



Transform your Organization with ArcGIS Online

Shane Clarke

sclarke@esri.com

John Sharrard

jsharrard@esri.com

Central Oregon GIS User Group Meeting
January 23, 2013

Agenda

- What is ArcGIS Online?
- ArcGIS Online resources
- What's new in ArcGIS Online?
- Guidelines for effectively using ArcGIS Online



from their browser of choice



from Microsoft Office



from their mobile devices

mapping platform | enabling anyone to discover, use, and make maps

What is ArcGIS Online?

- A new tool to enable you to expand your GIS in new ways
- Transformational
 - Enables you to make your maps and data available and accessible so that anyone can access them, anywhere
 - Enable non-GIS users to create their own useful maps
 - Empower GIS users to share maps in new ways
 - Collaborate between internal and/or external users

ArcGIS Online - Create x
www.esri.com/software/arcgis/arcgisonline

esri Understanding our world. Store | Contact Us | Careers

Search

Home Industries Products Training Support Services Events News About

Products






ArcGIS Online

Main Features For Developers What's New Credits Plans Free Trial

The Mapping Platform for Your Organization

Create interactive maps and apps and share them with the rest of your organization. Realize new opportunities and gain insight into your data. Do this quickly and easily with nothing to install or setup.

30-Day Free Trial



Reach Your Users

Share your maps and data through blogs, social media, or custom apps. [Learn more](#)

Go Mobile

Your maps and information can be accessed from anywhere. [Learn more](#)

Ready-to-use Content

Choose from a variety of beautiful basemaps to kick-start your projects. [Learn more](#)

ArcGIS Online Resources

Product Page

ArcGIS.com Help - W x

resources.arcgis.com/en/help/arcgisonline/#/What_is_ArcGIS_Online/010q00000074000000/

ArcGIS Resources

ArcGIS Online Sign In English

Home Communities Help Blog Forums Videos

ArcGIS.com Help

Resource Center

FEEDBACK | PRINT | EMAIL

- Welcome to ArcGIS.com Help
- What is ArcGIS Online?**
- Types of geographic information
- What's new?
- Getting started
- Working with web maps
- Adding items
- Publishing services to ArcGIS Online
- Sharing content
- Finding and opening content
- Working with groups
- Managing an account
- Administering an organization
 - About administering an organization
 - Managing a subscription
 - Configuring the website
 - Inviting users
 - Managing user roles
 - Managing items
 - Managing groups
 - Managing user profiles
 - Removing members
 - Using HTML to create a home page
- Developing with ArcGIS Online
- Terms of use

What is ArcGIS Online?

ArcGIS Online is a complete, cloud-based, collaborative content management system that lets organizations manage their geographic information in a secure and configurable environment. The platform provides an on-demand infrastructure for creating web maps, web-enabling your data, sharing your map, data, and applications, and managing content and multiple users from your organization. It includes basemaps, data for your maps, applications, configurable templates, and GIS tools and APIs for developers. Organizations purchase a subscription which allows them to configure and manage their own ArcGIS Online site and set of resources. A subscription includes organizational accounts for members of the organization. Personal accounts are available for individuals who want to access content shared by Esri and GIS users and create, store, and share maps, apps, and data.

What can you do with ArcGIS Online?

A subscription to ArcGIS Online allows organizations to manage their geospatial content in a secure environment, publish maps and data in Esri's secure cloud, configure their own ArcGIS Online website, and create maps and apps from APIs, templates, and tools. It also gives them resources to share and collaborate with its members and beyond the organization. Organizations can share their geospatial content and provide access to critical information while staying in control of their data.

Manage your organization's geospatial content in a secure environment

Through a subscription, you get flexible data storage capabilities and administrative controls for managing user roles and access levels. Administrators of the subscription can invite specific users or groups of users with already established logins used in the organization and monitor usage through an intuitive dashboard. You can share content through groups with members of your organization, keep it private, or make it public. You stay in control of your data, lower your infrastructure costs, and empower your users and customers with easy-to-use, web-enabled content.

