

# Business Analyst Online and BAO for iOS

Understand your community based on a particular location. Learn what's the lifestyle, population, age, household income, and education level of a location. Compare this location with another location (San Diego vs Burlington, VT). Demo also shows ArcGIS for iOS accessing ArcGIS Online basemaps and maps authored by others. Get your maps out to a larger audience.

<http://video.esri.com/watch/42/business-analyst-online-and-bao-for-ios>

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## Video Transcription

**00:01** We're going to do something a little bit different now.

**00:02** We're going to walk over here, and I'm going to show you something that a lot of you are familiar with and that is the Apple iPod.

**00:10** And if I could say it correctly, I should have said the Apple iPad. And I get so confused because there's so many "i" words.

**00:16** What we're going to talk about is the iPod, the iPad, and the iOS.

**00:21** So what I'm going to show you are a couple applications that you can run on the iPod...

**00:25** ...ah, I give up, the iPhone and the iPad. iPhone, iPad.

**00:33** We've got two applications I'm going to share with you; Business Analyst Online is one of the new solutions.

**00:38** It is a focused application designed for the real estate community, but it really can be used by anyone.

**00:44** It'll give you geodemographics about your own community.

**00:47** Now please listen carefully. This is a free application that will be available on the Apple App Store within the next week, we hope.

**00:57** It's under review at Apple so it should be out there later this week.

**01:00** The second application I'll show you is the ArcGIS for iOS. It's the one Bernie showed you.

**01:06** It is immediately available on the Apple App Store, and you can download it today.

**01:10** So let's take a quick tour. Business Analyst Online first.

**01:14** What it does is the application launches, and it will determine your current location and then calculate a one-mile buffer...

**01:21** ...and look up the geodemographics about your current position and the area in that community.

**01:27** You'll see here in San Diego it's classified as the Social Security Set.

**01:31** We can drill down into that a little bit further...

**01:34** ...and these are people that live in urban centers, read books, paint, draw, and attend NASCAR among other things.

**01:41** This is some very powerful data.

**01:43** This is just a sampling of the incredible wealth of business data that's provided as part of the ArcGIS Online datasets and content.

**01:53** We can go back and there's population, there's age, household income, poverty, education, and so on.

**01:59** But what gets more interesting is we say, "Well, let's go ahead and compare this. How does San Diego compare with the entire U.S.?"

**02:06** ...or what I'm more interested in is one day I would like to retire to Burlington, so how does San Diego compare to Burlington?

**02:14** And what you'll see is Burlington is a college town. The average age is only 26 years old, and the cost of living is a little bit less.

**02:21** So if you were in real estate and you were trying to go out and understand your community, it's a great application...

**02:27** ...and in fact, if we just rotate it, you'll see that there's different ways to visualize the same information as well.

**02:34** So that's the focused Business Analyst Online application.

**02:37** The second one I said we're going to look at is ArcGIS for the iOS.

**02:42** It takes you into San Diego. You can see the beautiful imagery.

**02:47** So think about if you're exploring San Diego this week...

**02:50** ...maybe you want to download the ArcGIS for iOS, put it on your iPhone, and start to use that.

**02:56** But we've made it a little more interesting to motivate you to download it this week.

**03:00** Go to Featured Content and scroll about halfway down and there's this map called Rupert's Places to Go in San Diego.

**03:07** Well you're asking, "Who is Rupert?" Rupert is one of our software engineers who lives in San Diego...

**03:12** ...and every year he compiles his recommendations on where to go.

**03:16** So you can see the places to eat and drink and visit as well as this beautiful community topo map for the world.

**03:23** This is the community topographic map that we've been talking about earlier...

**03:27** ...but now on top of this, we've got a number of different places to eat.

**03:31** You can search. You can do a query, choose the one you're interested in. It'll take you to that location.

**03:38** Expand that a little bit further and you can read what Rupert recommends.

**03:42** Now it's a fun application. I do encourage you to try it, but the real value is not where to go and eat in San Diego.

**03:48** But this is the application that could greatly expand how you could get your maps and your content out for everyone.

**03:56** GIS for everyone. Anyone with an iPhone or an iPad; you can put your maps in their hands.