

# Esri Business Analyst Suite: Overview and Update

Esri Business Analyst provides a solution for optimizing decisions about where to locate or where to market. Used by both commercial and government organizations for site selection, target marketing, economic development and recruiting campaigns, Business Analyst combines comprehensive, updated demographic data with GIS analytics. This workshop provides both an overview of the product as well as an update on the latest features.

<http://video.esri.com/watch/83/esri-business-analyst-suite-overview-and-update>

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## Video Transcription

**00:01** This session is about Business Analyst, and the purpose of this session is...

**00:07** ...it's the first of a series of sessions that we're giving on Business Analyst.

**00:11** So this session is merely just an overview as well as an update.

**00:17** So for those of you who don't know about Business Analyst...

**00:22** ...we're going to tell you a little bit about it.

**00:24** For those of you that do know about Business Analyst...

**00:26** ...we're going to give you an update of what we've been working on in the last year.

**00:31** So my name is James Killick; I'm the lead product manager for Business Analyst at Esri...

**00:38** ...and I'm supported by a great team of people.

**00:40** And if you come to some of our other sessions, you'll meet with them.

**00:46** Let me start by asking you all a question.

**00:49** How many of you are Business Analyst users today?

**00:54** All right, that's just under half, I think.

**00:56** And how many of you are looking to use Business Analyst in the near future?

**01:02** Just a few of you.

**01:04** Okay.

**01:05** All right.

**01:06** Well, we'll get started here, and I'm going to walking around, so I apologize.

**01:10** I'll probably trip over this cable at some point and embarrass myself, but oh well.

**01:18** Okay, so part one of my presentation is going to be a product overview.

**01:21** Part two of my presentation is going to be a product update.

**01:24** And we'll probably hold questions to the end if that's all right...

**01:28** ...because we've got a fair amount of stuff to go through.

**01:31** Business Analyst is basically a GIS solution.

**01:36** It's a focused GIS solution for optimizing decisions about where to locate.

**01:42** And this can be a business, or it could be a hospital, or it could be any kind of facility.

**01:48** And it's also a focused solution for deciding where to market.

**01:53** In other words, where to market your products and services.

**01:57** It's used in a wide variety of industries.

**02:03** It's used in retail, obviously, to help retailers locate stores.

**02:08** It's used in commercial real estate on the sign side...

**02:11** ...where you've got commercial real estate agents...

**02:14** ...trying to promote their properties to the right kind of business.

**02:18** It's also used in economic development for economic development agencies.

**02:22** So if you think about a city, they're trying to increase their tax base.

**02:27** And it's used in financial services, particularly retail banking.

**02:33** It's not just used for site location; I do want to emphasize that.

**02:37** It's used for site location; it has many, many uses beyond site location.

**02:41** It's used for customer analytics.

**02:44** So if you want to look at your customer base and you want to profile your customer base...

**02:48** ...and understand more about them and use that information, then...

**02:52** ...to figure out where to market your products or where to market your services...

**02:56** ...or how to tune your message, you can use it for that too.

**02:59** We've also seen use of it in other areas, too.

**03:02** There's a very interesting example with the U.S. Air Force, who is using it to find recruits.

**03:09** So they're doing market analysis, figuring out where should I hold a recruiting event...

**03:14** ...where should I advertise?

**03:16** And based on the kind of people that stay with me the longest, what kind of areas...

**03:21** ...do those people come from and where can I find more people like them?

**03:29** So if you are in real estate, typically you're faced...

**03:35** ...with making location decisions, obviously.

**03:39** And you've got to make the right one.

**03:41** If you're building a restaurant, for example.

**03:44** Let's take an example.

**03:45** Macaroni Grill; if you're building a Macaroni Grill, you're looking at build costs...

**03:50** for that restaurant anywhere between four and eight million dollars.

**03:54** Plus, you're looking at the lease that you've got to sign up for, probably 10 or 15 years.

**03:59** And if you build that Macaroni Grill in the wrong location, you've cost a lot of money.

**04:06** Now, there's a great quote; I don't have it here, but there's a great quote...

**04:09** ...from a guy who was running a whole series of restaurants at In-N-Out Burger.

**04:13** He said that if you look at your entire store network, 50 percent are going to be doing just fine...

**04:21** ...25 percent are going to be minting money, and the other 25 percent you'll wish you never built.

**04:28** And so the goal here is, and the problem people are trying to solve...

**04:33** ...is making sure that they don't make that mistake and build in the wrong location.

**04:37** They're also worried about the performance of their store network, which stores are performing well...

**04:41** ...which ones should be performing better, and maybe they're looking at consolidation.

**04:46** We've had a lot of our users using that obviously in the last year or so for looking at consolidation...

**04:52** ...because closing the wrong store is almost as bad as opening in the wrong location, right?

**04:59** Because if you break your lease, you have to lay off staff, and if you lay off one...

**05:02** ...that could be doing better, then you could be in a problem.

**05:06** Okay, so that's site location.

**05:09** Typical problems in site location.

**05:11** In marketing, if you work in the marketing department, you're going to be worried...

**05:15** ...about increasing the return on your marketing budget...

**05:19** ...which is probably not growing at the moment; it's probably shrinking.

**05:23** So you want to make sure that you're not sending out gazillions of flyers...

**05:28** ...and not getting a good response rate to those flyers.

**05:32** Or if you are sending out flyers, you want to make sure that those flyers...

**05:35** ...the message in those flyers is tuned the right way for the audience that you're reaching.

**05:40** So that's marketing.

**05:42** And then, if you're in operations, typically it's sales operations.

**05:47** You're a sales manager or you're an operations manager.

