

Esri Business Analyst: Overview & Update

James Killick provides an overview of Esri Business Analyst as well as an update on the latest features.

http://video.esri.com/watch/635/esri-business-analyst-overview-_and_update

Video Transcription

00:01 My name is James Killick. I'm the lead product manager for Business Analyst.

00:06 And I always like to start my sessions with a question, so I wanted to ask you...

00:11 ...How many of you are using Business Analyst today?

00:15 All right, about half of you. How many of you never heard of Business Analyst but want to know more about it?

00:21 All right. It's about a third of you.

00:25 What we're going to do in this session today... This is a preliminary session on Business Analyst.

00:30 There's a ton of sessions you can go to during the week, later today, tomorrow, and Thursday...

00:36 ...that will fill you in on all of the details about Business Analyst that we hope you'll need to know.

00:42 This session is divided into three parts.

00:46 Part one is to give those folks in the room who are unfamiliar with Business Analyst a really...

00:53 ...an overview of the product and what it can do.

00:57 Part two of the presentation is an update with respect to the things that we've done to the product in the last year.

01:05 Some of you may have come last year; tha11_esri_886_480.mp4nk you if you did.

01:09 And we're going to give you an update, or I'm going to give you an update of what we've done to the product since you came last year.

01:15 And then part three of the presentation today is to take a look at the road map to give you an idea of where we're going...

01:23 ...specifically in the 10.1 time frame. Okay?

01:27 So that's what we're going to do today. Any questions?

01:30 All right, so let's get started. I'm trying to pack a lot in, so bear with me; we're going to move this at lightning speed.

01:38 So part one is our product overview. For those of you that are unfamiliar with Business Analyst, Business Analyst is really a GIS system...

01:47 ...for figuring out two things. One, to optimize decisions about where to locate...

01:53 ...and two, to optimize decisions about where to market products or services. The first one is all about site analytics.

02:02 The second one is all about customer intelligence, so you can better manage your business.

02:10 And, really, when we're looking at the product, we're really trying to answer a few key questions.

02:17 If you're in the real estate business, either on the buying side or on the selling side...if you're on the buying side...

02:24 ...you may be working for a retail store, or maybe a government facility, or maybe a hospital or something like that...

02:32 ...you're trying to make a multimillion real estate dollar decision; where's the best place to invest?

02:38 You know, you obviously don't want to build a place and find out it doesn't work because the cost of the build-out...

02:43 ...the cost of the lease, blah blah blah...gets very expensive, and if you make a mistake, then that's a lot of wasted money.

02:50 It's a big expensive mistake. More often, it's the case that you actually want to...you maybe open in an okay location...

02:57 ...but you want to make sure you maximize your efficiency, maximize your revenue at that location.

03:04 Which leads me on to the second point here, is maximizing the performance of your network. It could be a store network.

03:09 It could be a health care network. It doesn't really matter. You want to understand which ones should be doing better.

03:15 And, in the more detailed sessions, you'll learn about, you know, just because two stores have the same revenue...

03:24 ...doesn't mean they're doing the same. Or just because one store has 10 million dollars in revenue...

03:30 ...another store has 5 million dollars in revenue doesn't mean that 10-million-dollar store is doing better...

03:35 ...because the market opportunity for that 10-million-dollar store may be a lot more than 10 million dollars.

03:41 So the software that we provide in Business Analyst helps you answer those kind of questions. The third are is market change.

03:49 Markets do change; there's a lot of change that's happened between 2010 and 2000, between the 2010 census and the 2000 census.

03:59 Lot of changes in the demographics of the country. We can tell you about change not only looking backwards but forecasting forwards.

04:09 And hopefully, you can use that to stay competitive. The product Business Analyst is really focused on three areas primarily.

04:19 Retail and financial services, so this is your retail stores, your retail banks, et cetera.

04:24 Commercial real estate, that's on the selling side. If you're in the commercial real estate business...

04:29 ...how do you get the best match for your client? And the third area is economic development.

04:34 If you're working in the city, and you're trying to attract the best business to a city, the right business at the right place...

04:42 ...you can use Business Analyst to do that. And we have lots and lots of cities around the country that are using Business Analyst...

04:47 ...for that purpose. And very successfully, too. However, having said that, don't limit yourself to thinking it's a product all about retail.

04:58 It isn't. You can certainly use it for retail. You can use it for economic development, as I've mentioned.

05:04 We've seen it used in urban and regional planning, in the utilities and telco market, for network planning.

05:12 For example, if you're putting Wi-Fi hot spots up, you know, where should I put those Wi-Fi hot spots based on where the people are...

05:20 ...and on what kind of people live in different places. Facility site selection, hospitals, government buildings, public safety...

05:30 Who's in a particular area that's going to be affected by some kind of an event; what kind of people are they?

05:36 What's the vulnerable population in an area? And it's even been used in recruiting. People like the US Air Force have used it...

05:43 ...to determine, where should I hold my recruiting events that is the best match for the kind of people that I'm looking for?

05:50 So it's not just retail. There're actually four things in Business Analyst, the product that it provides.

05:58 And the first one that I want to highlight is detailed current facts about any area. So Business Analyst ships with a ton of data.

06:07 And that data is data about demographics, all of the information you'd expect about demographics, population, household age...

06:16 ...income, et cetera. Goes into education, net worth, a lot of information about consumer spending, and consumer spending habits.

06:27 Information about lifestyles, so not only what they spend their money on, but what do they like to do? Do they like to play golf?

06:36 Do they like to read magazines? Which magazines? Information about market segmentation.

06:43 How many people in the room are familiar with market segmentation? Okay, so about half of you are.

06:49 I'm going to go into a little bit more detail about that in a second, but basically, segmentation segments the whole population...

06:57 ...into a...into groups. In our case, we use 65 different groups, so the group that you fall in might be Laptops and Lattes...

07:04 ...it might be Urban Chic, it might be Up and Coming Families, and knowing which group you fall into...

07:10 ...we can tell a lot about your lifestyle and your habits and your life stage, and the kind of area that you live in, urban versus rural.

07:18 Talk more about that. The other information that we provide in the product is information about businesses...

07:25 ...not only locations but employment and sales. And we provide information using both the consumer spending data...

07:33 ...as well as the sales data to give you supply and demand data, so for a given area, we can tell you how much money people are spending...

07:42 ...on a particular goods or services in that area versus how much is being sold in that same area...

07:48 ...so we can give you a leakage or a surplus factor on what's being sold. So we can tell you whether or not it's a good place...

07:56 ...for a certain kind of business based on that. So many, many more. Really, the best way to understand it in a little more detail...

08:03 ...is to show you a quick demo. So I'm going to go into our online product here. This is Business Analyst Online.

08:10 It's a web application that you can subscribe to. And I've got up a color-coded map here showing 2010 income.

08:19 So this is the San Diego area. And I can immediately highlight the high-income areas by changing the color scheme here.

