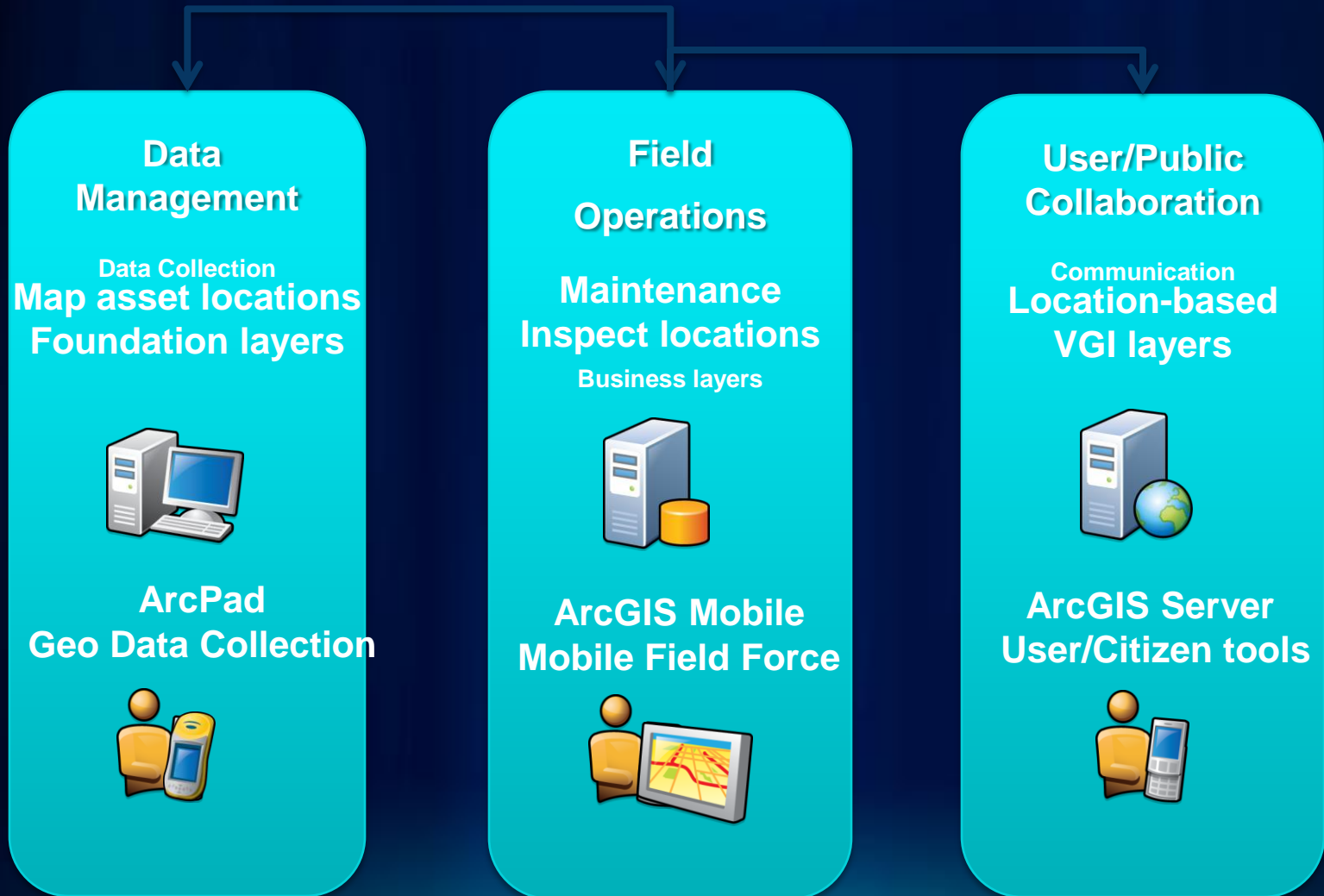
More Devices, More Capabilities ...And Many More Users



- iPhone / iPad
- Windows
- Android

*Supporting Mobile Workers and Citizen Engagement . . .  
... Providing Real-Time Situational Awareness*