Publish maps and data as hosted services in Esri's secure cloud

Organizations can publish their maps and data as web services on ArcGIS Online. Esri takes care of hosting the services and scaling to meet demand. Web, desktop, and mobile applications can access the hosted services from anywhere on the Internet if the publisher chooses to allow it. The services can be published directly from ArcGIS for Desktop or the ArcGIS.com website.

Configure the ArcGIS Online website

Administrators of an organization can customize the ArcGIS Online website to showcase the geographic information that's important to the organization. Configuration can include the home page, the gallery, the map, and security. Each subscription includes a unique URL which the organization can choose to keep private or make public. Making it public provides anonymous access to your publicly shared maps and apps.

Author web maps

ArcGIS Online Resources

Online Help

ArcGIS Online | ArcGIS Online | ArcGIS Online | ArcGIS Online

blogs.esri.com/esri/arcgis/category/arcgis-online/

ArcGIS Resources

ArcGIS Online Sign In


Home Communities Help Blog Forums Videos

Search the ArcGIS Blog

Category Archives: ArcGIS Online

Getting Started with Story Map Templates

by Bern Szukalski on October 25, 2012




Every map tells a story, and you can deliver an enhanced and richer experience by telling your ArcGIS Online web map story using one of the many story map templates. These templates continue to evolve, with new templates coming online ... [Continue reading](#) →

Posted in ArcGIS Online, Story Maps | Tagged app templates, map stories | [Leave a comment](#)

ArcGIS app available in the Windows Store!

by rexhansen on October 25, 2012




The ArcGIS app now available in the Windows Store provides a preview of features that integrate the new touch-centric view of Windows 8 and Windows RT with the ArcGIS Online mapping platform. With the app you can explore a gallery of compelling maps ... [Continue reading](#) →

Posted in ArcGIS Online, Developer, Web | Tagged windows 8, windows rt, windows store, winrt | [Leave a comment](#)

ArcGIS Online Hosted Services Training

by Bern Szukalski on October 25, 2012



Want to learn more about ArcGIS Online hosted map services? Join one of the online seminars today at 9:00 a.m., 11:00 a.m. or 3:00 p.m. (PDT). Learn how to efficiently and effectively share geospatial data inside or outside your organization ... [Continue reading](#) →

Posted in ArcGIS Online | Tagged live training seminar, Training, Training and Education | [Leave a comment](#)

This Blog

[Sign in](#)

[Subscribe to the RSS Feed](#)

Technical Communities

- 3D GIS (69)
- Analysis & Geoprocessing (158)
- ArcGIS Online (385)
- Developer (287)
- Editing (111)
- Geodata (160)
- Imagery (162)
- Mapping (382)
- Mobile (112)
- Python (19)
- Services (577)
- Story Maps (1)

ArcGIS Online Resources

Blog

ArcGIS Online Blog Posts

- [Create a great home page for your organization](#)
- [Improving your organization's home page graphics](#)
- [Getting Started with Story Map Templates](#)
- [An intelligent web map checklist](#)
- [Designing web map pop-ups](#)
- [Adding color to your pop-ups](#)
- [Using URL parameters in pop-ups](#)
- [Tips for displaying photos in pop-ups](#)
- [Adding Flickr photos to ArcGIS Online web maps](#)

ArcGIS Online x Storytelling with Map x

storymaps.esri.com/home/

Storytelling with Maps

A gallery of Esri story maps

Esri publishes story maps with three goals: To showcase interesting and important topics; to explore techniques and best practices for map-based storytelling; and to help enable people to make their own story maps.

Search maps

Palm Springs Shortlist

Piping Plovers

Ten Worst Hurricanes

Marriage Equality

Warming Cities in Europe

IUCN Amazing Species

About story maps

Story maps combine intelligent Web maps with Web applications and templates that incorporate text, multimedia, and interactive functions. Story maps inform, educate, entertain, and inspire people about a wide variety of topics.