08:29 And I can see the high-income areas of San Diego around where we are today. And I can go

into other variables.

08:35 I can go into education and we could look at people with a bachelor's degree, and there you see a color-coded map...

08:45 ...showing where there are concentrations of people with a bachelor's degree or more. I could look at... I always like to do this one.

08:55 Beer. So we can see where people are drinking imported beer. Let's do that one. And this is just one of the thousands of variables...

09:09 ...so this actually is... A lot of our variables have numbers of households for a variable value, or the percentage of households.

09:19 In this case, I'm actually looking at something called an index. Now an index is 100... An index of 100 the national average.

09:29 An index of 200 would be twice the national average, and index of 50, half the national average. So you can see this red area.

09:36 This is 150 to 211. They're one and a half times to 2.1 times more likely to be drinking imported ale in those block groups...

09:47 ...than in the other areas. Question.

09:49 [Audience question] James, who has access to Business Analyst Online?

09:53 So the question was, who has access to Business Analyst Online? This is a product that is available for subscription.

10:02 So you can go to esri.com/bao, Business Analyst Online. You'll find a way to sign up for a trial there, and you can get access that way...

10:13 ...to try it out, see what you think. And then there are different subscription levels; we can talk to you about that offline.

10:20 [Inaudible audience question]

10:22 Yes.

10:23 [Audience question] You get access...

10:24 Yes, you do. Yes. Every BA Desktop gives you one...one subscription to BAO. So we looked at, we looked at... What were we looking at?

10:36 Beer. Let's look at something else, let... Look at a habit. Look at yoga. So we can see who's participating in yoga, and again...

10:44 ...I can look at these in terms of an index and stuff like this. There's just a ton of variables in Business Analyst Online.

10:52 If you look at the categories, you can see all of the different categories here that you can drill down.

10:59 There's actually over 6,000 variables in the product, so tremendous amount of detail that comes with...with the product.

11:08 So that's number one, is what we put in the product. Part of that, I've already mentioned, was Tapestry Segmentation.

11:17 This is where we break up the US into 65 different segments. We tell you what kind of people live where...

11:22 ... and based on the segment you fall into, we can...we can...you can learn a lot about it.

11:29 So this is the Wealthy Seaboard Suburbs segment, and I'll just read a few extracts here. They take nice vacations...

11:38 ...traveling in the United States and abroad; Italy, France, United Kingdom are popular destinations.

11:44 Leisure activities include going to the beach, skiing, ice skating, theater. They read biographies as well as epicurean, travel...

11:52 ...business, finance, and...and fashion magazines. They listen to classical music and jazz.

11:57 So that's the segment Wealthy Seaboard Suburbs. We'll have a little fun here, and we'll just drill into that a little bit...

12:06 ...and see if we can get somebody to volunteer to give us their ZIP Code if they live in the US. Yes sir?

12:15 [Audience comment] 3-5-1-1-1.

12:16 3-5-1-0-1.

12:18 [Inaudible audience comment]

12:19 3-5...

12:21 [Audience comment] 1-1-1.

12:22 1-1-1. So this is a little app that we call the ZIP Code Look-up app, and we can quickly drill in to an area...

12:31 ...and the dominant segment in this area is Midland Crowd. And they are married-couple families, median age 37...

12:39 ...typically skilled professional management. Their education is high school grads. They have a personal line of credit.

12:49 Hunting/Fishing magazines; own or lease a truck; pets; go hunting or fishing. So that's one segment in that area.

12:58 The second most dominant segment is Salt of the Earth. These are married-couple families.

13:06 Green Acres is the third most dominant segment. Again, married-couple families, they like to watch auto racing on TV.

13:13 Does anyone else want to give me a ZIP Code? We'll do one more.

13:15 [Inaudible audience question]

13:20 The Tapestry's data actually goes down to...typically in our products, we expose it at the block group level, which is about 200 households.

13:29 There is also an extra fine-tuned dataset that we provide at the ZIP+4 level, so we actually go down to ZIP+4.

13:39 So we'll do one more...one more... Was that a question in the back...?

13:43 [Inaudible audience question]

13:48 No, the ZIP Code boundaries are not defined by the census, they're defined by the postal service obviously.

13:55 The map data that we put into Business Analyst comes from Tele Atlas, TomTom, and we get the postal boundaries from them at this point.

14:06 Question.

14:07 [Inaudible audience question]

14:09 I'm going to... I'll talk to that at the end of my presentation. I'm going to cover that. Question up front.

14:16 [Inaudible audience comment]

14:17 ZIP Code.

14:18 [Audience comment] 4-3-2-0-2.

14:19 4-3-2-0-2. So the top segment in this area is Metropolitans. Single-family, multiunits, white, personal education loan, listen to public radio...

14:37 ...visit museums. College Towns is the second most dominant segment. This is in Columbus, Ohio.

14:46 The third most dominant segment is Young and Restless. So you can have fun with this. If you want to look at this, by the way...

14:53 ...I'm going to give you the...I'm going to give you the web URL, and you can check it out, so go to esri.com/zipcode, look up...

15:03 It's a free app; you can...you can play with it. And again, there's a lot more detail behind those segments that you can look at.

15:12 Okay, so data. The people... Where does the data come from? The people that build the data for Esri, the Esri data team.

15:23 We actually have a team that's been doing this for over 35 years. They're a set of economists, statisticians, and demographers...

15:32 They're now in the process of going through...the, processing the fifth decennial census...

15:38 ...so they've been doing this since the 1970 census. The data that we build comes from numerous different sources.

15:45 It's not only the Census Bureau but a ton of other sources; consumer...consumer spending data, from the Bureau of Labor Statistics...

15:53 ...and other government bureaus, credit card transaction processing, companies that have household data.

16:05 There's housing start data that we get from specialty companies, and we put all of this into the models that they build...

16:13 ...to build the datasets that...that you see...that you've seen me demonstrate.

16:20 We publish data not only for the current year; we publish forecast data for the five years looking forward, and when we publish data...

16:28 ...we don't just publish the data, we also tell you how we put it together, so we publish the methodology statements as well as the trends.

16:37 And the trends are really important, because when as you're looking forward, planning for market change, it's really important to know...

16:43 ...what happens, so in our trend documents, we give you some idea of what we think is happening.

16:49 And I'd like highlight just a couple of extracts from the trend documents that we published in 2005 and 2006.

16:58 In 2005, we said in our trends document, "Affordable housing is becoming an issue, and not only among lower-income households."

17:07 "The era of easy money is definitely over." So that was in 2005, we said that. 2006, we went on to say, "Increases in short-term interest rates..."

17:18 "...are expected to take their toll on economic...activity. Without the rapid appreciation of home value..."

17:25 "...home equity loans are also likely to decrease and decelerate consumer spending."

17:30 'Kay, I'm drawing your attention to those because these trend documents we feel are very important and can be helpful...