# Mobile GIS Patterns



# ArcGIS on Lightweight Devices

- iPhone/iPad (iOS) available now
- Access shared maps
- Explore, update, and share

Ready-to-Use Application  
& Developer APIs

*Android – BETA Now!!*

*Windows Phone 7 - BETA Now!!*

*BlackBerry (via Esri Partners)*

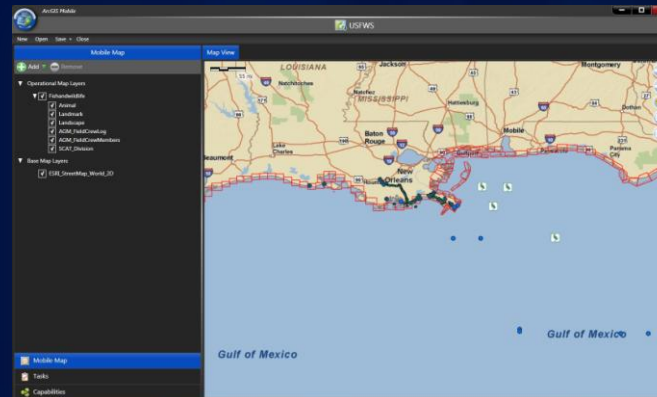
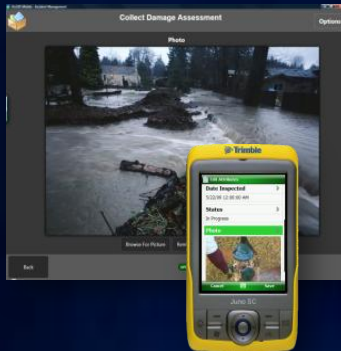




# ArcGIS Mobile

## Task-Based Field collection

- Sync data with ArcGIS Server or Desktop
- Geo-collaborate with co-workers
- Easier deployment



*Now included with ArcGIS Desktop*

# Demonstration

ArcGIS Mobile

# ArcGIS Online

## A Cloud Based Portal

- High Quality Maps
- Sharing
- Search
- Communities
- Free Viewers
- Mashups
- Open Web API's
- Hosting

... On Premises (Coming)



### Rapid Growth (30% / Month)

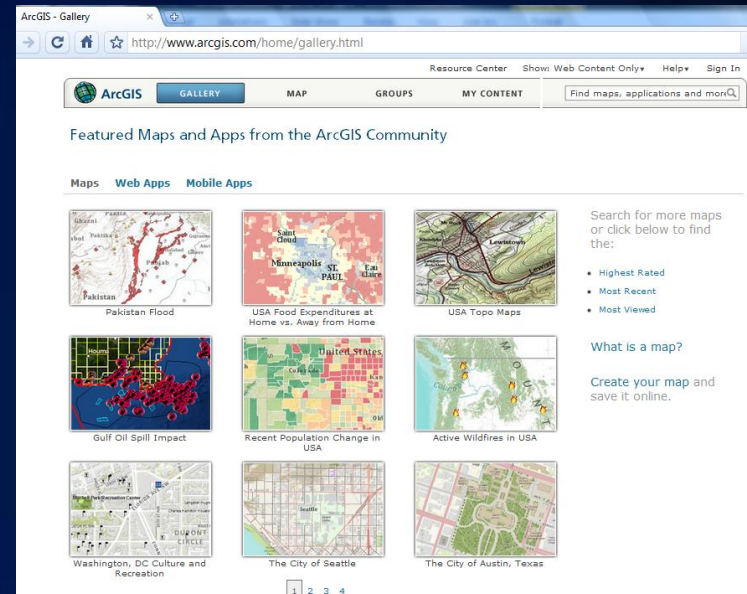
- Thousands of Maps
- Hundred's of 1,000's of Users
- Millions of Maps per Day

*For Sharing, Discovery and Use....  
...Providing a Ready-to-Use Geospatial Platform*