Resources & links

- > Storytelling with Maps Blog
- > Download story templates
- > Maps by the Esri community
- > Workflows & Best Practices
- > Storytelling white paper
- > Designing Pop-ups
- > Video: A map for every story
- > About the Story Maps team
- > Follow us on Twitter

Contact us

Email us at storymaps@esri.com

ArcGIS Online Resources

Storytelling with Maps

ArcZone - Home xArcGIS Online xWhats New in ArcGIS x

blogs.esri.com/esri/arcgis/2012/12/12/whats-new-in-arcgis-online-december-2012/

ArcGIS Resources

ArcGIS OnlineSign In

esri

HomeCommunitiesHelpBlogForumsVideos

Search the ArcGIS Blog

Whats New in ArcGIS Online (December 2012)

by Bern Szukalski on December 12, 2012

Share145Tweet327Share660

It's time to refresh your browser – ArcGIS Online has been updated with the following new features and enhancements. This is major update, with new capabilities for authoring web maps, publishing hosted services, sharing, and configuring ArcGIS Online organizations.

ArcGIS Online map and layer enhancements

Filtered layer views

Map authors can now create query expressions that can be used as filters for viewing feature data in a web map. Filters can be used to display specific information of interest from a larger collection. For example, from a layer showing worldwide cities you can apply an expression that filters for only cities with populations in excess of 1 million.

Filter Schools

Create

+ Add another expressionAdd a set

Display features in the layer that match the following expression

Type is elementary

Ask for values

PromptType of school

Hintelementary, middle or secondary

Remove FilterApply FilterClose

Expressions can be applied immediately to the layer, or you can provide prompts for user interaction. You can create one expression, multiple expressions, or one or more sets of expressions. You can create filters on hosted feature service layers, ArcGIS Server feature service layers, and ArcGIS Server map service layers that have associated attribute data. For more information see [Applying filters](#).

Attribute tables

This Blog

Sign in

Subscribe to the RSS Feed

Comments RSS

Technical Communities

3D GIS (72)

Analysis & Geoprocessing (164)

ArcGIS Online (404)

Developer (300)

Editing (117)

Geodata (162)

Imagery (169)

Mapping (391)

Mobile (118)

Python (25)

Services (581)

What's new in ArcGIS Online

ArcGIS Online Blog

ArcZone - Home x ArcGIS Online x ArcGIS.com Help - V x

resources.arcgis.com/en/help/arcgisonline/#/What_s_new/010q00000006000000/

ArcGIS Resources

ArcGIS Online Sign In English

Home Communities Help Blog Forums Videos

ArcGIS.com Help

Resource Center

FEEDBACK | PRINT | EMAIL

- Welcome to ArcGIS.com Help
- What is ArcGIS Online?
- Types of geographic information
- What's new?**
- Getting started
- Working with web maps
- Adding items
- Publishing services to ArcGIS Online
- Sharing content
- Finding and opening content
- Working with groups
- Managing an account
- Administering an organization
- Developing with ArcGIS Online
- Terms of use

What's new?

December 2012

The December update includes several enhancements for authoring web maps, publishing hosted services, and sharing and configuring your organizations. For a summary of functional changes, see the following sections:

Map viewer enhancements

- **Apply filtered views of feature layers**—Map authors can now create filters for presenting a focused view of feature data in a web map. The map author can set a filter for each layer that controls the information within the layer that is presented to the end user viewing the map. For example, you might create a filter on crime data to only show arsons and petty thefts. You could also choose to let the end user interact with the filter via an easy to use dialog that prompts them for the key information that drives the filter. Web maps with interactive filters can be shared through a new interactive filter template which provides a focused application for sharing your map. For more information, see [Applying filters](#).
- **Show tables**—Anybody viewing a map in the ArcGIS.com map viewer can display an interactive table of the attribute information in the web map. Tables can be a useful way to view the data in a feature layer of a map quickly. For more information, see [Showing tables](#).
- **Set visibility scale range on all types of layers**—Map authors can set all types of layers to display within a range of map scales. Previously, you could only set visibility on certain types of feature layers. For more information, see [Setting visibility range](#).
- **Disable editing on feature layers**—As the owner of an editable feature service, you can disable editing on the layer in a web map. This is useful if you want the service to be editable but you want to display the feature data in a web map without allowing people viewing the map to edit the data. For more information, see [Disabling editing](#).