**05:50** You may also be concerned about your territories.

**05:52** Now think about territories.

**05:53** They could be sales territories; they could be delivery or service territories.

**05:58** They could be management territories if you've got a franchise or something like that.

**06:03** And you want to maximize the efficiency of those territories.

**06:06** You want to make sure that everyone has, in the example of a sales force...

**06:10** ...you want to make sure everyone has equal opportunity, right?

**06:13** No one salesperson is under burdened, no one salesperson is overburdened.

**06:19** You also don't want to waste a ton of time trying to create those sales territories and make them efficient.

**06:26** So you...you know, it could be a very, very laborious process if you're doing it manually...

**06:32** ...as I'm sure many of you know.

**06:35** So Business Analyst is a product that is designed to provide value in each one of these areas.

**06:44** The premise is that in the software we provide maps, we provide some great analysis tools...

**06:51** ...we provide models, we provide reporting capabilities.

**06:55** And that's supported, in addition to that, by a huge wealth of data...

**07:01** ...very up-to-date data for 2010, as well as looking forward to 2015...

**07:08** ...on the people, the places, and the businesses.

**07:11** Now today the product is focused primarily on the U.S. market.

**07:15** So that data is for the U.S. market.

**07:17** I'm going to talk a little bit later on about our international plans.

**07:22** But primarily it's for the U.S. market today.

**07:26** So what you do is, with the software and all of this wonderful data, is you combine that software...

**07:31** ...and data with your data, your data about your customers, your data about your stores...

**07:35** ...your point of sale data perhaps, and the idea is by combining information about your data...

**07:41** ...and information about...that we have plus the analysis tools that we have...

**07:45** ...you can make more informed decisions.

**07:47** So think about your data for a moment.

**07:49** Think about your own databases.

**07:50** If you've got a CRM, for example, and you've got a whole lot of customers in that CRM...

**07:57** ...maybe you're in the retail trade.

**07:58** I'm going to stick with that for a moment.

**08:02** Let's say you're a grocery store chain.

**08:03** You've got a loyalty card.

**08:05** You're looking at the transactions that are coming through your groceries based on that loyalty card.

**08:10** If you look at your own data and your own data in your own CRM system...

**08:15** ...you're going to be able to tell when your customers buy, what time of day...

**08:20** ...you're going to tell what products they buy, what product lines they buy...

**08:24** ...you're going to be able to tell how frequently they buy that product, perhaps...

**08:30** ...and what the patterns are there.

**08:32** But you're not going to be able to tell what are the characteristics of the people that buy it.

**08:39** You know where they live, because they filled out the form when they signed up for their loyalty card.

**08:44** But you don't know roughly what their education is, you don't know what their income level is...

**08:49** ...you don't know whether or not they have kids.

**08:51** You may be able to surmise that a little bit from what they buy, but there's a lot of detail...

**08:56** ...that you can't get from just looking at your own data.

**08:59** And I'm going to show you a little bit of how you can enhance that in a few minutes here.

**09:04** So there are four basic things that Business Analyst provides.

**09:08** And the first thing that it provides is lots and lots of data.

**09:13** We call it indicators; sometimes we call them variables.

**09:17** But if you look at this list down the right-hand side you'll get the idea.

**09:20** It's basically demographic data.

**09:23** So data about age, income, etc.; family size.

**09:28** It's data about households, income brackets, education, net worth.

**09:34** But it's also data about consumer spending habits...

**09:37** ...how much do people spend on goods and services in a particular area?

**09:41** And when I'm talking about areas, its areas up at the state level, the county level...

**09:47** ...and drilling down to the ZIP Code level all the way down to a census block group level.

**09:52** So we have data at the census block group level.

**09:54** And for those of you that don't fully understand how much area a census block group covers...

**09:59** ...it's roughly a couple of hundred households, maybe 250.

**10:05** So within an area of 250 households, we can tell you what the education is...

**10:09** ...we can tell you what the net worth is, we can tell you what the family size is, etc., etc.

**10:16** Think about your own neighborhood, think about where you live, and it will probably...

**10:21** ...give you an idea of the kind of...a few blocks around your house.

**10:27** So the best way to give you an idea about this is to actually show you a demo.

**10:33** So I'm going to quickly flip over here to our own online product which is called Business Analyst Online.

**10:39** And we'll just drill down a bit here into the data.

**10:42** So let's go to the color coded map feature and we'll drill down to San Diego...

**10:48** ...and we'll come to the convention center here.

**10:51** And let's zoom out a bit, so the block group level.

**10:58** And let's look at some data.

**11:00** We're looking into the block group level.

**11:04** And we'll...first of all we'll do a search on income...very basic variable.

**11:09** And 2010 per capita income.

**11:11** So in a few seconds here I'll get back a color coded map that shows the income...

**11:16** ...in this area down to the block group level.

**11:18** And you can see the higher income areas are in red and the lower income areas are in yellow.

**11:23** Now this is a pretty industrial area right here, a lot of restaurants.

**11:26** So perhaps that's what you might expect.

**11:31** Let's drill down into something else.

**11:33** Let's look at age.

**11:35** And in this case, we're going to look at a particular bracket of age.

**11:37** ...I'm going to look for people who are age 0 to 4.

**11:41** In other words, where all the infants are.

**11:44** Concentrations of people who have young infants.

**11:47** And there you've got a completely different picture.

**11:50** Okay?

**11:52** So that's two basic demographic variables.

**11:54** Let's look at something different.

**11:56** Let's look at something like beer.

**12:02** So we'll see if we've got any data on beer.

**12:04** I'll pick the right option there.

**12:07** Okay, so drank imported beer/ale in the last six months.