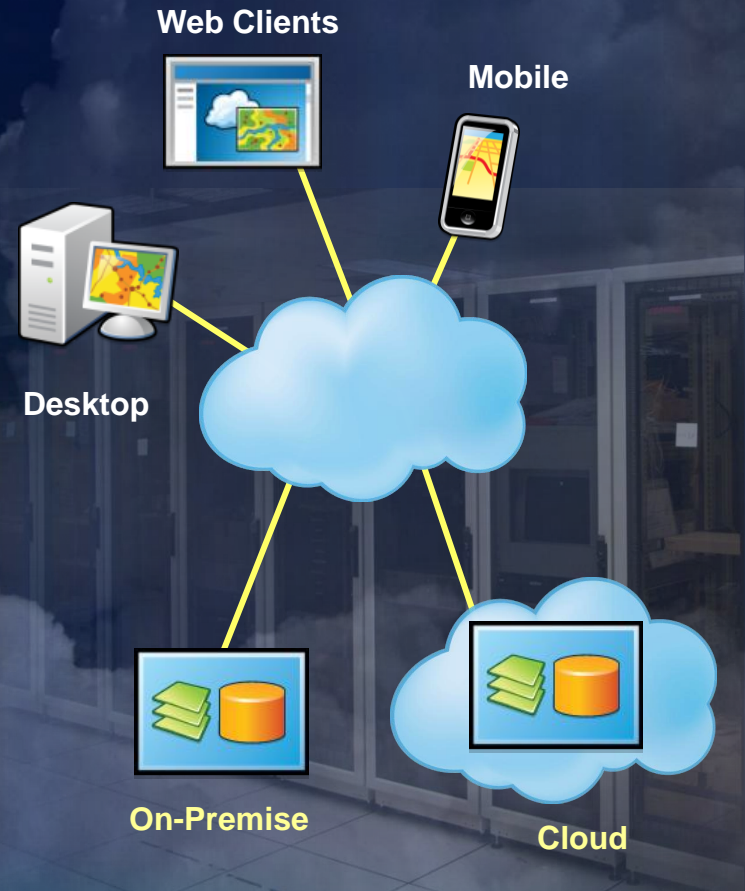
# Leveraging ArcGIS Online

- **Maps**
  - Basemaps
  - Services
  - Layer/Map packages
- **Applications**
  - Mashup & presentation tools
  - Web and mobile applications
  - Templates
- **Resources**
  - Online storage
  - Sharing
  - Groups/Collaboration



# Cloud Infrastructure Provides a New Pattern For Deploying GIS

- Extend existing systems
- Elastic scalability
- Managed infrastructure
- Off-site redundancy



*ArcGIS Server allows you to take advantage of the Cloud today*

# ArcGIS Server on Amazon EC2

## Complements and Extends Your On-Site Server Infrastructure

- Reduces complexity of deployment
- Ideal for
  - Compute-intensive situations
  - Public Web sites
  - Development and staging environments
- Packaged with Amazon EC2



*Use an existing ArcGIS Server license or purchase as a bundle*



# Easier to License and Deploy



**License  
Borrowing**



**ArcGIS with Cloud  
Infrastructure**



**Support for  
Virtualization**



**Online Customer  
Service Tools**

# Training

## Providing Multiple Alternatives

- Classroom
- Web Classes
- Live Seminars
- Virtual Classroom
- **Certification**  
*(Now Available)*

... Enhancing User Productivity

# Introduction to the Esri Technical Certification Program





# Benefits of Certification

## Individuals

- Benchmark skills
- Differentiate in a competitive market

## Managers

- Maximize investment in GIS by employing staff certified in using best practices
- Create development plans for staff and entire departments
- Ensure staff skills and knowledge are leading edge
- Assess a candidate's skills against industry-accepted standards before hiring

# Esri Technical Certification Program

## Desktop

### ArcGIS Desktop

Associate | Professional

## Developer

### ArcGIS Desktop Developer

Associate | Professional

### Web Application Developer

Associate | Professional

### Mobile Developer

Associate | Professional

## Enterprise

### Enterprise Geodatabase Management

Associate | Professional

### Enterprise System Design

Associate | Professional

### Enterprise Administration

Associate

# Certification Domains

Desktop

Developer

Enterprise

- Three technical “domains” recognize areas of expertise that contribute to success with GIS



# Desktop

Desktop

ArcGIS Desktop  
Associate | Professional

- **One Track**
- **Broad set of skills and knowledge**
- **Availability**
  - **ArcGIS Desktop Associate – January, 2011**
  - **ArcGIS Desktop Professional – January, 2011**