Publishing enhancements

- **Publish hosted tiled map services from tile packages**—As a publisher in an organization, you can now publish hosted tiled map services from your tile packages using the ArcGIS Online website. This allows you to build the tiles using your own computing power, rather than your ArcGIS Online credits. For more information, see [Publishing a hosted tiled map service using a tile package](#).
- **Publish hosted tiled map services from feature services**—As a publisher in an organization, you can now publish hosted tiled map services from your feature services. This is a useful workflow if you do not have any ArcGIS products installed locally. For more information, see [Publishing a hosted tiled map service using a hosted feature service](#).
- **Support for time-enabled hosted feature services**—As a publisher in an organization, you can now publish time-enabled feature services to ArcGIS Online. You can use your temporal hosted service to create time-enabled web maps. For more information, see [Configuring time settings](#).

Sharing enhancements

- **Register secured ArcGIS Server services with ArcGIS Online**—When you register secured ArcGIS Server services, you now have the option to store authentication credentials with service items. Storing credentials means that ArcGIS Online does not prompt end users for

What's new in ArcGIS Online

ArcGIS Online Help

ArcGIS Online | Esri

www.esri.com/software/arcgis/arcgisonline/features/esri-maps-for-office

Store | Contact Us | Careers

Search

Home Industries Products Training Support Services Events News About

Products

ArcGIS Online

Main Features Services What's New Credits Plans Free Trial

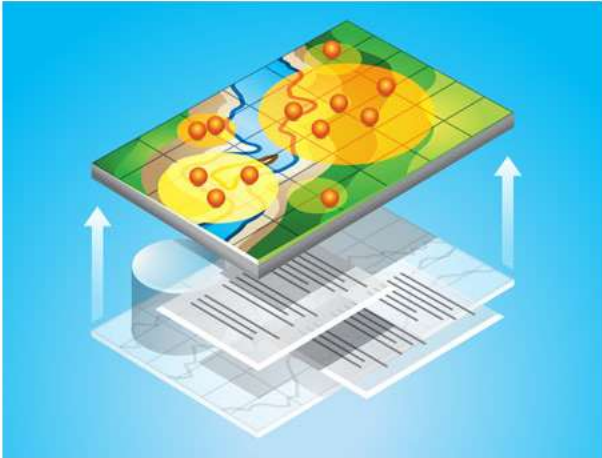
Esri Maps for Office

Map-Enable Your Data

Making a map of your Excel data is as easy as creating a graph or chart. [Watch a short video.](#)

Quickly map locations and other geographic data such as sales by territory, state, or ZIP code. You have control over how the maps are styled, so you can emphasize the information that's important.

And because the maps you create are dynamic, not static, you can quickly start exploring your data in a whole new way.



Make Maps in Excel

- Color-coded Maps

Features

- Organizational Subscriptions
- Esri Maps for Office**
- For Developers
- Personal Account
- Comparison Table

Download the Esri Maps for Office add-in.

Because Esri Maps for Office is a feature of ArcGIS Online, you will need an ArcGIS Online [free trial](#) or [paid subscription](#) account to use Esri Maps for Office.

[Get Esri Maps for Office Now](#)

What's new in ArcGIS Online

Esri Maps for Office

Guidelines for effectively using ArcGIS Online

Phase 1 – Build the Foundation

- 1. Understand what ArcGIS Online is
- 2. Configure your ArcGIS Online organization
- 3. Build your GIS data catalog

Phase 2 – Transform your organization

- 4. Enable and encourage self-service mapping
- 5. Expose GIS data by multiple methods

Phase 1 – Build the Foundation

1. Understand what ArcGIS Online is.

- A new tool to enable you to expand your GIS in new ways
- Transformational
 - Enables you to make your maps and data available and accessible so that anyone can access it, anywhere
 - Enable non-GIS users to create their own useful maps
 - Share maps in new ways
 - Collaborate between internal and/or external users

Phase 1 – Build the Foundation

2. Configure your ArcGIS Online organization

- Edit Settings
 - General
 - Home Page
 - Gallery Page
 - Map
 - Groups
 - Security
- Define Basemaps for your organization
- Create Groups that align with your organization's structure and the way it works
- Customize application templates

Phase 1 – Build the Foundation

3. Build your GIS data catalog (make GIS data available and accessible)

- Register services (for multiple purposes)
- Create hosted services where needed
- Participate in the Esri Community topographic basemap program