17:37 ...and you...to understand what's going on in the economy. How can you take advantage of this brain trust?

17:43 It's actually pretty easy; look at our 2015 forecast data. We've got over 400 variables from Business Analyst Online alone.

17:53 It's easily accessible within the software. You just select the two...2015 data either from the pull-downs...

17:59 ...or from the toggle switches there that you see at the bottom. So that's the data. 00:18:04

18:13 So, specifically, we're taking advantage not only of the GIS tools but we built a bunch more tools on top of that...

18:20 ...to do things like custom analytics. You can use them for predictive sales modeling, suitability mapping. You can do market penetration.

18:28 You can do cannibalization analysis, you can do things like territory design and optimization.

18:34 I'll give you a quick demo of one of the tools. It's just a high-level tool, but it's one that people use a lot.

18:41 And it's called the Smart Map Search tool. And we developed this because we saw a lot of people who came to us and said...

18:50 "We're looking for a location that has these characteristics." So this is very common in a retail space.

18:55 "I need a place that has 30,000 population, at least 40,000 income, a family size of 3.1 or bigger, and you know..."

19:06 "...maybe they spend a lot of time at fast-food restaurants." And that might be a case for if you want to locate a fast-food restaurant...

19:16 ...a quick-service restaurant. So we developed the Smart Map Search tool, which allows you to do those kind of searches.

19:21 So all you do is you select your variables that you're interested in, put in your criteria, and then you can set the ranges for those criteria...

19:30 ...and we'll highlight on the map the areas that meet that. So I've got one saved here; it's for the Hardee's restaurant chain...

19:36 ...where I took their real estate brochure, and I took some of their requirements from the real estate brochure for the franchises.

19:43 And any moment now, we're going to come back with a result...hopefully. This is a really slow Internet connection, I'm sorry to say.

19:57 I was having trouble with it setting up just a second ago.

20:01 [Audience comment] Question.

20:02 Yes?

20:03 [Audience question] What is the difference between the online product and the extension product for the desktop? Function?

20:09 I will get to that, but overview is, the online product is designed for business professionals; you don't have to be a GIS analyst...

20:16 ...or any kind of analyst to be able to use it. Anybody can use it, no training required.

20:21 The Desktop product is designed specifically for analysts who want to do a lot of detailed ad hoc analysis and...and...

20:31 ...and need a lot more control and a lot more power in the tool, so the...the Desktop tool is our power tool for analysts.

20:38 So you can think of it that way.

20:39 Okay, so here we are; this is a set of variables that I set so I picked per capita income, average family size, median age...

20:48 ...owner-occupied housing units, and fast-food drive-in, ate at Carl's Jr. in the last six months, and what I did was, I put a range here of...

20:59 ...of 30,000, and I can adjust these ranges up and down. I can type in new values, put in all of my criteria that I'm interested in...

21:08 ...simply click Show Results on Map, and it will highlight those areas on the map that meet the criteria.

21:15 So that's a pretty cool tool. Makes it very easy to drill in to the areas that you're interested in. Yes, question in the back.

21:21 [Inaudible audience question]

21:30 Yes, so there's a couple ways I can do that; one is I can click this Create PDF button, which will export the picture out...

21:37 ...in a high-resolution PDF. The other way I can do it...if I can make my screen big enough...there we go...is, in this case...

21:48 ...that list of block groups that were met by my criteria that I set Smart Map Search can be exported out to Excel.

21:58 So that's one way you can do it. Okay, I'm going to keep going here, because we've got lots of stuff to go through, so please bear with me.

22:10 All right, so, this is answering your question I think about Desktop, where does Desktop go?

22:15 Well, Desktop has access to hundreds and hundreds of tools. You can use those not only within the widget-based interface...

22:23 ...within the Desktop product, but just like any ArcMap product, you can access all of those tools from the toolbox, so for example...

22:32 ...here on the screen, if you can read that, there's some analyst tools here for customer profiling, prospecting, and doing desire lines...

22:39 ...and stuff like that. All of those tools are available in the ModelBuilder framework; you can use Python scripting to access them.

22:46 There's hundreds of tools for geoanalysis, business analytics, and spatial statistics, and it's really designed for analysts.

22:53 So the kind of things that the analysts might do in the Desktop product is they might build models. Who here is not familiar with models?

23:02 Okay, everyone's familiar with models, so in the case of business analytics, what you might do is build a model that takes actual sales...

23:07 ...demographics, competitor locations, catchment areas, use functions like statistical analyst, statistical analyst functions...

23:19 ...spatial statistics tools, and the geoprocessing tools built into BA, to do things like predict sales.

23:25 So, some of these functions that you have access to can be actually pretty powerful; there's one function in particular...

23:33 ...that I'd like to highlight. It's called the Huff demand model. This is a statistical model that predicts the probability of a consumer...

23:42 ...of a geographical area traveling to a given...will travel to a given shopping center. And it's based on the attractiveness of the store.

23:51 It's based on the sensitivity of the associated attraction characteristic. There's lots of detail here in terms of how...

24:02 ...how you put this model together. People are using this to forecast demand for particular locations.

24:09 How do you use... How might you build a model in Business Analyst to your advantage? Well one way people are using the model...

24:15 ...is to predict sales. So what you do is you construct a model that takes all the factors that you know of that think make sense...

24:23 ...to predict sales for your existing store network. So you've got three stores; the actual sales are 1.1, 2.3, and 1.7 million.

24:32 You build your model to predict those actual sales as accurately as possible. Your model comes out with results...

24:38 ...which are within, say, 80 percent, hopefully. That would be a good number of what your actual sales are. And then what you can do...

24:46 ...is you can run that same model, put down a proposed location at location x, and help...use the model to help you answer the question...

24:55 ...what would sales be if I opened at location x, and how would that affect sales at my other existing stores. 'Kay?

25:03 We've got people in...who are using the Desktop product very successfully to do this kind of modeling.

25:09 Now, if you're not a modeler; if you don't know how to build models, we have partners that are vertically focused...

25:16 ...who can help you develop those models. And we can introduce them to you.

25:22 Okay, the other thing that's in the Desktop product is there's a lot of power in the product to do customer intelligence...

25:28 ...and specifically on segmentation. I wanted to show you this diagram really quickly. Imagine you take all of your customers...

25:34 ...and you tag them each with a Tapestry; Laptops and Lattes, et cetera, et cetera, and then you look at your entire customer base...

25:41 ...and this is a map of the entire customer base, where each one of these dots represents one of those segments.

25:47 On the x-axis, we have how many people fall into that segment? 'Kay, so this particular segment...can't read the number there...

25:55 But this segment...there's a lot of people that fall into that segment in your customer base. And then on the y-axis, it could be...

26:02 ...how much money they're spending with you. 'Kay? So the people who fall into this orange quadrant who're your core customers...

26:09 There's a lot of them, and they're buying a lot of your product. 'Kay, so those are the people you want to go after.

26:15 So the people who fall into these segments...understanding who they are by what segment they fall into, you can talk to them...

26:23 ...to make sure that you retain them. This green area is another very interesting area; it's the developmental area.

26:28 There's a lot of people that fall into these segments, but they're not buying a lot with you. 'Kay? So what's wrong there?

26:34 Maybe you're not marketing to them in the right way; maybe you don't have the product mix, or service mix in your stores...

26:40 ...or a concept that suits what they're looking for, so this is your developmental one, and you want to look at those segments...

26:46 ...and figure out how you can get them. And because within the data, we can tell you not only about the kind of people they are ...

26:53 ...but also what kind of media they like to listen to, read, and watch, we can help you figure out, you know...

27:00 ...how to reach those kind of people, so that's very, very powerful. That's in the Desktop product. Question in the middle.

27:05 [Audience question] Listen, James, if you have to have the point of sale information to get that (00:27:10) _____, right?

27:11 [Audience question continued] I mean, to know if they're buying a lot of your product, you

obviously have to know...

[27:14](#) [Audience question continued]...exactly how much they're spending.

[27:16](#) Yes, you would need to leverage your... The question was, you do have to have your point of sale data; yes...

[27:21](#) ...you need to be able to leverage your, your CRM data to do that, or your loyalty card data, or whatever it happens to be.

[27:29](#) Okay, so, moving on, number three in the product, fully customizable reports. Get out reports for a specific area, any area, any shaped area...

[27:38](#) ...to learn what kind of people live there and their characteristics. Those reports can come out in Excel, PDF...

[27:44](#) ...or you can get them out in XML if you want to put them into an application.

[27:49](#) We can run reports for any shaped area. It can be a shape you define; in this case, I'm showing a picture of a drive-time polygon...

[27:56](#) ...and it's... We calculate the data for those areas very, very accurately and precisely. There's kind of some secret source...

[28:06](#) ...that I can talk to you about offline if you want to learn how.

[28:10](#) Number four, we provide an API. So you can integrate everything that I've just shown you into your own business processes.

[28:18](#) Or into your own systems. So, you can get detailed current facts about any area; you can access the analytical tools that I talked about.

[28:28](#) You can develop web apps using that API, you can develop mobile apps using that API. For those of you that are technical...

[28:35](#) ...it's available in REST, Flex, Silverlight, and SOAP, and you can choose between whether you tap into our hosted API...

[28:42](#) ...which is available via subscription, or you can put that API on-premise by getting access to the Business Analyst Server product.

[28:52](#) And I'll talk more about the product suite or the product components towards the end of the...the...the session. But before I go there...

[29:00](#) ...let me just quickly dive into how you can get to information about this. So you want to go to the Resource Center...almost there...

[29:09](#) ...resources... So here we are, Resource Center, drill down to Business Analyst, drill down to the Business Analyst Online APIs...

[29:22](#) Let's go to REST... And we can go the REST documentation, and there it is. So you know, there's the drive-time API.

[29:32](#) So it's that easy to find out more about it, so if...if you're technical, if you've got technical staff

here at the conference, or back home...

29:40 ...this is where they should go to find out more.

29:48 Okay, so the suite, what's it look like? It goes from mobile use all the way up to enterprise, so mobile, we have a mobile app...

29:56 ...that runs on the iPhone and iPad which you can download from the App Store complete free. If you're a subscriber...

30:04 ...you get more value out of it. We give you more access to more stuff, so you log in with your subscription to BAO...

30:11 ...and you can get more stuff out of that app. I'll show you that in a minute. The business professional app...

30:17 ...the BAO web app is designed for business professionals, really anybody can use it. It can be a commercial real estate broker...

30:23 ...or their assistant, or it could be a professional analyst; doesn't really matter. The power tool for analysts is the Desktop product.

30:30 That's where you get all that modeling capability and that customer segmentation capability, and then at the enterprise...

30:36 ...you can choose between our hosted API, the Business Analyst Online API, or BA Server.

30:44 And people are using all of this stuff. The purpose of the enterprise product, by the way, the BA Server product, is to really...

30:51 ...eliminate silos within the organization. We see this a lot. Now, a nationwide store network may have a lot of regional offices...

31:02 ...and office one is making real estate decisions based on process one and dataset one; office two is using process two and dataset two.

31:13 We want to eliminate those silos or help people eliminate those silos so that people making the same decisions off the same processes...

31:19 ...and the same data. Typically, what happens is you have people using a desktop client to do ad hoc analysis.

31:28 That's the BA Desktop product. Doing custom report development, doing custom modeling; all of that gets published to...

31:34 ...Business Analyst Server, where you have centrally managed data and processes, and then people within the organization...

31:42 ...are accessing all of that through web-based clients, or mobile clients, or executive dashboards that you build specifically...

31:49 ...for your organization. So I'll just bring up, just to give you a different flavor of what these things can look like.

31:59 This is just a little demo application that we put to get...put together, it uses the Business Analyst Server product.

32:04 It's got some...some stores in here, which might be my stores in my database. I can do some customer analytics here.

32:14 So first of all, I might be creating a color-coded map; maybe I'll do... Let's do something else.

32:29 Okay, so... I'll do... Try to look for a good variable here...

32:41 Okay, I'll do a forecast on the...on the Asian population in this area for...for this area. It happens to be in Texas, in Austin, Texas.

32:58 So as you can see, I accessed the services here to do...to do a thematic map, based on the data.

33:08 I can do things like customer profiling, so I might be tapping into my CRM database here, and I want to do a profile...

33:15 ...based on my customer base, and I'm going to run a Tapestry profile on those customers and find out what the most dominant...

33:23 ...kind of people are within that area, so in this case, you know, the Silver and Gold is the most predominant kind of customer that I have.

33:32 Five times more likely than in the...in the area to be Silver and Gold than...than other kind of people.

33:41 So that's...that's kind of the demo application, but it gives you an idea of how you can integrate this stuff.

33:47 You can build custom apps for your...for your business or for your customers if you're in the pop...if you're in the...if you're in the business...

33:59 ...of building applications for...for clients, you can use this API to do that. Any questions on that?

34:08 We've got lots of partners who are building applications for clients, a professional services group also builds apps for clients...

34:17 ...and then some of the big-tier clients build apps themselves using this...this API.

34:24 All right. Let's keep going here. Okay, part two, product update. Finally. What most of you came here for. Okay, so in the data side...

34:34 ...I wanted to alert you to American Consumer Survey data. This is a new set of data available from the Census Bureau.

34:41 They got rid of the long form in the Census 2010 census. What does that mean? One in six households used to get a very long questionnaire...

34:49 ...for the census. That doesn't happen anymore with 2010. Instead, it's been replaced by the American Consumer Survey data.

34:57 This is a rolling survey that happens every year in the large cities and every three years, I think, in the smaller cities.

35:06 It's a much smaller sample size, which presents a problem. It means that the margin of error in the data is much greater...