# Developer

Developer	ArcGIS Desktop Developer Associate   Professional
	Web Application Developer Associate   Professional
	Mobile Developer Associate   Professional

- **Three Tracks: Desktop, Web, Mobile**
- **Assesses developer knowledge**
- **Availability**
  - Web Application Developer Associate – January, 2011
- **In development (slated for late 2011-2012)**
  - ArcGIS Desktop Developer Associate
  - Developer Professional
  - Web Application Developer Professional
  - Mobile Developer Associate
  - Mobile Developer Professional

# Enterprise

Enterprise	Enterprise Geodatabase Management Associate   Professional
	Enterprise System Design Associate   Professional
	Enterprise Administration Associate

- **Three Tracks: Geodatabase Management, System Design, Administration**
- **Focus on Enterprise system implementation, design, and administration**
- **Availability**
  - Geodatabase Management Associate – January, 2011
  - Administration Associate – January, 2011
- **In development (slated for late 2011-2012)**
  - Geodatabase Management Professional
  - System Design Associate
  - System Design Professional

# Exam Delivery

- **\$225 per exam**
- **Proctor facilitated**
  - **2 – 2.5 hour exams**
  - **Approximately 95 multiple-choice questions**
- **Pearson VUE Testing Centers**
  - **165 countries**
  - **Over 5,000 test centers**
- **Results emailed in 5 business days**
- **Exams will be reviewed at each release to determine if the Certification needs to be updated**



# Preparing to Take an Exam

- Esri does not currently offer specific exam prep courses or study guides (yet)
  - April 2011: prep courses for desktop associate & professional
  - 2 day refresher covers exam's broad scope
  - Taught by certified instructor who's passed the exam
- On the web site
  - Skills that will be assessed in each exam
  - Recommended training

# Identity

- **Certified individuals can use Esri Technical Certification emblems on business cards, in presentations, on marketing materials**



# Instructors

- **Esri is introducing the Certified Training Program**
- **Requires that instructors obtain Esri Technical Certification and CompTIA CTT+ (Certified Technical Trainer) credentials**



# Resources

- Esri Technical Certification web site  
[www.esri.com/certification](http://www.esri.com/certification)
- PearsonVUE web site  
[www.pearsonvue.com/esri](http://www.pearsonvue.com/esri)
- Questions  
[certification@esri.com](mailto:certification@esri.com)



# New updates

## Resources.Esri.com

- **Android SDK – Public Beta Available**
- **iOS is out now**
- **New SharePoint API**
- **New Geodatabase API**
- **Tons of new source code for JS, Silver, Flex 2.0**
- **NGO/NPO Program**
- **ArcGIS.com – new additions (Time, KML, Xcl)**
  - Portal – on-premise
- **Solution Focus – Redistricting, CA, BAO**

*UC July 14-17, 2011*

# Community Analyst

Community Analyst - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://communityanalyst.esri.com/cao/main.map?from=CA0&ESRISessionID=\_LKHjsqqzFQMpskrk1Q5kvm8GezPZ-Nl3C9Dm9yG1YFoxWLLHN2cE8Y-VEabvr3k1G1

Welcome, Anthony! | Log Out  
My Account | Preferences | Help | Feedback

Home Explore Community **Select Location** Get Reports

Choose One >> Find Location Draw Polygon **Select Geographies** Import File Organize Sites

step 1 of 2  
Click Next to get reports, save this site or create a new site.

Select geographies from the options below:  
Selected geographies: 11 Census Tracts (Edit)

11 Census Tracts (Edit Name)  
Census Tracts: 240037011.02, 240037013.00, 240037014.00 et. al.

- Get reports...
- Edit site
- Edit site colors
- Organize sites...
- Compare sites...
- Clear this site from the map

Read services.arcgisonline.com

start Chatter Desktop Microsoft PowerPoint ... Community Analyst - ... 9:07 PM

# Closing

## Moving to ArcGIS 10

- Plenty of online documentation
- White Papers – New Dec 2010
- Desktops first, Database last
- Business Partners
- Training

*Thank you!!*



esri