Phase 2 – Transform your Organization

4. Enable and encourage self-service mapping

- Add non-GIS users into your organization
- Provide access to Esri Maps for Office
- Hold regular “training” sessions for non-GIS users to bring their data in order to create useful maps and apps

Phase 2 – Transform your Organization

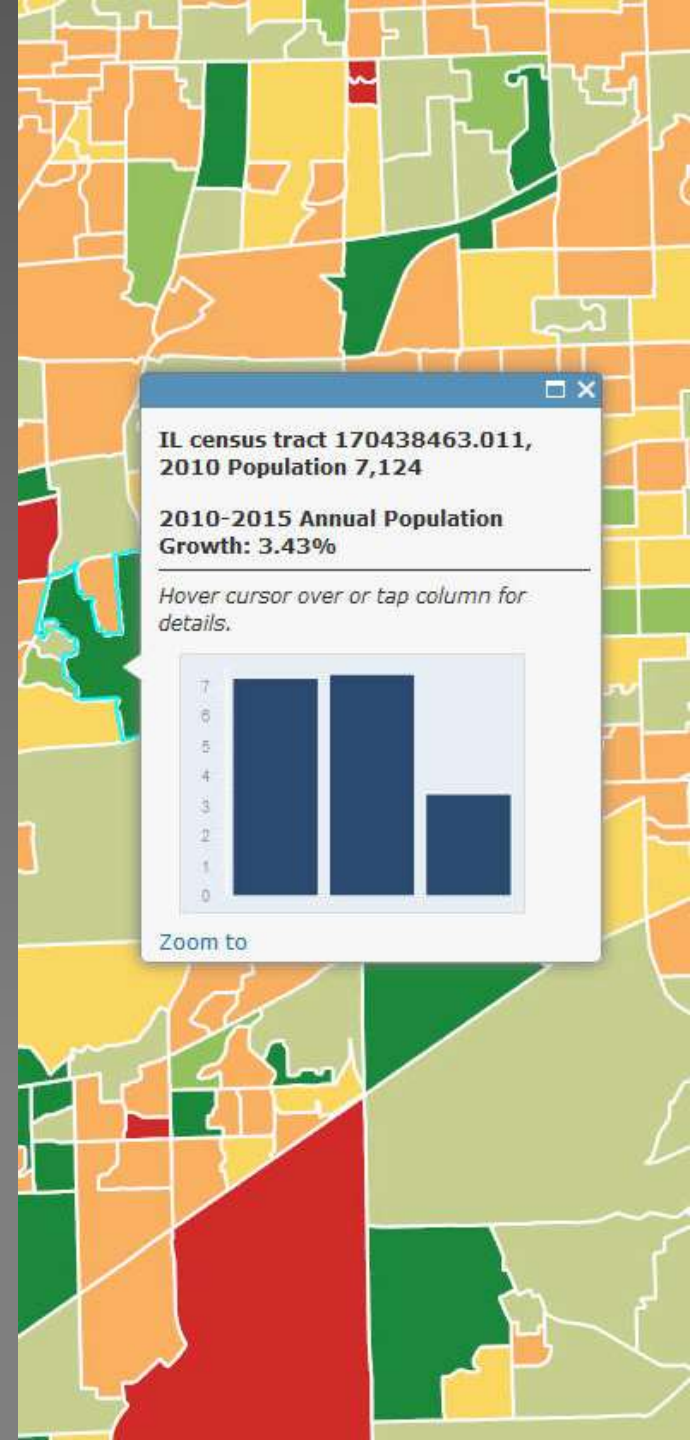
5. Expose GIS data by multiple methods

- Define and create useful information products (focused web maps and apps)
- Embedded web maps on appropriate web pages (inventory your existing internal/external websites)
- Share via social media (Facebook, Twitter)
- Storymaps
- Map Gallery
- Mobile devices (smartphone, tablet, PCs, Mac)

How the Public actually uses web maps

1. Single-topic maps get three times more traffic.
2. 60% of map traffic comes from search engines.
3. Auto-complete drives clean user queries.
4. Map usage is spiky.
5. Users look up info on maps then leave.
6. Users actually interact with pop-up content.
7. Users rarely change default map settings.

Demonstration





esri