35:15 ...because the sample size is much smaller. And people have been very concerned about that and when we talk to our clients...

35:22 ...they said, "You've got to make this easy for us to understand," so we responded. So when you're looking at...

35:26 ...the American Consumer Survey data in our products, you have the choice of actually looking at the data...

35:32 ...or you can flip the switch and instead of looking at the actual number, you can tap on this button here and look at the reliability.

35:41 And here we gave you a green/yellow/red indicator to indicate how reliable the data is for that area.

35:48 Green means the sample size is good, the margin of error is low, the coefficient of variation is low.

35:56 The yellow areas are use with caution, and the red area says you probably shouldn't be paying too much attention to this...

36:06 ...because the margin of error is very likely higher than the actual value. 'Kay. So that's ACS data; it's available in all the products today.

36:15 We put those reliability indicators not only in the maps but also in the reports that you generate so you can see the green/yellow/red...

36:22 ...indicators here in the reports for the ACS reports. So we're pretty proud of that, and we think you'll find it useful.

36:31 Since last year...question at the back?

36:34 [Inaudible audience question]

36:41 Yes, it's the 2005 through 2009 ACS data published by the Census Bureau, and they...they rolled that together.

36:51 [Inaudible audience question]

36:56 I can direct you to a session in this room, I think it's tomorrow morning; there are two sessions back to back.

37:03 One is Census 2010; one on ACS. They're given by our demographer, and if you've got questions about this, please come to that session.

37:12 You'll learn all about it there.

37:13 [Audience comment] Thank you.

37:16 Another question.

37:17 [Inaudible audience question]

37:20 Yes, that is available for the Business Analyst extension now, the ACS data. By the way, the Business Analyst Desktop product...

37:27 ...has access to all of the online data. There's an online capability within the product, so you just log in using the account...

37:34 ...that we give you with the Business Analyst Desktop product; you can access all of our online data, which means...

37:38 ...you don't have to wait for us to ship you a new DVD; you can just go to the online cloud resources and access the data there.

37:45 Okay, I wanted to give you a quick update on the iPhone app and the iPad app. When we came here last year, we'd just launched the iPhone app.

37:54 'Kay, came out on July 12th, right in the middle of the conference. Since last year, we've developed a native iPad app...

38:01 ...and we've given subscribers to BAO the ability to do more within the product. So I wanted to give you a very quick demo of that now.

38:08 So please bear with me. And you'll have to put up with the...hopefully we can give a better screen than that...come on.

38:21 There we go. All right, so... Try and get that oriented the right way... Okay, so this is the iPad app, and what it's done is when I...

38:39 ...when I opened the app, it zoomed in to our current location. It's given us the basic facts about this location.

38:45 This is the dominant Tapestry within this area. The Social Security Set. We only give you the most dominant one.

38:53 If you want to get access to all of the Tapestry breakdowns in the area, you would run a report.

38:58 So if you're a subscriber to Business Analyst Online, you can sign in, you can see I'm signed in there. And I can do a couple things...

39:07 ...if I'm a subscriber; I can actually change the area, so in the app that we launched last year, you couldn't change that one-mile ring...

39:15 ...to anything else. It was locked down to that, but if you're a subscriber, you can change it, so I'll change it to a five-minute drive time.

39:24 So there we are, a five-minute drive time. Looking at the area now, we can see the dominant Tapestry is Metro Renters.

39:31 And I can look at all the facts here, and I can look at them in chart form. This one is in list form. Hopefully. Wait for it.

39:46 And then the other thing that you can do in the product is you can see the tab at the top...no you can't. You can see the tab at the top...

39:52 ...that says Reports, and you can access reports within the application. I'm getting a poor signal here, so I'm not getting a lot of feedback.

40:04 So...come on. Tell you what I'll do, let me see if I can relaunch this and...make that work.

40:27 This is playing upside-down, 'cause I've got it upside-down. All right. So, in the case of running reports, tap on the Reports tab.

40:42 I can run any of the reports that are available to me in Business Analyst Online. And if I wanted to find out about the kind of people...

40:52 ...that live in that area, I'll run a neighborhood type report. And I can see the Tapestry breakdown, in this case of the people that live...

41:01 ...within the five-mile...five-minute drive time. So that's 24 percent of Metro Renters, et cetera. So all of this detail is available to you...

41:11 ...in the mobile app. Any of the information that you create in the app is shareable, so I just click the Share button there...

41:17 ...and I can share this report, or I can share the facts. It's been a great resource for people out in the field who want to do analysis...

41:23 ...when they're out in the field. There's a question in the back.

41:26 [Inaudible audience question]

41:29 No, the app is completely free. You do not get access to the reports, and you can only look at a one-mile ring if you're not signed in...

41:36 ...to the application. So other than that, it's, you know...have fun with it. It's kind of fun to check out neighborhoods when you're traveling.

41:44 But it's also very useful if you're a real estate person and you're trying to understand, you know, is this a good area and what are the characteristics?

41:52 All right, I've got half an hour left, so I've got to keep moving here.

42:01 All right, in the Business Analyst web application... So that was the mobile application. The Business Analyst web application...

42:06 ...we've given you the ability to do advanced business search. What we've basically done is taken the business search...

42:12 ...that's in the Desktop product and made it available in the online product. So now, not, not only can you do searches from Bing...

42:20 ...which is what was in the product originally, and do Bing business search...the same business search that you do on Bing Maps...

42:27 ...but now you can get access to the InfoGroup data and do searches on things like SIC codes,

NAICS codes...

[42:34](#) ...and you can get details on the sales and employment numbers that come from InfoGroup.

[42:39](#) So that's built into the product today. The second thing that we built into the product is the arcgis.com or ArcGIS Online access...

[42:47](#) ...so now, any of the maps that you see in ArcGIS Online can be viewed inside Business Analyst Online, which is really cool.

[42:58](#) So, you know, people publishing stuff about, I don't know, earthquakes or other stuff, and they've put it up there on ArcGIS Online...

[43:05](#) ...if it's a public dataset, you can access it within Business Analyst Online. And I've already mentioned the ACS and Census 2010...

[43:13](#) ...but we'll give you a quick overview of those two things. Let's come back to Business Analyst Online.

[43:19](#) Let's go to more maps here. And I can see I can get access to all these wonderful maps, including OpenStreetMap, topographic map...

[43:27](#) ...to Bing Maps. But I can also click arcgis.com here and I can browse arcgis.com, so that will take me to a browse window and...

[43:37](#) ...I can search on stuff there, take in one of those maps if I want. Or I could... These are ones that I happen to have searched on before...

[43:46](#) ...so this is a, I think, an earthquake fault line map, maybe. Maybe not. I thought it was. There we go. So these are the earthquake fault lines...

[44:01](#) ...in California, and you can see my Smart Map Search is still working away in the background here...

[44:07](#) ...looking for where I should put a Hardee's restaurant. But... So that gives you an idea of what you can do there.

[44:15](#) On the business search side, if I'm doing business searches, I have a choice between Bing and InfoGroup...

[44:20](#) Let's just zoom in a little tighter here, to make it more relevant. So we'll zoom in to Hollywood. And we'll do a business search on...

[44:38](#) I'll be boring and do pizza. Everyone does pizza searches, but... Okay, so here I've got all the business that have the word pizza in them...

[44:50](#) ...and as you can see, I can drill down based on business name, the city they fall in, the ZIP Code they fall in...

[44:55](#) ...the number of employees that they have, so I can drag that up if I like. And you know, add the selected locations.

[45:04](#) So there we go, that's the advanced business search in Business Analyst. All right, moving on...

45:17 The other thing I wanted to just kind of repeat. We launched this last year, but something that we think people should be aware of...

45:25 ...and we want to re-emphasize it, is actually something called the Business Analyst Online Add-in for ArcGIS.

45:31 If you're not a desktop user of Business Analyst Desktop, it's a pretty expensive product, but you want to get access...

45:38 ...to the same kind of information that you get access to in Business Analyst Online the web application, you can do that...

45:43 ...through your subscription to Business Analyst Online. And there's an add-in for ArcGIS Desktop, the Standard one...

45:52 ...not Business Analyst Desktop, ArcGIS. ArcInfo, ArcEditor, ArcView. You download this add-in; it's free.

46:02 You need a subscription to use it, though. But the actual add-in, there's no extra cost in the add-in. And once you've downloaded that...

46:08 ... add-in, you can run a Business Analyst Online report for any area. So you're working in an area in ArcMap, you've got...

46:16 ... a map layer and you've got a vulnerability area that, or an event that happens, you want to assess the vulnerability for that area...

46:23 ...you can access any of our online reports and run that for that area. Not only that, all of the variables in that report get attached as attributes...

46:33 ...to the map layer. So that's pretty cool, so then you can do stuff with those attributes, right? Do different color coding and stuff like that...

46:42 ...based on a... So check it out, that's the, the BAO add-in for ArcGIS. Again, go to the Resource Center, drill down to Business Analyst...

46:52 ...you'll find it there. Just a quick update on Business Analyst Desktop 10, since we talked to you last year...

47:00 We launched Business Analyst Desktop 10. The data... The data aggregation tools are 60 times, not 60 percent, but 60 times faster...

47:09 ...than they were a year ago...a year ago, or in a prior version, 9.3.1. So you know, if you're doing...analysis where you've got...

47:18 ...you know, 2,000 stores, and you want to look at the drive-time area for each store, you've got predefined drive-time areas of variable...

47:26 ...and then you take those drive-time areas and you want to assess the average household income to those 2,000 stores...

47:33 ...you can do that now 60 times faster than you could in the prior version, so that's pretty good.

47:38 We got a completely streamlined UI; we redid the UI to make it more flexible, more easy to use. You have access, cloud access...

47:47 ...to the online data, so this is a point I was making earlier. You don't have to wait for us to update the DVDs...

47:52 ...to get access to the latest data we have. That's why ACS is available now. Because it's published online.

47:59 And then the other thing we did was make the thematic mapping a lot easier. We actually migrated some of the stuff we'd done in BAO...

48:06 ...down to the Desktop product to make thematic mapping really easy in...in...in the...the Desktop product.

48:11 So that's Business Analyst Desktop. Business Analyst Server 10, again, it's the same engine in the background...

48:20 ...so you get access to that same high-speed data aggregation engine that we have. We gave you also in Business Analyst Server 10...

48:29 ...native Flex and Silverlight APIs in addition to the SOAP and REST APIs. And we're in the process of rolling out...

48:36 ...Business Analyst Online user interface components, so on the screen here, you see, if you're a BAO user, you may be familiar with this.

48:46 This is the Custom Comparison report capability in BAO. We're making these kind of capabilities, like Custom Comparison report...

48:56 ...function as well as the Smart Map Search function, available as widgets, so you can just put them into your applications...

49:03 ...if you're developing applications. 'Kay, so go to the Resource Center, you'll find out more about that.

49:09 We're releasing them this summer. They're in beta, I think, actually now. So talk to us at the island, and we'll tell you more about that.

49:18 But this is...makes it really easy to get the kind of power and functionality that we provide in our online products into your own...

49:23 ...applications that you're building. Okay, so we've done part one, which is the overview. We've done part two...

49:31 ...which is the update on what we've done to the product in the last year. I now want to spend the last bit of the presentation...

49:38 ...talking about where are we going with the product between now and this time next year for the 10.1 time frame.

49:46 Before I do that, are there any more questions about the product that we have today? We have one question in the back, yes sir?

49:53 [Inaudible audience question]

49:57 Yes, that is correct.

49:58 [Inaudible audience question]

50:14 9.3 on, that's a great question. I think you might have to use... You'll probably have to use the...the add-in that I mentioned...

50:20 ...if you...if you want to stay with 9.3.1, you'd have to download that Business Analyst Online Add-in to access the online data.

50:27 It's not quite as functional as the online access that we built into BA Desktop, so I should emphasize if you're using BA Desktop 10...

50:37 ...and you want that online access to all of the cloud data that we have, you don't have to download that add-in.

50:42 It's built into Business Analyst Desktop. The add-in is really designed for people who are using Arc...ArcGIS, vanilla ArcGIS Desktop...

50:50 ...not Business Analyst Desktop. But if you got...if... I may not be able to answer your question here, but I know there's people...

50:57 ...at the island who can answer those questions specifically. So maybe we can talk about that afterwards.

51:05 Question.

51:06 [Inaudible audience question]

51:24 You can, although it's...it's a little bit involved right now. We can talk to you about that offline. And actually, that leads very nicely...

51:34 ...into my next slide. Thank you very much. 'Cause I wanted to talk about where we're going with the road map...

51:39 ...and the road map is, we want to provide the global solution. So you know, you can imagine that the online maps...

51:47 ...the basemaps that we provide, they already come from ArcGIS Online; they'll continue to do that.

51:52 The statistical data, you know, the demographic data we provide. Obviously it's very rich in the US. We expect it to be very rich...

51:59 ...in the developed countries as we roll this out. And you know, the developing and underdeveloped countries, that might vary of course.

52:08 In order to do things like drive-time analysis, there's a lot of rich street data out there right now, so places like Canada and Europe...

52:15 ...it's no problem to provide...to provide the street network that we need to enable drive-time analysis for...

52:23 And then the PAO...POI, or point of interest data, business data is going to vary as well. So that's the general picture.

52:30 We've got a program under way, we build the data ourselves in the USA, but we're relying on partners in other countries...

52:37 ...to get access to data. I see a gentleman here from Esri Canada; we are...in a...we have a desktop product for Business Analyst...

52:48 ...in Canada, and we're in the process of rolling out the Business Analyst Online API for Canada, so that's...that's in alpha right now.

52:57 It's in a private alpha, and you'll see that coming out, being launched later this year. In addition to that, we're working extremely closely...

53:05 ...with a small number of very key demographic data providers worldwide. And we're...we hope to make that available...

53:12 ...initially through the Business Analyst Online API. The reason why we're picking the Business Analyst Online API first...

53:19 ...is because that's where people need it the most, because they want to integrate what we do in Business Analyst...

53:24 ...into their own business processes and business systems. And the easiest way for us to do that or to enable people to do that...

53:30 ...is by making it available through the API. So that's what we're going to be doing first. And that's our plans.

53:37 Global in very, very high on our list, and we're working very, very hard at that.

53:45 On the mobile road map, you've seen the application as it stands today. We want to make the mobile application more of a template...

53:56 ...so our partners and our Professional Services team and...you know, enterprise clients who want to can take that application...

54:06 ...and adapt it for their own needs. We also want to enable you to access to your own custom reports, so we see this a lot.

54:14 People have their own instance of Business Analyst Server; they've developed custom reports for their own business...

54:20 ...that they publish to Server so people can access those. They want to be able to access those custom reports in the mobile app.

54:27 What we want to be able to do in the mobile app is enable you to log in to your...point to and authenticate...

54:32 ...against your own private instance of Business Analyst Server, so you can not only access the Esri reports we have in our cloud...

54:40 ...but you can access those custom reports that you have in your own organization using the

same standard app that you download...

54:48 ...from the App Store. The other thing that we want to do is kind of merge what you see in the ArcGIS mobile app...

54:57 ...with what's in the Business Analyst mobile app so that you can get access to all of those great maps that have been published...

55:04 ...in ArcGIS Online as well as edit content in the field. So the use case is, you're looking at a property.

55:12 You do... You run some reports for that property; maybe you're looking at a map of that property.

55:17 You want to draw some notes on the map while you're out there in the field, maybe take a photograph...

55:22 ...put all that together in one package, and then share it with your colleagues back at your organization.

55:26 That's the use case that we want to hit with item number three.

55:30 Item number four is other platforms. Yes, we're not Apple bigots, we are talking about other platforms; the Android app is almost ready.

55:42 So, within the next few weeks, we hope within the next month, we will be publishing the app for smartphone Android apps.

55:51 And tablets we will look at, obviously going forward. Other platforms, we'll...we'll keep an eye on where the market is going...

55:57 ...obviously...unfortunately, we can't do everything all at once, so we have to be picky, but we're picking Android first.

56:08 In Desktop, highlights for some of the things we're working on Desktop 10.1, we're working on something that I've nicknamed...

56:15 ...Fusion reports. These are pretty cool. So, in Desktop today, there's a great report authoring tool.

56:22 You can actually author your own reports, create your own report templates, and then run them. And that's been pretty cool though it...

56:30 ...though it's pretty involved to create one of those reports. There's a lot of tweaking that you have to do at the tweezers level...

56:37 ...so each one of the...the variables, you know, each one of the lines in this report, you have to kind of set up and author within the report.

56:45 So that's pain point number one. Pain point number two that we've seen is customers want to combine...create a report that combines...

56:52 ...data from Esri as well as their own data and maybe their customer data, so you want to fuse that together.

57:00 So with these new Fusion reports, what we're enabling people to do is create such a report...

57:05 This report example has some demographics here from Esri, and then it has customers that are within .1 miles of a particular store down here.

57:15 And then it has a map showing some of that customer data, as well as some trade areas around the store.

57:21 So that's all fused together into one beautiful report. And the beauty of it is, you'll be able to create these reports very quickly...

57:27 ...because what you'll do is you'll look at other reports and you'll be able to drag and drop whole sections of other reports...

57:34 ...into one of these reports. So you know, this section up here would be one, this section down here would be a second section.

57:41 And the third section down here. So within a few minutes, you can create a beautiful report that fuses together all of the information...

57:47 ...that you need for your organization or for your senior executive to...to tell them what's going on.

57:54 So that's Fusion reports. Number two is publishing Desktop, BA tools as geoprocessing tools to BA Server.

58:05 So this is something that you can't do right now, but we're enabling actually Business Analyst 10.0 service pack.

58:17 The third thing that we're putting into Desktop is something that we're calling Smart Variable Select.

58:22 What I'm showing on the screen here is an output from a tool that's in the product today; it's called Find Similar. Find Similar...

58:29 ...is a really, really useful tool. What it does is it enables you to compare prospective locations against another benchmark location...

58:38 And tell you how similar those prospective locations are to your benchmark location. And not only will it tell you how similar they are...

58:47 ...but it will rank order them as to how similar they are, so you know, this is your benchmark store.

58:53 Number two here is the closest...the area that matches the benchmark store the closest. Number three, number four, number five.

59:02 'Kay, the way it does this is using the statistical process called Principal Component Analysis.

59:08 And the way the statistical analysis works is you pick the variables from this wizard here to say what variables you think are factors...

59:17 ...in doing that analysis in find these similar stores. Okay? Very, very powerful, and you can pick from any of the variables.

59:24 It could be Esri data, or it could be your own data that you brought into Business Analyst. So Find Similar is a very useful tool.

59:31 Pack 2 just got launched about a week ago, and Service Pack 2 is starting to enable this, so talk to us at the island...

59:39 ...and we'll give you the details, but if you're creating those custom models and you want to publish them to Server...

59:43 ...that involve Business Analyst Desktop capabilities, or Business Analyst functions, you can do that.

59:52 You'll be able to do it for all of the functions as of Desk...as of 10.1, and you can do it for some of the functions as of 10.0 SP 2.

1:00:02 So come and talk to us about the details at the island. But it has one problem. You have to pick your own variables.

1:00:08 You have to guess at what variables are the factors in that Find Similar analysis. So what we're doing with Smart Variables Select is...

1:00:18 ...we're doing that analysis for you. We're not forcing you to pick those suggestions that we make, but we take the Esri data...

1:00:25 ...and the user data you have in the Desktop product using statistical analysis, again, may need Principal Component Analysis...

1:00:33 ...we will pick out the variables that are statistically significant in those areas that you're trying to compare.

1:00:39 So it's going to be a great starter for you to try and...try and do your analysis. So that's Smart Variable Select.

1:00:48 The next thing that we're going to be putting in the Desktop product, or are putting into the Desktop product, is we're tightly integrating...

1:00:54 ...location allocation. 'Kay, so location allocation is part of the Network Analyst extension today.

1:01:02 And it's available to you; if you're a Desktop user, you can use all of the functionality in Network Analyst, but what we're trying to do...

1:01:10 ...in BA Desktop 10.1 is make it more accessible, more easy to use. So we're enabling you to use it for smart market planning.

1:01:18 So determine an optimal location for one or more facilities that will...that will service demand from a given set of customers or prospects.

1:01:27 So here's a typical use case scenario. You've got two existing stores; you've got two potential stores. Which one should I...?

1:01:35 I can only open one store. Which location should I choose to maximize...maximize demand?

1:01:42 And there's three scenarios that we're going to be talking to here in the smart market

planning. One is maximizing attendance...

1:01:48 ...to make sure that you get the maximum number of customers. A second scenario is maximizing market share...

1:01:55 ...so given that you want to open x new facilities out of a choice of y locations, so you've...you've got 10 possible locations...

1:02:03 ...you can only open 3...10 possible locations, you can open 3. Identify which subset, which 3 you should pick...

1:02:12 ...to maximize your market share. And then the last one is target market share; chooses the minimum number of facilities...

1:02:21 ...necessary to capture a specific percentage of the market. So I want to capture 65 percent of the market; how many facilities...

1:02:30 ...should I open in this area? So these are pretty cool tools; they're pretty powerful. And we think you'll find them pretty useful.

1:02:39 So that's Desktop. On the API side, we're actually working on a new design for the API; it's a 2.0 API, if you like.

1:02:46 We want to simplify the API and make it more accessible to a lot of users. So we're going to keep the APIs that are around today.

1:02:54 Don't worry; your, your applications will stay working, but we're working on a set of very, very simple APIs to get...

1:03:01 ...to make it easier for you to get value out of the product. And we're designing it for, you know, for the people who are used to using...

1:03:09 ...you know, Twitter APIs and the like and Facebook APIs so that they can get access to it. So for example, there'll be a Get Facts API...

1:03:18 ...which for any area with a very simple location parameter of an x,y location will give you facts back immediately with no other parameters...

1:03:26 ...and you can get immediate value out of the product. And we want to design this API so it can scale...

1:03:31 ...and deal with very high-volume applications. The last thing that I wanted to talk about in terms of road map as a key project...

1:03:42 ...is a very important one. When we show people Business Analyst Online, generally the reaction is very positive.

1:03:54 And when we show it to enterprise clients or business clients, they see that application, they say "That's great! Can I just use that..."

1:04:02 ...as my starting point for my own application? I just want to add a new tab and maybe tweak things a little bit here and there."

1:04:09 And the answer is, No, sorry, you can't do that. We didn't engineer it that way. We

developed Business Analyst Online...

1:04:16 ...this version that you see here, we've relaunched it back in 2009, and the design process for that started three years ago.

1:04:28 We're now starting to work on the next-generation version of Business Analyst Online. And we're engineering it...

1:04:35 ...reengineering it from the ground up so that it can be extensible, so you can add things to it. It can be skinnable, so you can...

1:04:47 ...change the look and feel, change the branding change the logo, change the colors. Configurable, so you can switch on and off...

1:04:56 ...components that you want or don't want. And localizable, so you can make it work for your own local market in terms of content...

1:05:05 ...or in terms of language. And we will use this new framework as the basis for the next-generation version of Business Analyst Online...

1:05:14 ...so you'll see it there. But you'll also see it as an application that ships with BA Server. So BA Server right now is basically...

1:05:23 ...a headless product. It doesn't have any UI associated with it. It's just a set of APIs. With 10.1, that will change.

1:05:31 You'll get this brand-new Business Analyst Server application template that will allow you to create new products such as this mock-up...

1:05:42 ...that I'm showing here is something called EPA Environmental Analyst. You'll be able to do something like that using this framework.

1:05:48 So we're very, very excited about this project. We'll let you know more details about it, and if you're interested in becoming...

1:05:56 ...an early user of that, we'd love to talk to you. And that also goes for the API, by the way. The 2.0 API...

1:06:04 We're in the process of designing that, but we want to get feedback on that design before we implement the API, and so...

1:06:12 ...if you'd like to be involved with that, we'd also like to talk to you about that. 'Kay, that's the road map.

1:06:19 Where to learn more? Lots of sessions. Demo Theaters, down in the EXPO hall, there's a Commercial Island.

1:06:28 There's a Demo Theater attached to that Commercial Island; there's a number of events that are going on there.

1:06:34 They're pretty informal events, so you can ask lots of questions. There's a couple this morning on preparing and using your custom data...

1:06:41 ...in Business Analyst. One kind of high-level overview of the APIs; there's a more detailed

tech workshop on the APIs.

1:06:49 I'll talk about that in a second. There's a more detailed session on what's new in Business Analyst Online at two.

1:06:56 There's a quick overview of Census and ACS; if you don't have a lot of time, come to that one.

1:07:03 That will give you the highlights of what's new in Census. These are some Lightning Talks this afternoon in this room.

1:07:11 They're 20-minute sessions on how you can use Business Analyst for site selection, target marketing, and designing territories...

1:07:18 ...and districts, so those will be quick overviews. Tomorrow, Wednesday, I mentioned this already. Our chief demographer will be giving...

1:07:25 ...a session at eight-thirty on Census 2010 and a session at ten-fifteen on ACS. And if you're a stat...if you're a demographer, or if you're...

1:07:36 ...a heavy-duty data user of Census data, or don't know much about ACS and you need to, please come to that session.

1:07:44 You can read the rest here; I'll just highlight a few, economic gardening and economic development. There's a session on that.

1:07:53 If you want to learn more about our segmentation data, Tapestry, and how it's used for market analysis, come here at three-fifteen tomorrow.

1:08:02 And on Thursday, there's a couple sessions, I'll just highlight the ten-fifteen session first. Community and Demographic Analysis...

1:08:10 ...Build Your Own Apps and Websites. That's these...the detailed session on the APIs. So if you're a technical...

1:08:16 ...or have technical staff here and you want them to learn about this stuff, send them to that ten-fifteen session on Thursday.

1:08:23 The eight-thirty session on Thursday is a slightly different session. We had a lot of questions when we built Business Analyst Online.

1:08:31 "How did you go about building it?" And we actually used a process called user-centered design to build that.

1:08:39 User-centered design is...is a process that's been around since 1960s, I think. And we've adapted that patent or methodology...

1:08:50 ...for developing our web applications. If you want to learn more about how we put the application together, you can come to that session.

1:08:57 Or if you want to learn about how you can use user-centered design in developing your own applications, it doesn't have to be...

1:09:03 ...a mapping application; it can be any application. Please come to that session. You'll learn

a lot about it there.

1:09:10 Other ways to reach us; visit the Commercial Solution Island downstairs. I mentioned that. Read our blog, esri.com/bablog.

1:09:18 You can send us an e-mail if you don't find time to talk to us; bateam@esri.com. If you want to learn more after you've left...

1:09:27 ...go to esri.com/ba for general information about Business Analyst. If you want to get the technical details or any of the documentation...

1:09:35 ...or help, go to resources.arcgis.com and drill down to Business Analyst. Please fill out your surveys.

1:09:42 The surveys are all online this year, so it's esri.com/sessionevals, and that is it. Thank you very much for your time.