**12:13** And in this case, I'm going to look at...instead of numbers or percentages...

**12:16** ...I'm going to look at something called an index.

**12:19** And the way indexes work is, 100 is an actual average.

**12:24** If you've got an index of 200, it's double the national average.

**12:27** If you've got an index of 50, it's half the national average.

**12:30** Okay, so here you can see that actually in this area, most people are above...

**12:36** ...the national average in terms of drinking imported beer.

**12:40** And we can make that stand out a little bit better if you like.

**12:44** Let's make the high ones here...bring that up to about 150 and we'll bring that up to about 125.

**12:54** So we'll change the scales a little bit here.

**12:56** And let's change the color schemes.

**12:59** And we'll switch this to red for the very high...whoops, there we go...red.

**13:05** We'll switch it to orange for the medium-high, and then we'll switch it to yellow for the fairly high.

**13:13** So you can see very quickly I've got a nice map there...

**13:17** ...that's showing where the concentrations are of people who drink beer.

**13:21** Let's look at another variable.

**13:22** Let's look at Buicks.

**13:26** And again, we'll look at the index and see if the picture changes.

**13:32** And so that was beer, and there's Buicks.

**13:36** Little bit different.

**13:37** So immediately you're getting a different idea.

**13:39** Now we can drill into other variables too.

**13:42** We can look at kind of occupational habits and interests.

**13:50** So let's look at something like yoga.

**13:53** So, participated in yoga.

**13:55** And I didn't pick the index, so let's pick the index.

**13:59** Okay, so there you go again.

**14:01** So the people up in that northwestern district of downtown San Diego like to practice yoga.

**14:07** We can look at attitudinal data, too.

**14:10** So let's look at liberal.

**14:15** Considers self somewhat liberal, considers self very liberal.

**14:18** Again, we'll pick the index here, and perhaps as you might expect, that picture didn't change very much.

**14:26** People who practice yoga are liberals.

**14:32** Isn't that funny?

**14:33** So we'll switch gears here.

**14:35** We'll look at conservatives.

**14:38** And considers self very conservative.

**14:41** Whoops, I didn't pick the index; let's pick the index.

**14:45** Okay, so again, a completely different picture.

**14:49** So that's a very quick demo of the kind of data that you can reach in Business Analyst.

**14:56** And as you can gather, there's just a huge wealth of data.

**15:00** It's demographic data, spending data, attitudinal data, etc.

**15:04** And you can use all of that to analyze the market.

**15:10** The second thing we provide in Business Analyst is custom reports.

**15:12** So these reports are about a specific area.

**15:15** It could be a ZIP Code, it could be a county; it could be really any kind of region.

**15:22** And the typical regions people are interested in are a region around a location.

**15:27** So you might be looking at a one-mile ring around a location...

**15:30** ...or a five-mile ring around a location if you're building a store.

**15:33** Or more importantly, perhaps it's a drive time.

**15:36** So within a 10-minute drive of this location, what do the people look like?

**15:40** Because I've got a store, or I've got a concept...

**15:42** ...or I've got a business that is going to draw people from about 10 minutes away.

**15:46** They're not going to drive more than 10 minutes, maybe, to get to a grocery store, for example.

**15:51** And you can do that in Business Analyst.

**15:53** And these reports are generated on the fly for that very specific area...

**15:57** ...that you define when we aggregate all of that data very, very accurately for that specific area.

**16:04** And you can pick from any one of about 35 off-the-shelf reports that you can just pick from...

**16:10** ...or you can build your own reports, choosing the variables that are important to you.

**16:15** So that demo that I gave you a few seconds ago, imagine picking variables...

**16:19** ...that are of interest to you and putting that into a report.

**16:21** You can do that.

**16:23** And you can also use this to compare one location against another.

**16:27** So again, let's flip back to a demo and I'll just show you that very quickly.

**16:34** So we'll clear this off, there we go...and we've got this location here in the San Diego Convention Center.

**16:48** I'm actually going to drop a point...instead of geocoding an address, I'll just drop a point here.

**16:54** So we'll select this point here and we'll do drive times around this area.

**16:59** Let's do a 5-, 10-, and 15-minute drive time.

**17:02** So what we're doing now is we're going back to a Web server and doing 5-, 10-minute drive times.

**17:10** This product, by the way, is all online.

**17:12** You just simply get a subscription to the product and log in and start using it.

**17:18** So here's the 5-, 10-, and 15-minute drive times.

**17:21** Once I've got those, I can then get reports.

**17:25** And these are the off-the-shelf reports that we provide, big, long list.

**17:30** A very popular one is the demographic and income profile which is a basic report.

**17:35** And I'm going to run that now for that area that I just selected.

**17:39** So that very strangely shaped 5-minute drive time area...

**17:42** ...and that very strangely shaped 10-minute drive time area and the 15-minute drive time area...

**17:47** ...it's getting the information for that and it's now done.

**17:52** [Inaudible, from audience]

**17:54** The format...the question was, what formats can you bring the data down in?

**17:57** In this case, I requested a PDF format.

**18:00** You can also request back Excel format.

**18:05** And if you're doing programming against this, you can also use XML.

**18:08** So if you're building an application and you want to integrate this stuff in...

**18:12** ...you can use it to your advantage there.

**18:15** So this is the standard report; you can see the 5-minute drive time area...

**18:20** ...for that location, all the breakdowns in income and age, and race and ethnicity...

**18:25** ...and then some nice graphs at the back end here.

**18:28** And then we move on to the 10-minute drive time, etc., etc.

**18:34** So that's...so that's the basic reports.

**18:38** And then also, in addition, you can do custom comparison reports where you can compare multiple locations.

**18:44** So I could compare this location to one up in Northern California, and I could look at housing, for example.

**18:51** Now here what we're doing is we're making a request back to a Web service...

**18:55** ...getting the data back in XML format, to answer your question, and we're displaying that interactively on a graph.

**19:01** So I can now compare these two areas and I could look at the 10-minute drive time here.

**19:06** [Inaudible, from audience]

**19:10** Can you geocode an address?

**19:12** Yes.

**19:13** [Audience question] Well I mean, can you...on these reports, instead of having the...

**19:16** ...instead of having 123 Oak Street, can you get the fully geocoded address in the report?

**19:23** Yes, you can.

**19:24** When you put an address in, that fully geocoded address comes back.

**19:27** [Audience response] Okay, great.

**19:29** Okay, so that's the reports.

**19:31** Let's flip back to the slides here, keep moving quickly.

**19:36** I would do that...okay.

**19:43** All right.

**19:44** So we've demo'd the reports, let's move on.

**19:47** So the third thing we provide in Business Analyst is a set of powerful geographic analysis tools.

**19:53** And the ones that are available in the online product I was just showing to you can do a

number of things.

**19:59** If you're a professional analyst, if you're using SPSS, if you're using SAS...

**20:05** ...if you're in there all day, everyday trying to build models, predict sales...

**20:10** ...then you want to consider the desktop version of our product.

**20:13** The desktop version of our product gives a huge wealth of tools that you can use...

**20:19** ...on an ad hoc basis for really drilling down and looking at stuff.

**20:22** And as you can see from these screens here, you can do things like see which customers...

**20:26** ...are visiting each store, you can determine the catchment area of each store.

**20:30** So that yellow, red, and purple area that you see there at the bottom...

**20:36** ...that's where maybe 20 percent of your customers are coming from, 40 percent, or 60 percent.

**20:42** You can look at market penetration.

**20:44** So that green map on the left-hand side there...if you're looking at your own data...

**20:50** ...you can gather a lot of information as I mentioned, but you really can't tell...

**20:53** ...how well you're penetrating the market because you don't know how many people live in that area.

**20:58** So, by combining your data with the data that we provide, you can start to create...

**21:01** ...a color coded map like that green one there to show how well you're penetrating the market.

**21:08** You can do things like determine the actual drive times.

**21:11** A lot of people make guesses about drive times, about how far their customers are traveling.

**21:15** But if you have your customer data, you can suck that into Business Analyst...

**21:19** ...and you can run a report that will draw that bell curve of what the typical drive times are...

**21:24** ...that people are actually making to get to your store.

**21:27** And it may change from store to store, obviously.

**21:30** So you don't have to make guesses about that.

**21:32** And you can do things like understand cannibalization, because you have access...

**21:36** ...to a whole lot of businesses, and all the businesses in the USA, and you can compare that...

**21:41** ...to where your businesses are, or you can compare it to where your other businesses are...

**21:46** ...and look at cannibalization.

**21:48** I'm not going to go into a lot of detail here.

**21:50** I'm just going to go into a little bit of detail...

**21:52** ...but I'll show you the kind of thing that you can do on a very lightweight scale.

**21:58** So let's go back to Business Analyst.

**21:59** And we'll clear this off...and...

**22:06** ...actually, let's put it back on again.

**22:10** Okay, so let's take this site and let's start to run a report.

**22:17** We'll get reports and we'll run a standard report.

**22:20** And this time, we're going to run something called a Tapestry report.

**22:26** A Tapestry Segmentation area profile...what a mouthful, huh?

**22:31** So Tapestry is the name that we give to a database...

**22:35** ...which is a market segmentation database that we provide.

**22:39** So we divide the whole USA up into 65 different segments.

**22:44** And those segments have certain characteristics.

**22:47** And if I give you the name of one of those segments...

**22:50** ...you'll probably understand what I'm talking about immediately.

**22:53** One of those segments is called Laptops and Lattes.

**22:56** So the kind of people that live in those segments drink lattes and have laptops, okay?

**23:03** Another one is Social Security Set.

**23:05** Another one is Up and Coming Families.

**23:07** So you can immediately, I think, start to gather what we're talking about here...

**23:12** ...when we're talking about these segments.

**23:13** And Tapestry is the name that we give to our segmentation database.

**23:17** And there's lots of material behind this...

**23:18** ...and we can tell you a lot of detail about each one of those segments.

**23:22** [Audience question] Can you collapse those tapestries? Because you named a couple of datasets, but sometimes you'll have...

**23:31** [Audience question] ...like the suburban...there was one called like, Soccer Moms or something like that...

**23:36** [Audience question] ...and another one was Lattes and Laptops or whatever, but you know...

**23:41** [Audience question] ...from that title, I don't know what that means.

**23:43** Okay. I'd love to talk to you about that more offline perhaps. And I'll show you how you could do that.

**23:49** All right, let's keep moving.

**23:52** So actually, I'm going to run this report for this location up in California.

**23:57** So let's move up there for a moment.

**24:04** And we're going to go up to Northern California.

**24:09** And we're going to...okay, so this is a location up in the Bay Area.

**24:18** It's on the East Bay of California.

**24:21** It's below...for those of you that know Northern California, it's just south of Walnut Creek.

**24:27** And I'm going to run a report for this area.

**24:31** And I'm going to run this tapestry segmentation area profile.

**24:36** And so what it's going to do is, it's going to look at this area...

**24:39** ...and it's going to tell me how many people fall within each one of these 65 different segments that we have.

**24:45** And okay, so we're going to open it up here.

**24:51** And here we go, so 6... within the 5-minute drive time at this location, 67 percent of the people...

**25:00** ...live within the Connoisseurs segment.

**25:03** And another 19 percent live in the Top Rung segment...

**25:07** ...and finally another 14 percent live in Urban Chic.

**25:10** And there's no other segments represented in this area.

**25:13** So you can probably gather this is a pretty well-to-do area, fairly high income.

**25:17** And if you want to drill down into any one of these, you can just click on this link here...

**25:22** ...and this will open up the PDF file that tells you all about each one of those segments.

**25:26** So I'm just going to drill down here, and we'll come down to Connoisseurs.

**25:35** And if we zoom in a bit...that's probably not readable yet.

**25:42** Let me try some more.

**25:50** Okay, so residents of Connoisseurs, neighborhoods are somewhat older, median age about 47 roughly...

**25:59** ...70 percent married, net worth \$771,000, so they're pretty well off.

**26:07** Let's look at some of their preferences.

**26:10** Their homes include the latest upgrades, not do-it-your-selfers; they hire contractors, use lawn care.

**26:16** Okay?

**26:17** Pretty interesting.

**26:18** So you can get this view, you can get this picture of your customers.

**26:22** Okay, so we know that a lot of these people in this area fall in the Connoisseurs area.

**26:27** So the question is, how do we find more areas like this?

**26:31** Maybe I've got, again, a grocery store here and it's an up-end, you know...

**26:35** ...up-market grocery store and it's doing incredibly well.

**26:38** Where do I find other areas in the Bay Area that are like that?

**26:42** So what I'm going to do here is I'm going to switch off the site just to clear it...

**26:48** ...I'm going to go back to creating a color-coded map, I'm going to look at Tapestry...

**26:55** ...and I'm going to look for Connoisseurs.

**26:59** And so we're going to look at the number of people and the number of households...

**27:04** ...with Connoisseurs and draw a color-coded map of that.

**27:12** [Audience question] Is that based on census data?

**27:16** No, it's not.

**27:17** It's based on the data that Esri builds.

**27:19** We have a team of people that build both the demographic data and the consumer spending data...

**27:26** ...and the Tapestry Segmentation data.

**27:28** So this is a team of demographers, statisticians, and economists who've doing this for over 35 years, so...

**27:36** All right, so here we're starting to see the concentrations of areas where there are people like that.

**27:41** Let's change the color scheme again, and we'll make that stand out.

**27:50** And if we make that guy red...okay.

**27:53** So, perhaps not surprisingly, again, for those of you that know the Bay Area...

**27:58** ...if you move down to the Los Gatos area, Cupertino, where Apple is headquartered...

**28:03** ...you're going to find more Connoisseurs down there too.

**28:05** So that's a very, very, lightweight example of how you can use the powerful...

**28:10** ...geographic analysis tools in Business Analyst to find more people like your best customers.

**28:20** The fourth thing that we provide in Business Analyst is an API.

**28:23** So everything I just showed you is accessible through an API so you can build your own applications.

**28:29** And you can integrate everything that I just showed you into your own applications...

**28:33** ...mash it up into a Web application; you can build it into your enterprise...

**28:38** ...workflows, or your business workflows at your office.

**28:42** And the simplest API is an online API.

**28:45** I'm going to get into this in a little bit more detail in a second, but there's an online API...

**28:49** ...that's an on-premise API that you install in the server on your own premises.

**28:54** The online API is a little bit more lightweight, but it still does a lot of stuff.

**28:58** Everything that I just showed you in Business Analyst Online in those demos a few minutes ago...

**29:03** ...is accessible through that online API.

**29:06** So you can get access to the reports and PDF and Excel and XML.

**29:10** You can get access to these trade area services, you can calculate rings of drive times...

**29:15** ...or get at standard geographies like ZIP Codes.

**29:18** We give you application templates so you can get started very quickly...

**29:22** ...and build your applications quickly.

**29:24** You don't have to start from scratch.

**29:26** And we bundle in all of the great content that you get from ArcGIS Online.

**29:30** So those...if you were here yesterday for the plenary...

**29:33** ...you know that beautiful Community Basemap, for example, is accessible in this too...

**29:38** ...as well as geocoding services for geocoding your addresses and getting the locations of

addresses.

**29:44** So our online API is obviously hosted by Esri, or you can use it on premise.

**29:49** If you use our server product, you can use it for building desktop applications...

**29:54** ...Web applications, mobile applications, take your pick.

**29:59** And I'll give you one quick example of that, and that is the city of Miami.

**30:06** And what I'm going to do is, I'm just going to reload this.

**30:10** So what the city of Miami has done, is they have worked with a provider of listings...

**30:17** ...for available properties that are available for sale or for lease; commercial properties, in this case.

**30:24** And what they're trying to do is, they're trying to increase their tax base.

**30:27** And so what they did was they used the Business Analyst API, the online version of it in this case...

**30:35** ...mashed that up, if you like, with property listings.

**30:39** So now you can go to this public-facing Web site.

**30:42** It's at Miami-sites.com.

**30:45** You can check it out for yourself.

**30:47** And you can now go onto the site and get information about properties.

**30:50** So we'll click here to get started, we'll find a location, we'll search for available properties.

**30:57** I could search for building size, for sale/for lease, land size, blah, blah, blah, location criteria.

**31:05** I'm not going to specify anything here.

**31:07** I'm just going to hit Search to give you an idea.

**31:09** Okay, so here's 293 results that they came back with.

**31:13** In this case, I'll pick the first one.

**31:16** I'll show details of that.

**31:19** Let's clear that so we can see it a bit more.

**31:21** Okay, so there's that particular property in question.

**31:24** And now what I can do is, I can click Step 3.

**31:28** I can select Reports.

**31:29** So I'm going to do Drive Times again.

**31:31** So I'll draw the area.

**31:33** So now we're using the API, the Business Analyst API to go back and generate those drive times.

**31:38** There we go.

**31:40** And if you look towards the right here, you'll see a report type.

**31:44** Select, and guess what?

**31:46** This list of reports is very similar to the list that I just showed you in Business Analyst Online.

**31:52** It's exactly the same list in this case, but now they've...now they've integrated that into this custom application.

**32:01** So I could run...

**32:02** [Inaudible, from audience]

**32:05** Thank you very much, that's a great question.

**32:07** So the question was, What programming language do you use for the APIs?

**32:10** The answer is, we have a REST API and we have a SOAP API.

**32:15** Those are both server side.

**32:17** And for the online version of the API, the one that we host, we have a native Flex...

**32:23** ...and Silverlight API, and in release 10 of our server product, again, I'll talk about this...

**32:29** ...in a little bit more detail, but we will also have a Flex and Silverlight.

**32:35** Okay, so that's an example of what you can do with the APIs.

**32:39** And so it gives you a pretty quick overview of what we can do.

**32:47** So the four things Business Analyst does, access to a huge amount of up-to-date information.

**32:52** Not census information...

**32:54** ...not just demographics, consumer spending, Tapestry Segmentation; you saw all that.

**33:01** Number two, the reports, number three, those powerful geographic analysis tools...

**33:05** ...and number four the API.

**33:07** Now, Business Analyst isn't a special product that we created on the side.

**33:12** It's just a focused implementation of ArcGIS.

**33:15** And if you look, you'll probably see the slide a lot during the next few days.

**33:20** This is kind of an architecture diagram of ArcGIS 10.

**33:24** So on the right-hand side you have cloud services, you maybe have enterprise deployments...

**33:30** ...or you have local data.

**33:32** And that is being accessed through Web applications...

**33:37** ...through mobile applications, or through desktop applications.

**33:41** And you use all of that to visualize data, to manage data, to create data...

**33:45** ...to collaborate with data, etc., etc.

**33:50** So that's the standard, official, if you like, architecture diagram for ArcGIS.

**33:57** For Business Analyst, nothing changed.

**34:00** It's the same pattern, right?

**34:06** No different at all.

**34:07** I'm going to get into details about exactly the individual products that come into Business Analyst...

**34:15** ...the individual offerings in Business Analyst in a little bit.

**34:18** But basically, I don't have a point here.

**34:21** But if you look up at the Web there, that application I was just showing you...

**34:24** ...that's Business Analyst Online, okay?

**34:29** The desktop product that I mentioned is for professional analysts...

**34:32** ...that's Business Analyst Desktop.

**34:36** On the cloud side, that's the Business Analyst Online API.

**34:41** And if you've got an enterprise deployment and you want to deploy on your premises...

**34:45** ...that's Business Analyst Server, okay?

**34:49** So it's a very, very similar picture.

**34:52** So there you go.

**34:53** We've got Business Analyst Online, really designed for business professionals...

**34:58** ...we've got the desktop product, which is designed for professional analysts...

**35:02** ...and then we've got the API, which is designed for custom apps and enterprise deployments.

**35:11** Okay, so before I jump into the next part of the demo...

**35:17** ...or the presentation, any questions so far?

**35:21** Question at the back.

**35:22** [Inaudible, from audience]

**35:31** Okay, so the question was, Are the reports customizable?

**35:36** They're customizable in the sense that if you're developing an application, for example...

**35:40** ...you can pick the variables that you want to go into those reports.

**35:43** And that's true both in the online and the desktop implementations.

**35:47** In the desktop you can be loading your own data in, like your own sales data...

**35:52** ...and you can create a combined report that has both your own data and our data in it.

**35:57** So that is possible, yes.

**35:58** Question at the front.

**36:00** [Audience question] In one of your examples you showed us a Buick?

**36:03** Yes.

**36:05** [Audience question] What's the source of that data, the drinking of the ale or whatever?

**36:09** The source of that data, the raw source of that data...

**36:12** ...comes from a company called MRI, Market Research International.

**36:16** And then we profile that.

**36:17** Now, Market Research International, for those of you that don't know...

**36:20** ...is a company that does surveys of the population on a continuous basis...

**36:25** ...and they make sure it's all statistically significant and all this stuff.

**36:28** And if it's not, they throw out the data.

**36:30** [Audience question] When you get Business Analyst Online, does that come with it? All the variables available?

**36:35** Yeah, there are two levels for Business Analyst Online, two levels of subscription.

**36:38** There's a basic subscription and there's a premium subscription.

**36:43** The data I was showing there was in the premium subscription.

**36:45** Yes, sir, did you have a question?

**36:47** You didn't.

**36:48** [Inaudible, from audience]

**36:56** Yes, if you're in the education market and you want to use this for teaching purposes...

**37:03** ...not only do we provide Business Analyst for teaching...

**37:06** ...but we also provide it at a very attractive price for the education market.

**37:11** So come talk to me afterwards and I can explain about that.

**37:16** All right, lots more questions.

**37:18** I've got time for three more.

**37:20** So, you sir.

**37:21** [Audience question] So you can tell me with Tapestry data about the people who are buying Starbucks.

**37:24** Right.

**37:25** [Audience question] Well is the data just as confident in the parts of the dataset that tell us about the Dunkin' Donut coffee drinks?

**37:32** I don't know that I can go that deep into Dunkin' Donuts versus Starbucks.

**37:36** I can tell who's buying coffee, I can tell you who's buying premium coffee...

**37:41** ...but I can't get down to a superfinite level.

**37:45** So, for example, going back to the Buicks.

**37:48** I can find out who's buying Buicks, I can find out who's buying Toyotas...

**37:51** ...but I can't find out who's buying Volvos.

**37:54** And the reason I can't give you that data is, we just don't have that data available...

**37:58** ...from the partner that we work with.

**38:00** There isn't enough survey data, they haven't done a survey for that.

**38:04** [Audience response] If I had that data, I'd like to be able to supplement what I get from Tapestry...

**38:07** [Audience response] ...and that's what I'd like Business Analyst to help me do.

**38:10** You could do that, yeah.

**38:12** There was one question back here.

**38:14** [Inaudible, from audience]

**38:19** Okay, so the question was, What is the coverage of our data?

**38:21** The answer to that is, it's the USA Today, and it's going to be changing very shortly.

**38:27** And I'll get into that a little bit later.

**38:28** I've got time for one more question, then I'm going to move on.

**38:31** [Inaudible, from audience]

**38:43** Yes.

**38:44** So the data that we build, the demographic data, is actually sourced from about 35 different sources.

**38:52** It's everything from Bureau of Labor Statistics data, it's credit card transaction processing data...

**38:58** ...that comes from the companies that process credit card transactions.

**39:02** It's obviously data from the census, too, it's supplemented by that.

**39:07** There's data like the survey data from MRI, there is business data from Infogroup as they are now called.

**39:16** I'm trying to think of some of the other sources.

**39:19** There are specialty companies in the market that track things like housing starts...

**39:25** ...and they keep very detailed information on that.

**39:27** So we use that information as one of our sources to build our data.

**39:30** So those are some examples.

**39:32** Okay, I'm going to stop the questions for now and then we'll come back to more questions later...

**39:35** ...because I want to give you an update of what we've been working on in the last year.

**39:38** So, moving on...

**39:41** So our focus in the last year has been really on four things.

**39:45** Making things even easier, making things faster, making things more powerful...

**39:49** ...and making things available everywhere.

**39:52** And the first one of those that I'd like to focus on is everywhere. There we go.

**40:00** And to make things available everywhere, one of the things that we've been doing...

**40:04** ...is making Business Analyst available on the iPhone.

**40:07** How many of you were at the Plenary Session yesterday?

**40:10** You may have seen the demo at this yesterday.

**40:12** So I'm going to give basically that same demo, but it's going to be a little bit more ad hoc.

**40:17** So let's see if we can give you a demo here.

**40:21** The iPhone application that we built allows you to do three things.

**40:26** It allows you to get the facts on a location, compare one location against another...

**40:31** ...and see if a location meets your needs for a good location.

**40:35** And we'll switch gears here, and there we go, all right.

**40:43** So let me get this set up here...all right.

**40:53** Okay, so you'll see the Esri ArcGIS application there...

**40:59** ...and then you'll see the BAO application, and let's fire it up.

**41:03** So what it's going to do is, while it's loading, is it's getting our current location using the GPS...

**41:09** ...and then it's going to draw a one-mile ring around that location and give me a little pop-up here.

**41:14** So here we are, roughly, at the convention center.

**41:18** And if I just tap this blue button here...

**41:22** ...I immediately get the facts on that one-mile ring around my location.

**41:26** So I can see what kind of neighborhood I'm in, that's the tapestry segment, Social Security Set.

**41:31** I can get some basic details about that neighborhood type.

**41:38** I can see they read books, go to NASCAR events, etc.

**41:42** The population within one mile of this location is 26,000.

**41:47** The average age is 41, the income is 55,000, 29 percent are college educated...

**41:54** ...very high unemployment rates around here.

**41:57** Household size is pretty small, not a lot of families.

**42:02** Only 17 percent of people own their home, and then you can see some basic facts about spending...

**42:08** ...on retail, on restaurants, on fun, and hobbies.

**42:12** So those are the facts about this current location.

**42:14** I can look at that in a different way if I just flip the phone sideways.

**42:17** What it's going to do is get me the facts of this current location in blue...

**42:22** ...versus the county in purple, the State of California in yellow, and the USA with that beach

ball there.

[42:30](#) If I can't see it properly, I can just tap on that and get the details there.

[42:35](#) So I can look at it that way.

[42:38](#) And I just switched my phone off.

[42:39](#) Good job.

[42:42](#) [Audience question] What is this app called?

[42:43](#) It's called BAO.

[42:45](#) Or Business Analyst Online for short.

[42:48](#) Once I've got the details, I can tap this little Share button here...

[42:52](#) ...and I can simply share it via e-mail.

[42:55](#) So maybe I want to send that to myself to remind me to look it up in more detail later on...

[43:00](#) ...in Business Analyst Online on the Web, or maybe I want to send it to one of my friends.

[43:05](#) So basically what we've done is we've dumped all of that information...

[43:08](#) ...into an e-mail so you can send it to somebody.

[43:13](#) And so that's the details.

[43:15](#) And I can type in any location here.

[43:18](#) I can also compare one location against the other.

[43:21](#) By default, it compares it to the rest of the USA...

[43:24](#) ...but I can compare it to any address, an address I type in, or in my contacts.

[43:29](#) It could be any one I like.

[43:30](#) And so I'm going to change this.

[43:32](#) You can see the differences here between where we are in the USA.

[43:37](#) I'm actually going to change this to another location.

[43:40](#) Let's look at one infinite loop in Cupertino, California.

[43:46](#) Anyone know what that address is?

[43:48](#) [Audience response] Apple headquarters.

[43:49](#) Apple headquarters.

[43:51](#) So between here and Apple headquarters, one mile around Apple headquarters...

**43:56** ...the income is a third of what it is around Apple's headquarters.

**44:03** It's half as educated here, college-educated here as it is around Apple headquarters.

**44:08** The unemployment rate is 9 percent higher.

**44:10** It's double the unemployment rate.

**44:12** So I think you can see from this application, you can quickly get an idea...

**44:16** ...of how you could use it when you're out and about checking out a location.

**44:20** It can be your current location...

**44:21** ...it can be an address you type in to the phone, or it could be one of your contacts.

**44:27** The third thing it can do is tell you whether an autolocation is a good location.

**44:33** So you'll notice, you can kind of see that pin is orange and the circle around it is orange.

**44:38** There's a reason for that, and that's because if we go back to the facts...

**44:43** ...you'll see this thing here that, it says, Matches some Smart Map specifications.

**44:49** Well, what's that?

**44:50** Well, we've got this thing in here called Smart Map.

**44:52** And what it allows you to do is pick three variables.

**44:55** In this case, population, income, and age, and you can set the criteria...

**44:59** ...for what makes a good location for those three variables.

**45:03** So in this case, I've set criteria of population as at least 25,000...

**45:08** ...the income as at least \$50,000, and the age I'm looking for is between 50 and 55.

**45:14** And so if you go back, you'll see that I'm getting green for population...

**45:20** ...a green dot there for population, a red dot for the age...

**45:23** ...because I'm not in range, and green dot for the income.

**45:27** And because not all three of those are in range, I'm getting orange.

**45:31** If all three were in range, I'd get green dots or a green dot on the map/green circle on the map.

**45:37** If none were in range, I'd get red.

**45:39** So let's change this, let's go back here, and we'll change this to, oh, I don't know, 25 to 55.

**45:48** And now you can see they're all green, and indeed, if I go back to the map...

**45:53** ...that's now a green pin with a green circle as opposed to an orange pin with an orange circle.

**45:58** So imagine how you can use this.

**45:59** If you're out and about, you're checking out a location, perhaps you're in the real estate business.

**46:04** You can whip out your iPhone, fire up the app and see whether or not this particular location...

**46:08** ...is even worth looking at some more.

**46:10** It's a very high-level site screening application that you can use when you're in the field.

**46:15** Question in the back? Fred?

**46:16** [Inaudible, from audience]

**46:19** Not yet, no.

**46:23** I can talk to you about that later.

**46:25** We're still working on a road map.

**46:26** I'll talk about that.

**46:28** Okay, there's one last little feature that we put into the app which is kind of fun.

**46:32** You've always got to put some feature in your iPhone app.

**46:35** And we've got a little feature that we call the Shake feature.

**46:38** And the way it works is, if you shake the phone, it randomly picks one of your contacts...

**46:45** ...from your contact manager so you can snoop on your neighbors and your buddies...

**46:50** ...and find out what kind of area they live in.

**46:54** So here we go, here's a guy who lives in Virginia, near Chantilly, Virginia...

**46:59** ...and I can find out all about the kind of neighborhood he lives in.

**47:03** So that's the Shake feature.

**47:07** [Inaudible, from audience]

**47:09** Not yet, no.

**47:10** We're releasing on the iPhone first, we are looking at Droid very carefully...

**47:14** ...as the next platform, and we are working with a business partner...

**47:18** ...who is interested in building it for the RIM BlackBerry.

**47:22** Now there's one more feature that isn't in the initial app yet but will be coming soon...

**47:26** ...and that's the Reports feature.

**47:29** And what you'll be able to do with the Reports feature is, when you get to this page...

**47:33** ...instead of getting a "sorry, back later" message, you'll be able to log in using your credentials...

**47:39** ...for your subscription to BAO, and you'll be able to access all of those reports...

**47:44** ...that I just showed you on the Web, you'll be able to access on the iPhone.

**47:48** And, in addition to that, you'll be able to change your one-mile area to whatever area size you want...

**47:54** ...a 5-mile area or a 10-minute drive time.

**47:57** So if you're a BAO subscriber, now we're going to give you extra value...

**48:00** [Audience response] Yeah.

**48:02** ...because you can now access everything that you do on the Web or at your desktop...

**48:06** ...in the field when you're on the go.

**48:08** So that's coming soon.

**48:10** The initial application that we're releasing will not have that.

**48:16** So what do you think?

**48:17** