

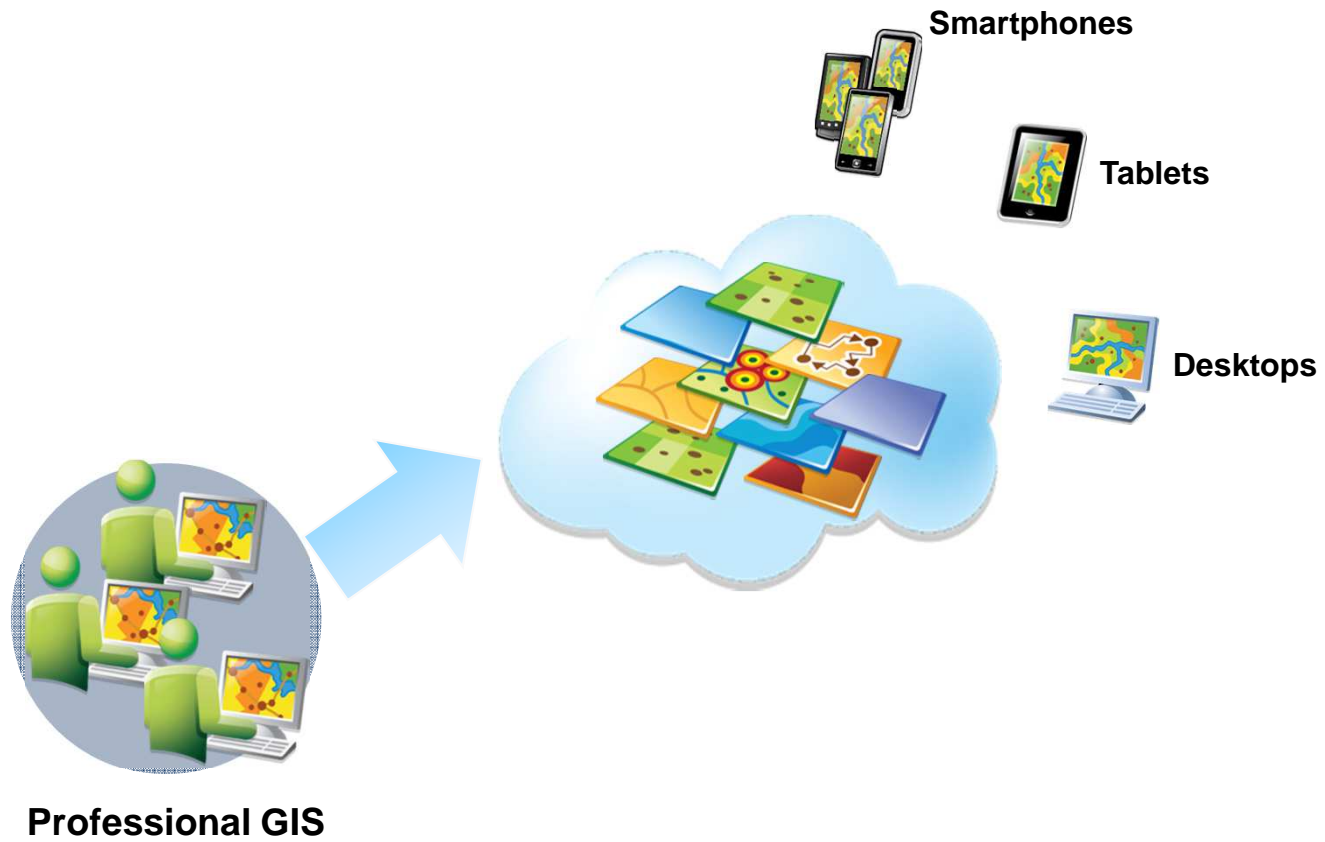


Neues von Esri
Esri Anwendertreffen Küste

Daniela Wingert
Esri Deutschland GmbH

29. April 2013, Papenburg

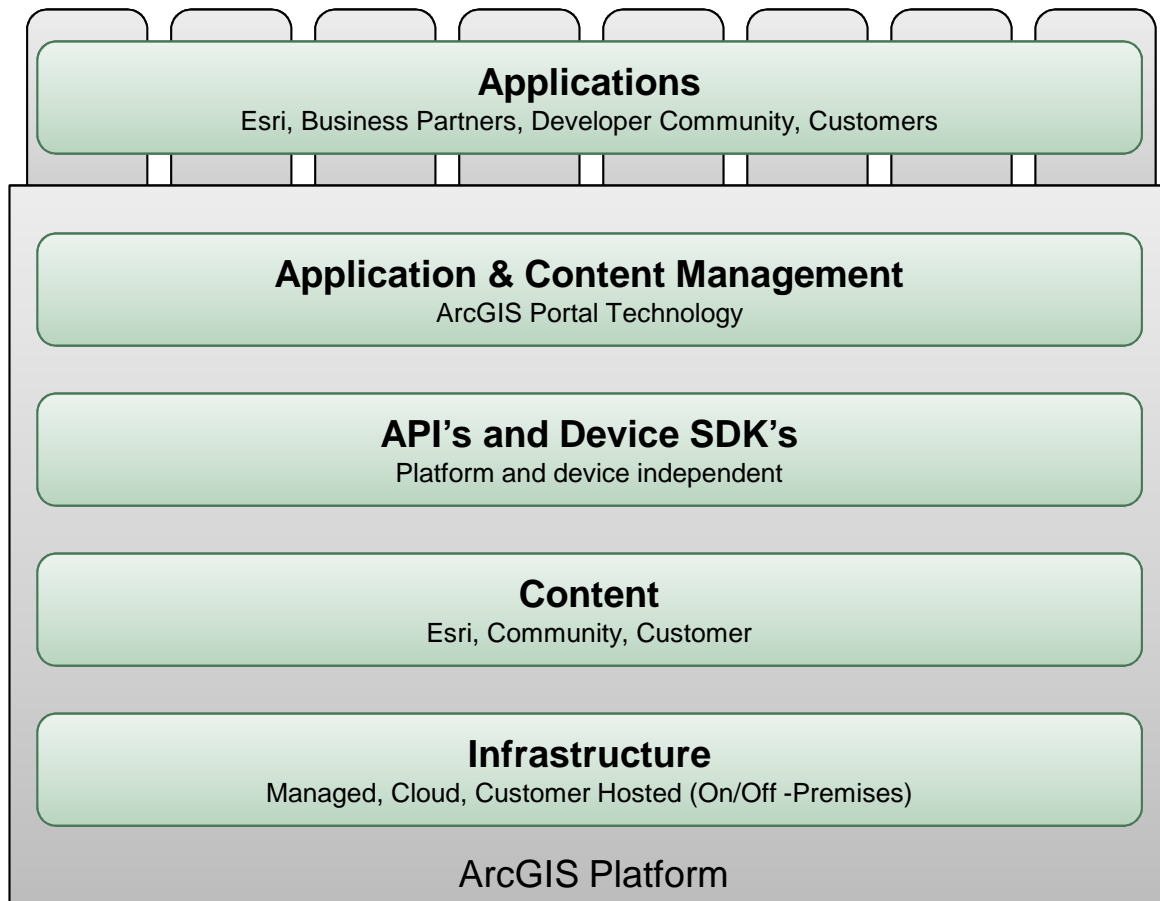






**ArcGIS ist eine
Plattform**

Komponenten der ArcGIS Plattform



ArcGIS als Plattform ...

- + ... mit zwei gleichberechtigten, sich ergänzenden Infrastruktur-Optionen



This Platform Transforms Organizations

- + **Breaking Down Barriers Between Workflows, Disciplines, and Cultures**



- + **Enabling Collaboration, Sharing, and Holistic Approaches**

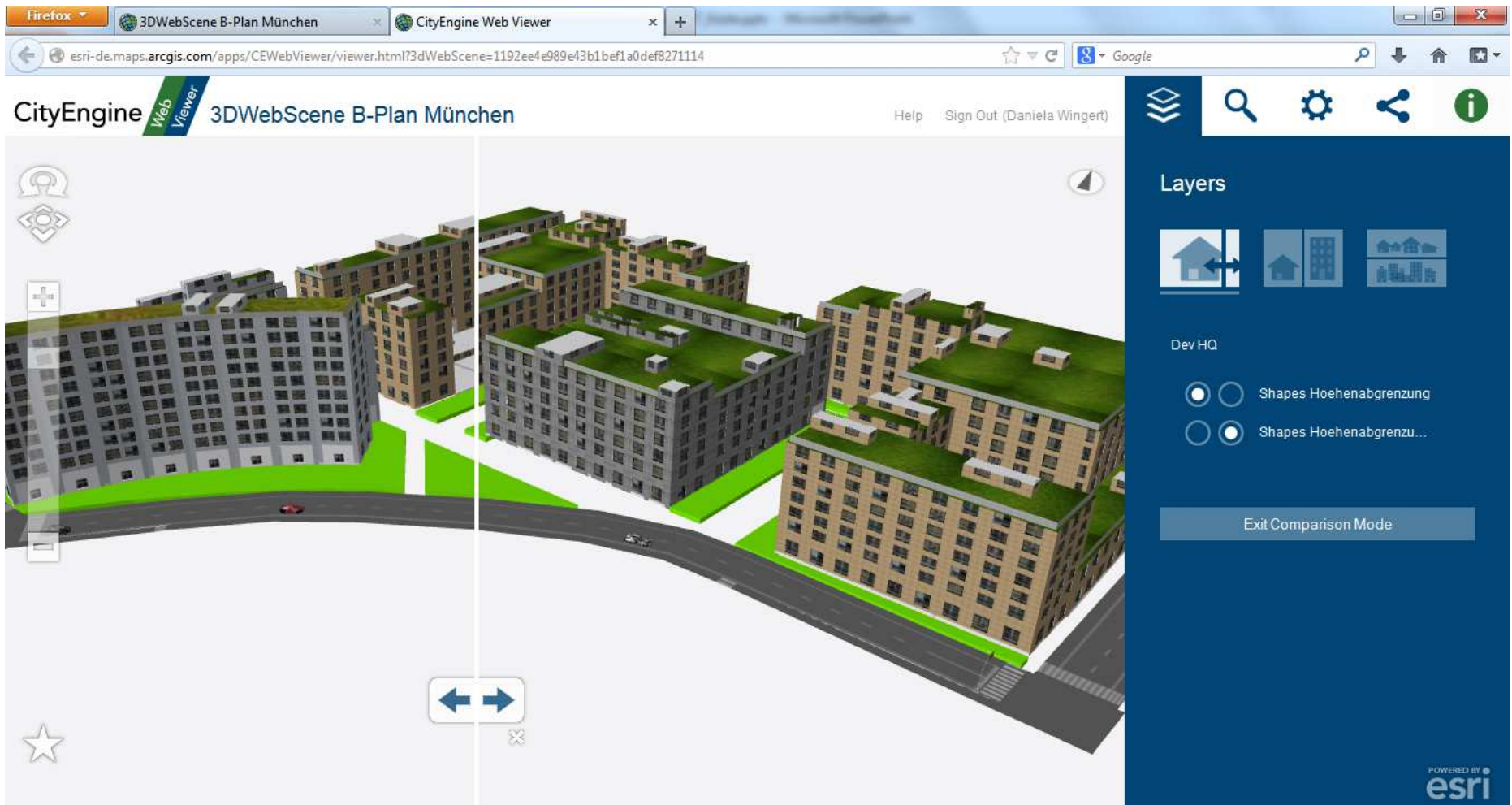
Providing Mapping and GIS

+ To the Entire Organization

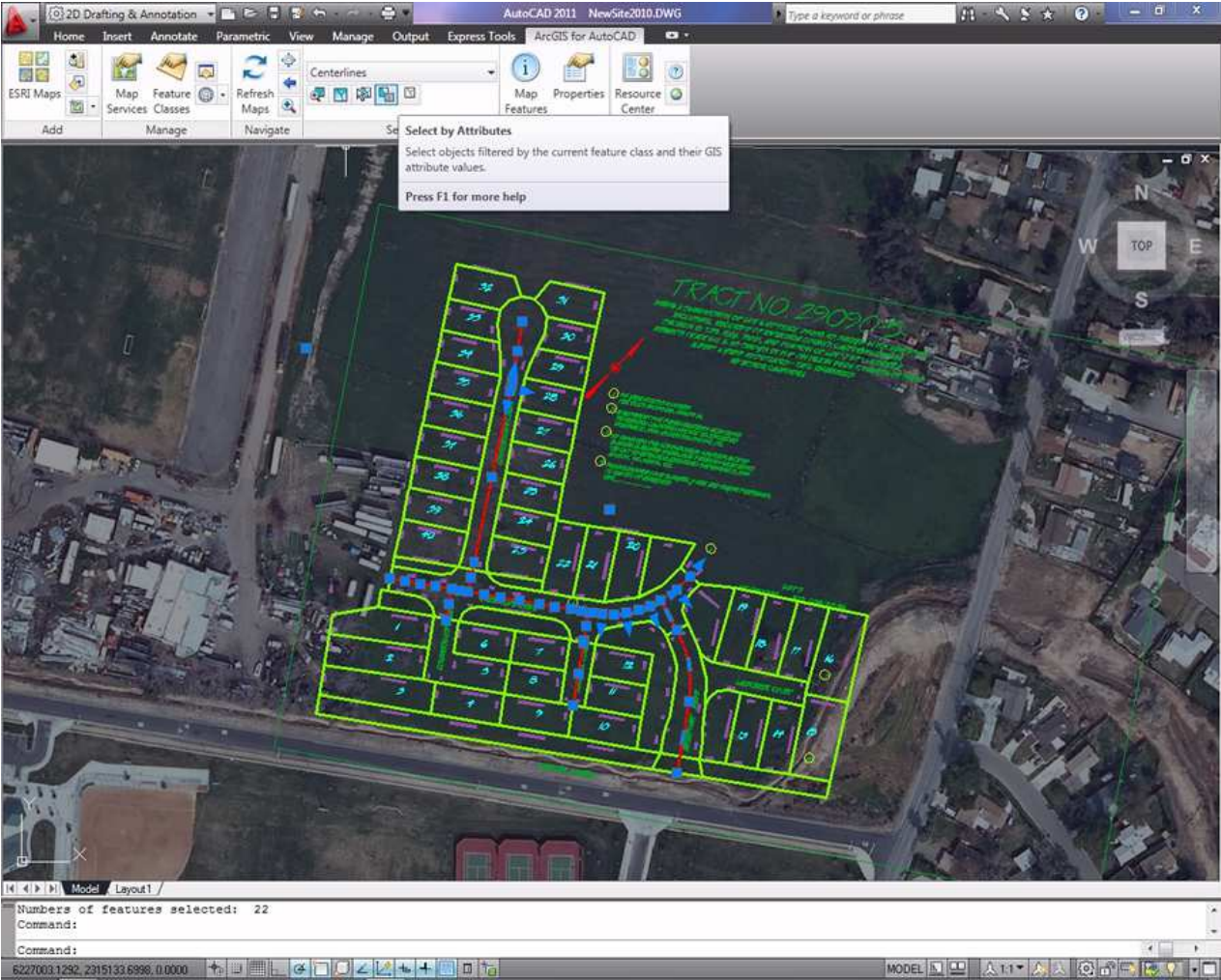


+ Enabling Access by Everyone

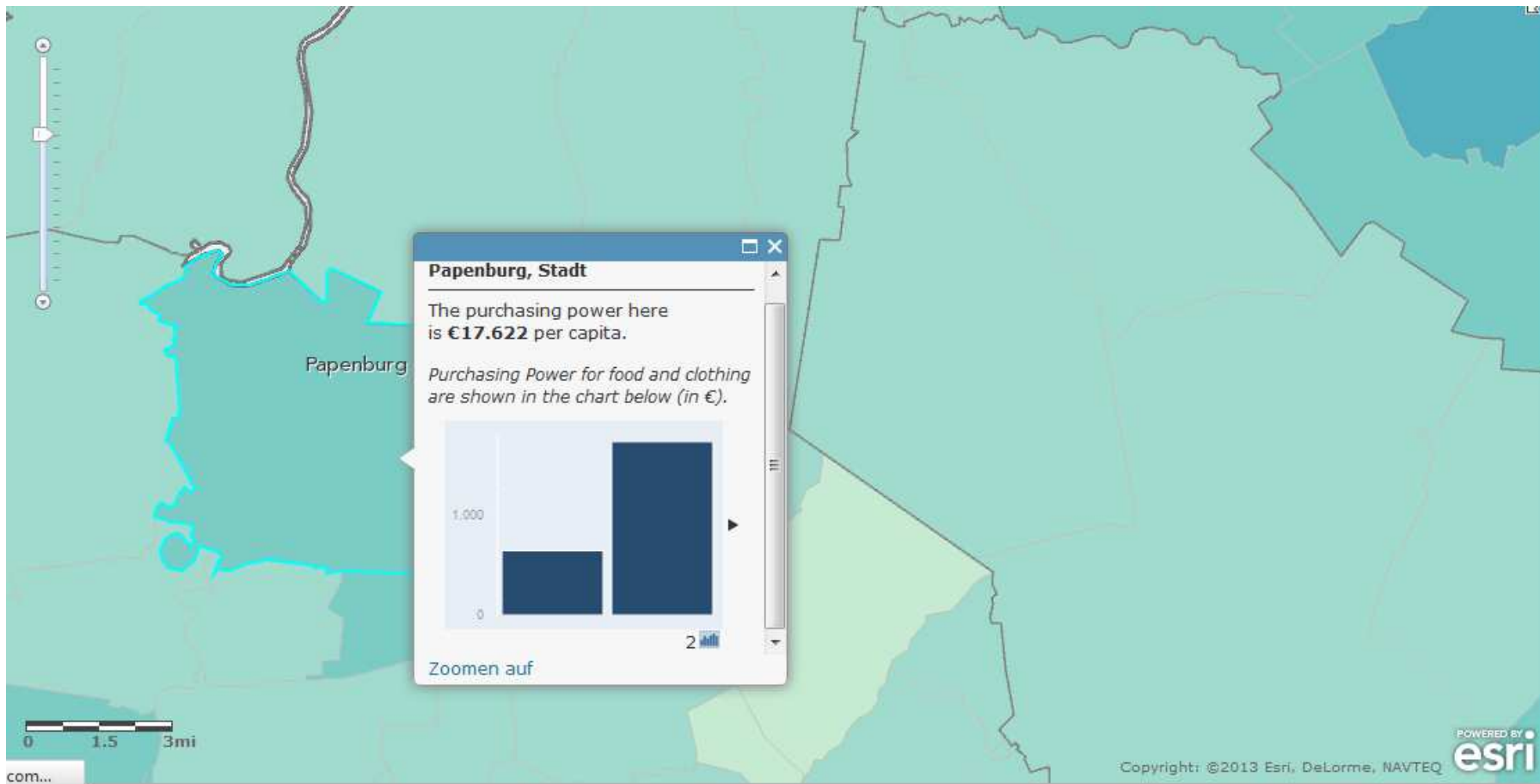
City Engine - 3D im Web (kein Plug-In erforderlich)



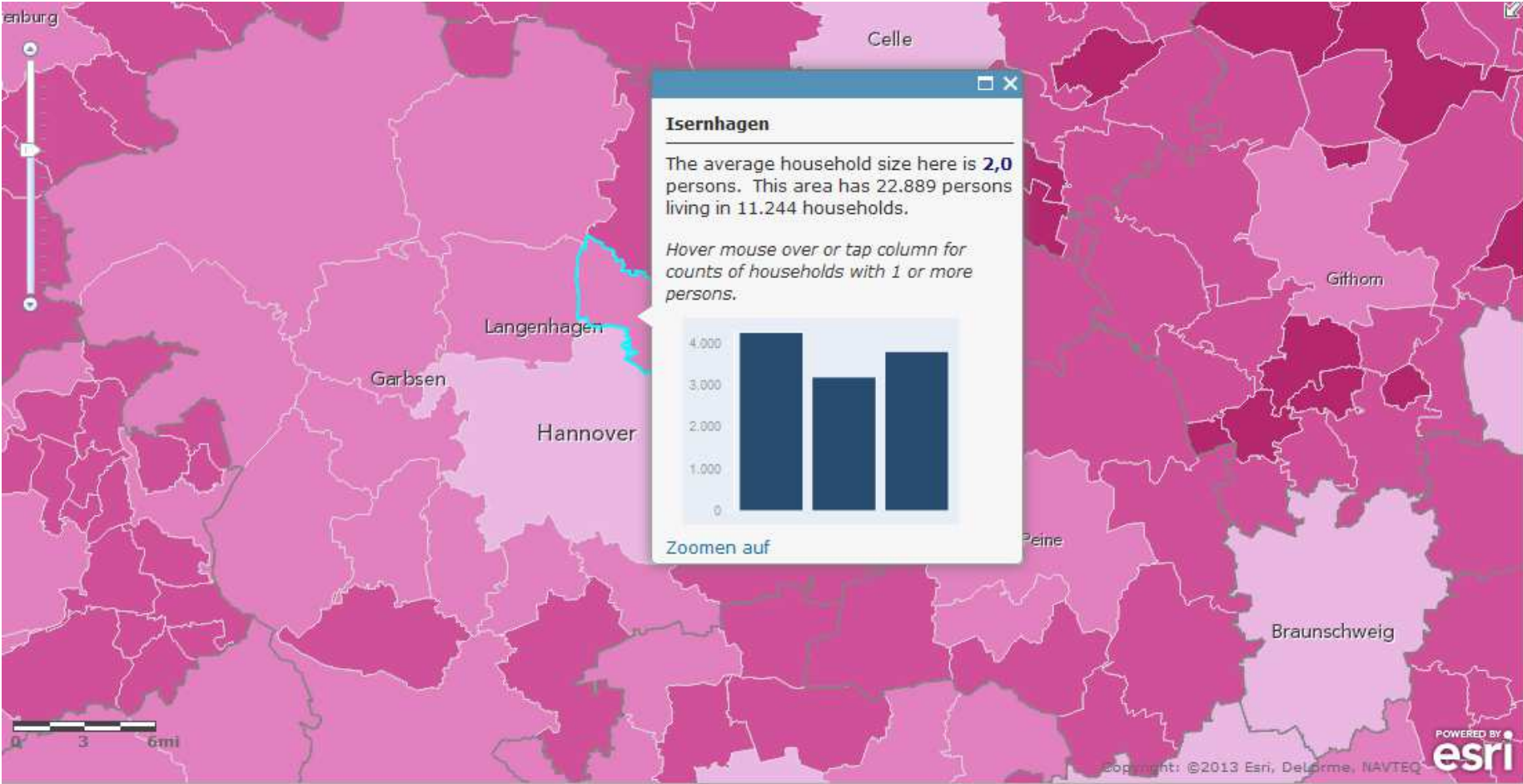
ArcGIS for AutoCAD



Kaufkraft in Deutschland



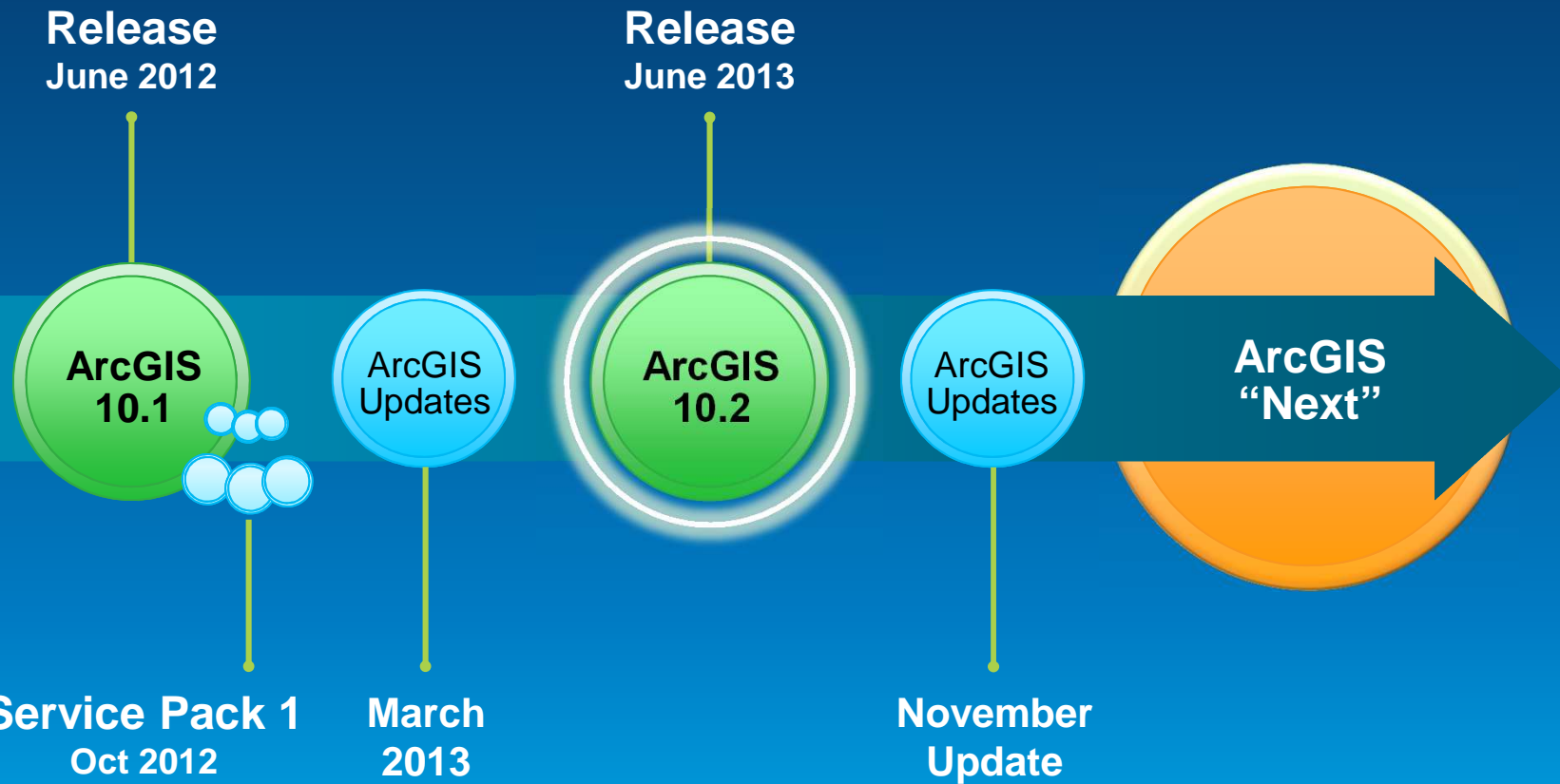
Haushalte in Deutschland (Anzahl, Größe)





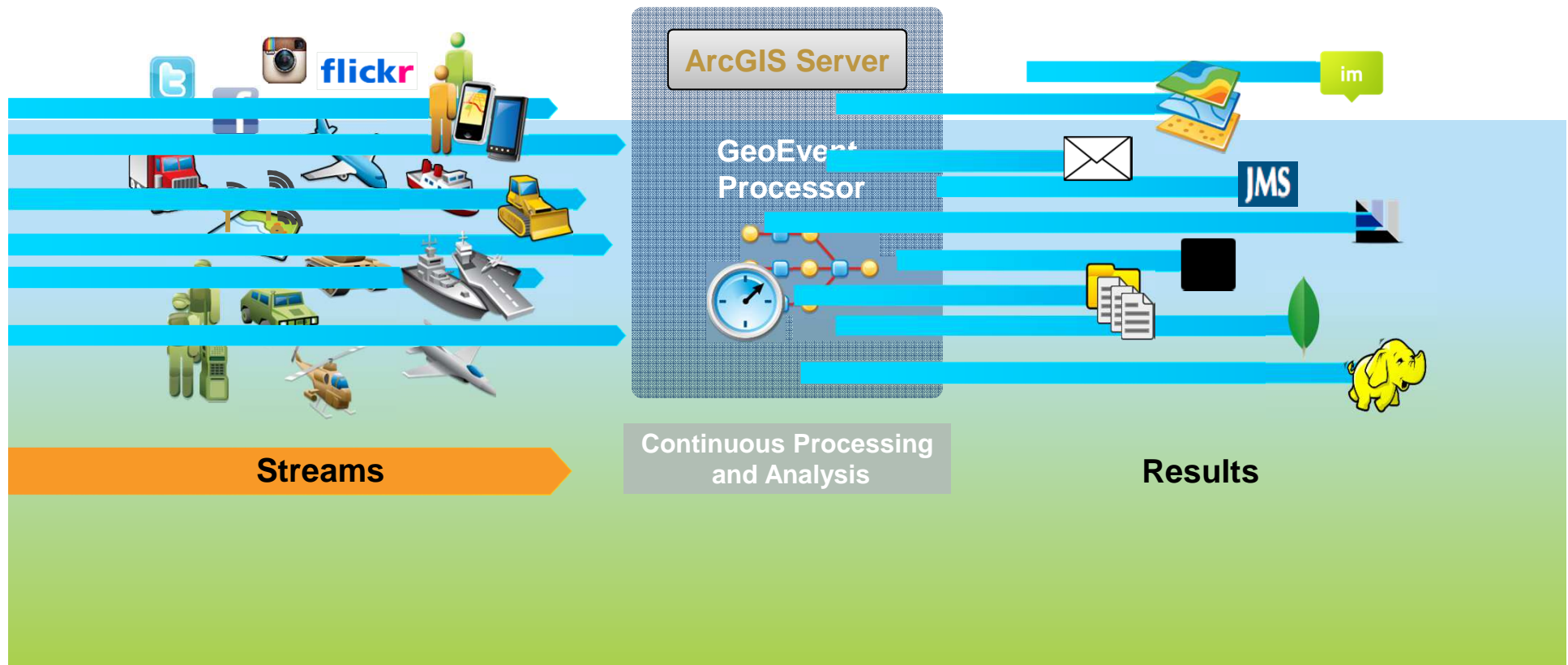
**Neues in
ArcGIS 10..2**

ArcGIS Platform Updates

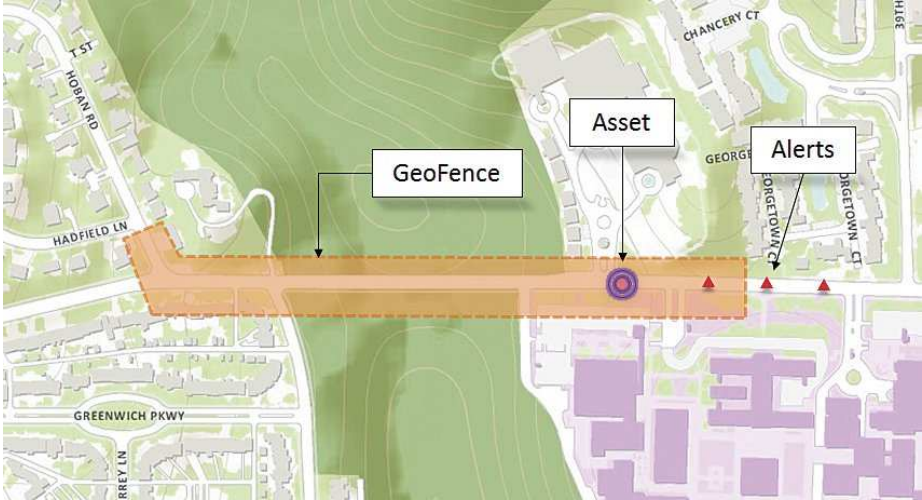


10.2 Integrates Real-Time Processing

- + **GeoEvent Processor Extension**
 - > Successor of Tracking Server
 - > Massive Volumes: Inline Processing, Geo-Triggers / Geo-Fencing
- + **Integrates and Exploits Streaming Data ...**
- + **Including Social Media and Sensor Streams**



GeoTriggers



Available On Premise – Introducing Portal for ArcGIS

- + The ArcGIS Online front end, as software
- + New COTS product at 10.2
- + Self-installable and self-updatable

Portal for ArcGIS system requirements

Table of Contents

[Supported platforms](#)

[Hardware requirements](#)

[Supported browsers](#)

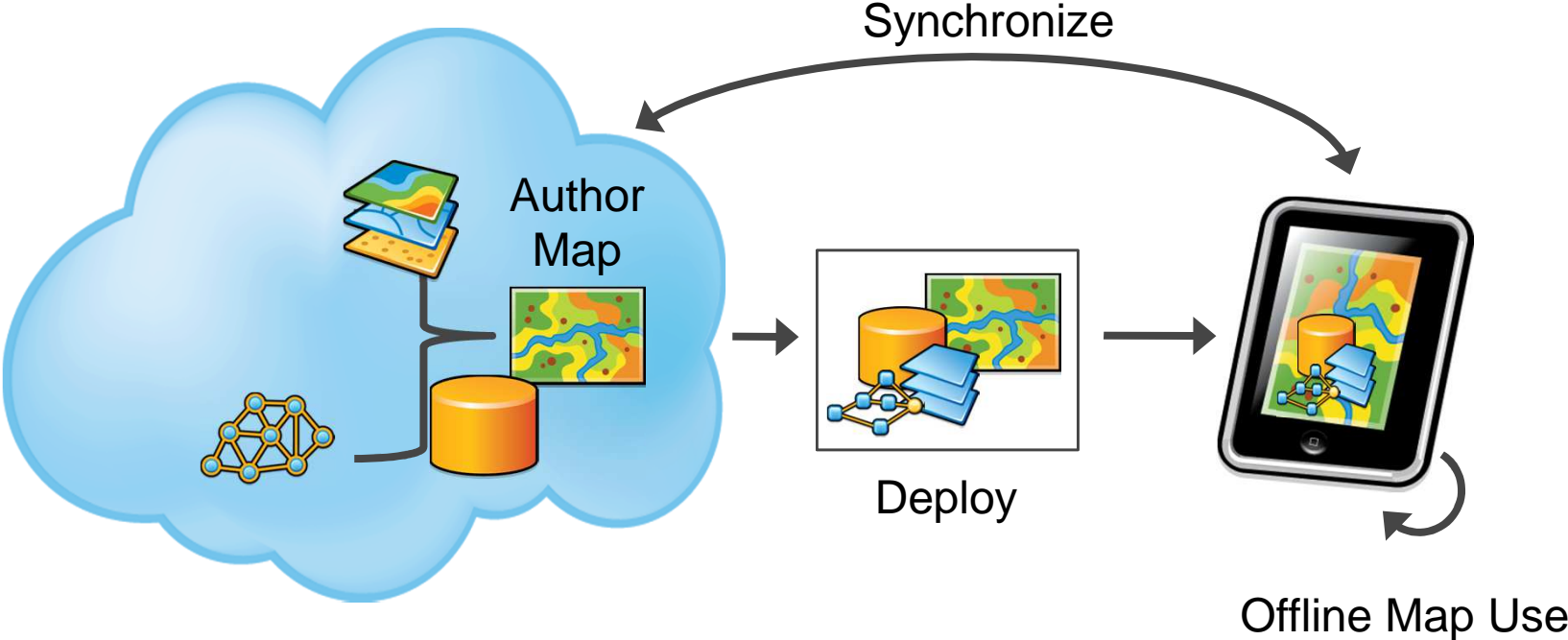
[Operating system requirements and limitations](#)

[Supported virtualization environments](#)

Portal for ArcGIS supported platforms*

Operating system	Minimum version	Maximum version
Red Hat Enterprise Linux Server 5 (64-bit)	Update 7 + libX11 patch**	
Red Hat Enterprise Linux Server 6 (64-bit)		
SUSE Linux Enterprise Server 11 (64-bit)	SP1	
Windows Server 2008 Standard, Enterprise, and Datacenter (64-bit(EM64T))	SP2	SP2
Windows Server 2008 R2 Standard, Enterprise, and Datacenter (64-bit (EM64T))		SP1

Offline Map Use für ArcGIS Runtime



The ArcGIS Developers Website

The screenshot shows the ArcGIS for Developers website homepage. The browser address bar displays "developers.arcgis.com/en/ — ArcGIS for Developers". The navigation menu includes "ArcGIS for Developers", "PLATFORM", "FEATURES", "DOCUMENTATION", and "SUPPORT". The Esri logo is in the top right corner. The main hero section has a purple background with the text "The Location Platform for Apps" and a sub-headline: "Quickly add geo to your apps using Esri's cloud services. Develop in the API of your choice and deploy on any device." Below this are two buttons: "TAKE A TOUR" and "FREE TRIAL". To the right, there are images of a smartphone, a tablet, and a laptop displaying various map applications. Below the hero section, there are three columns of content:

- Power your applications with ArcGIS technology**: Use [maps](#), [content](#) and [APIs from ArcGIS](#) in your web and mobile applications.
- Mapping and analysis for organizations**: [Build custom applications](#) to help your organization visualize, create and share spatial data.
- Get started with ready-to-use open source apps**: Use [Esri's sample code on Github](#) as a starting point to build applications for your users or organization.

At the bottom, there is a section titled "Geocoding and Place Search" with a map snippet showing "Portland, OR coffee shops".

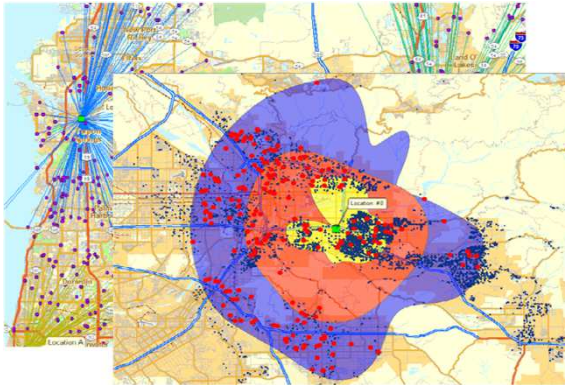
GitHub

- + **GitHub Provides a Social Coding Infrastructure**
 - > Code Sharing
 - > Forums
- + **Esri is on GitHub – esri.github.com**
 - > +60 active projects
- + **Code is Contained Within Repositories – “Repos”**
 - > You get access by Forking code
 - > Pull requests are how you give back

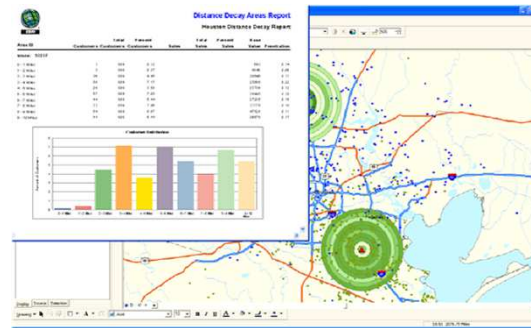


Geomarketing mit dem Business Analyst

Kundenanalysen



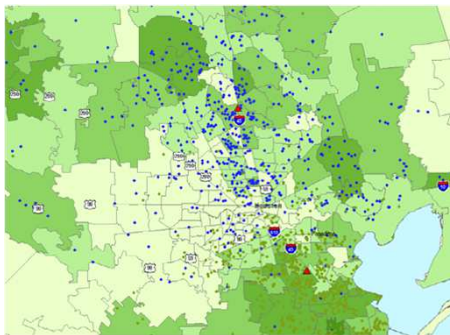
Modellierung Vertriebspotentiale



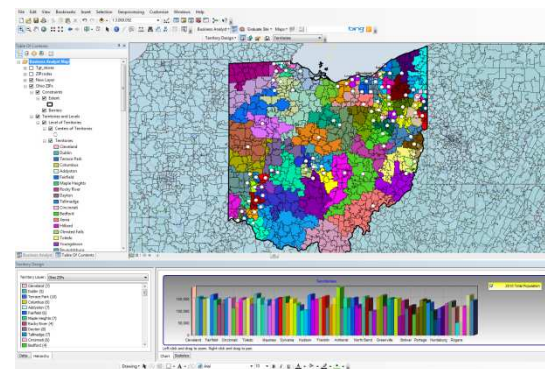
Aussagestarke Themenkarten



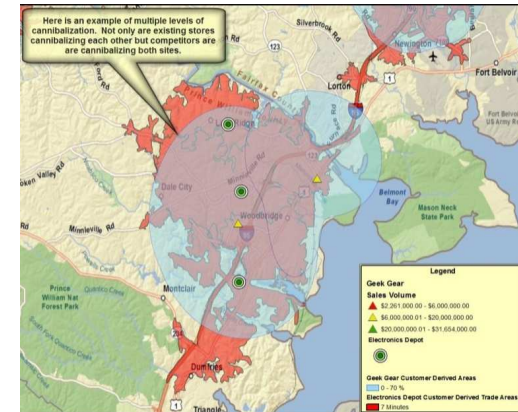
Marktdurchdringung



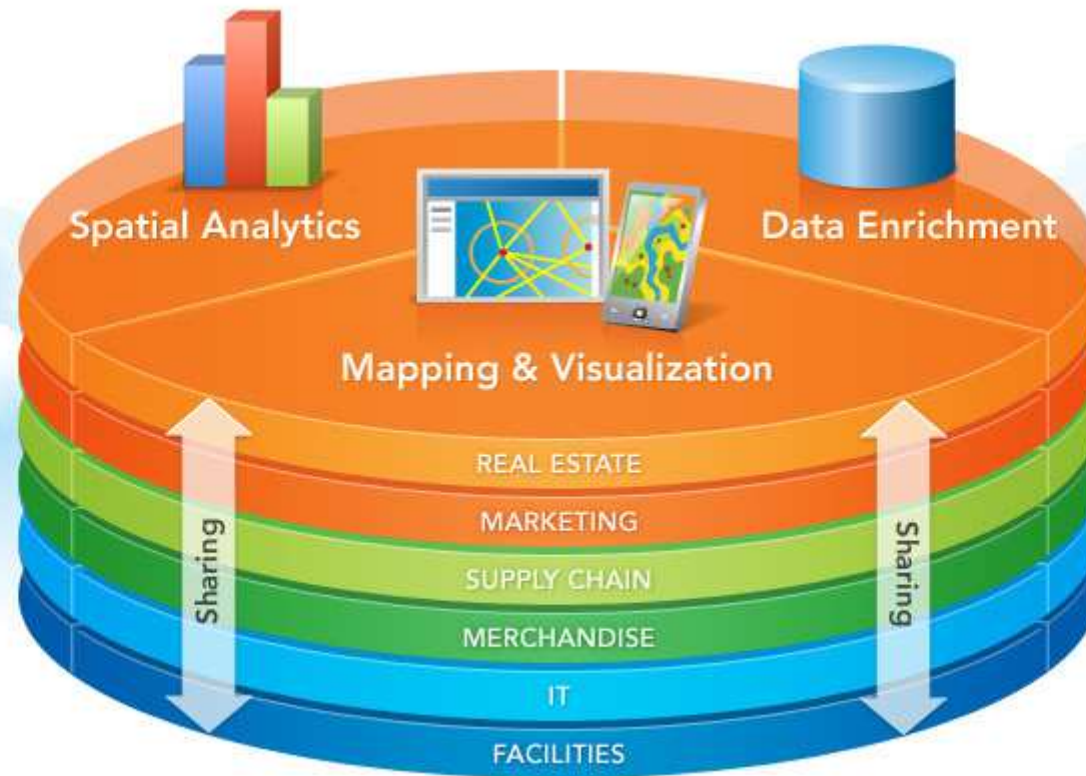
Gebietsoptimierung



Kannibalisierungseffekte

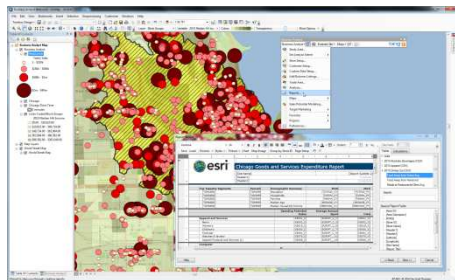
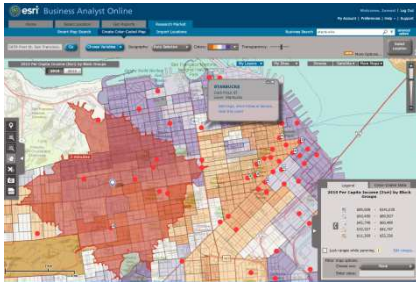


Das Business Analyst System

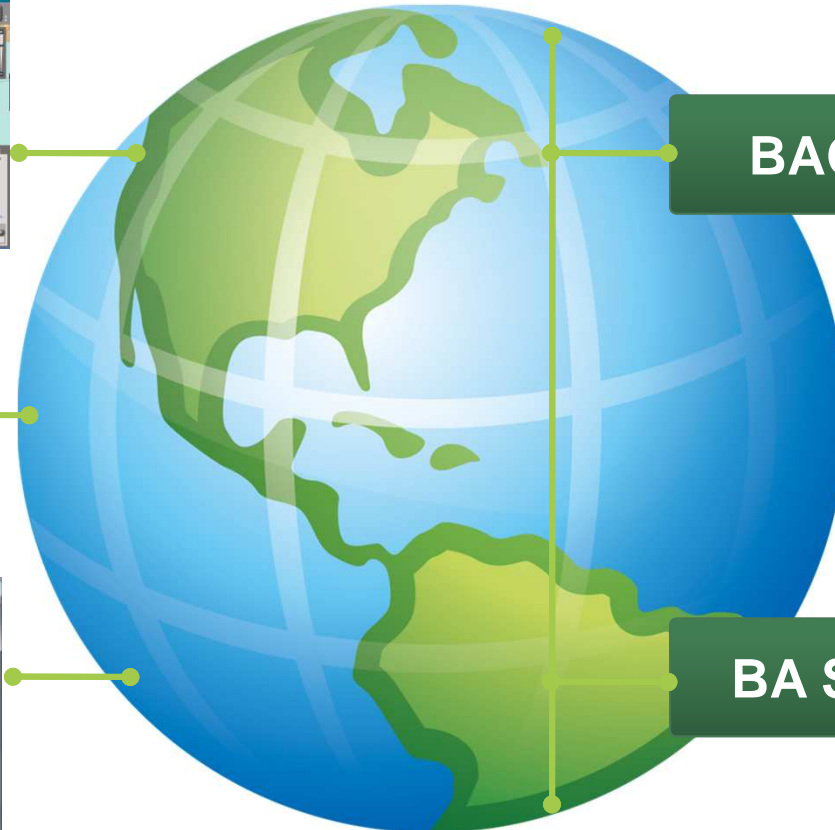


Business Analyst Komponenten

BAO Web App



BA Desktop + BAO Add-In for ArcGIS



BAO API

BA Server

Esri Business Analyst Online

Welcome, Daniela! | Log Out

USA | My Account | Preferences | Help | Support

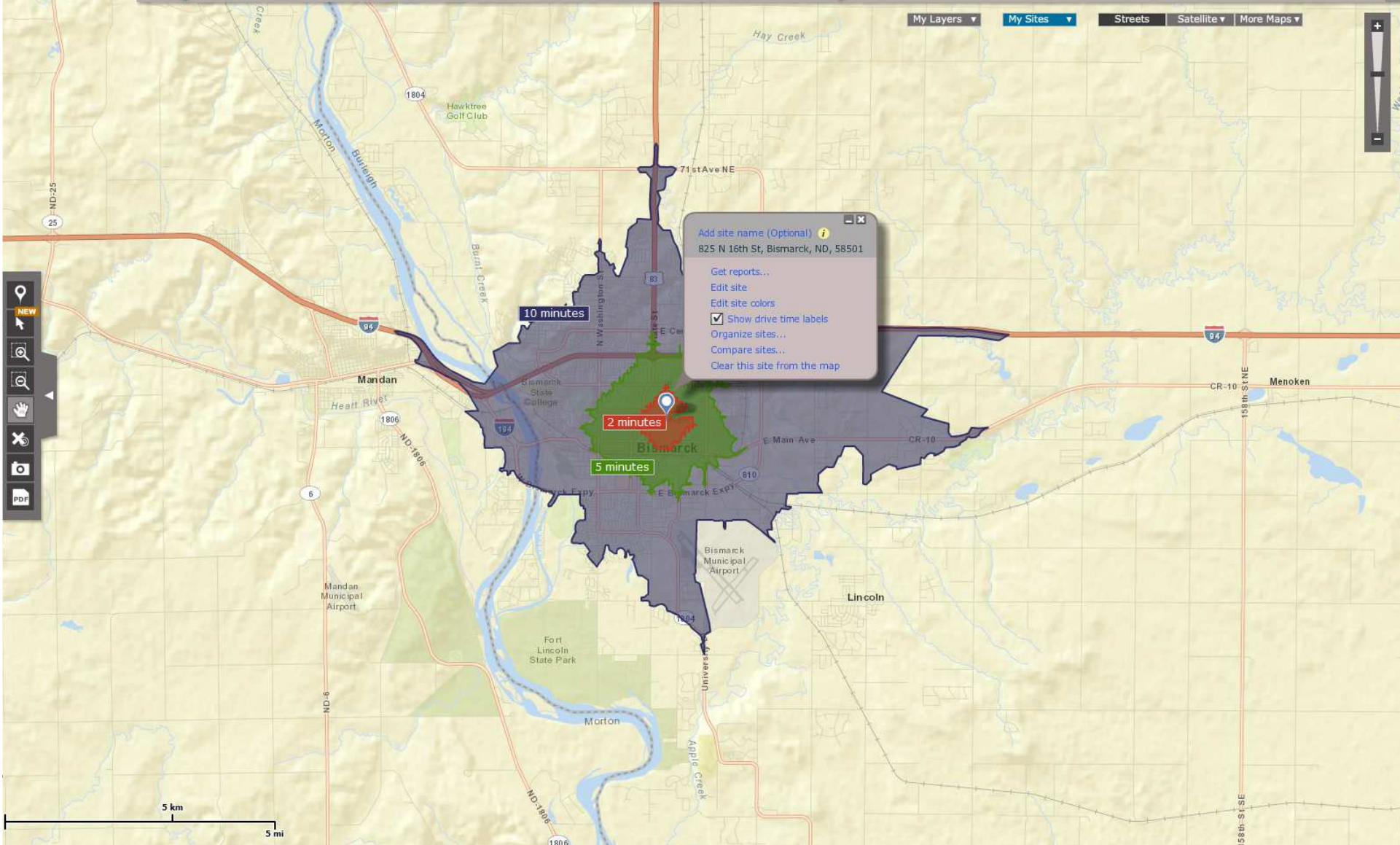
Home **Select Location** Get Reports Research Market
Find Location Draw Polygon Select Geographies Import File Organize Sites

step 2 of 3
Click Next to get reports, save this site or create a new site. **Next**

Prev **Rings** Drive Times Donuts **Apply**

Time 2 5 10 (in minutes)

My Layers My Sites Streets Satellite More Maps



Add site name (Optional) **825 N 16th St, Bismarck, ND, 58501**

- Get reports...
- Edit site
- Edit site colors
- Show drive time labels
- Organize sites...
- Compare sites...
- Clear this site from the map

NEW

- Home
- Find Location
- Draw Polygon
- Select Geographies
- Import File
- Organize Sites
- Layers
- Print

Map navigation controls: zoom in (+), zoom out (-), and a vertical scale bar.

Esri Kurzschulungen in Nortorf

- + ArcGIS Geodaten editieren und konstruieren & ArcGIS Layouts und Kartenserien erstellen**
- + Termin: 28.05.2013**
- + ArcGIS Geoverarbeitung mit ModelBuilder für Einsteiger**
- + Termin: 29.05.2013**
- + ArcGIS Geoverarbeitung mit ModelBuilder für Fortgeschrittene**
- + Termin: 30.05.2013**

Esri EMEA (Europe, Middle East, Africa) User Conference

- + 23.-25. Oktober 2013
- + Internationales Kongress Zentrum München
- + <http://emeauc.esri.com/>



Hosted by Esri Official Distributor



Esri Deutschland GmbH

Niederlassung Münster

Martin-Luther-King-Weg 20
48155 Münster
Telefon +49 89 207 005 1460

Niederlassung Köln

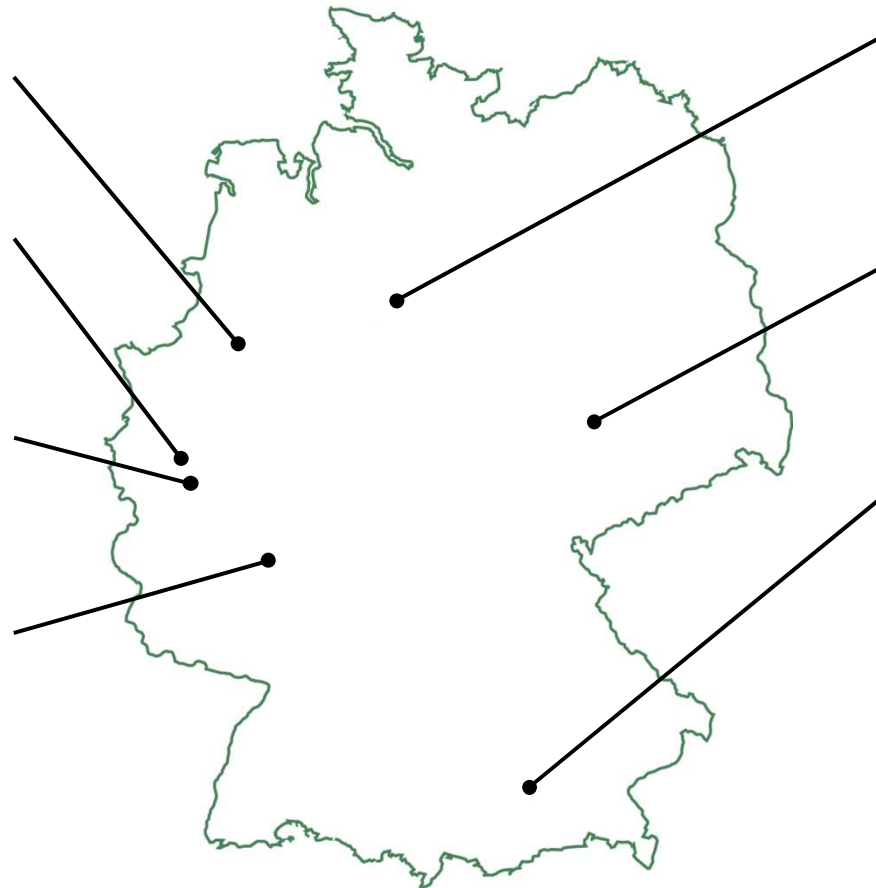
Konrad-Adenauer-Ufer 41-45
50668 Köln
Telefon +49 89 207 005 1760

Niederlassung Bonn

Rheinallee 24
53173 Bonn
Telefon +49 89 207 005 1720

Niederlassung Wiesbaden

Dwight-D.-Eisenhower-Straße 9
65197 Wiesbaden
Telefon +49 89 207 005 1620



Niederlassung Hannover

Schiffgraben 11
30159 Hannover
Telefon +49 89 207 005 1520

Niederlassung Leipzig

Fechnerstraße 8
04155 Leipzig
Telefon +49 89 207 005 1420

Kranzberg

Ringstraße 7
85402 Kranzberg
Telefon +49 89 207 005 1200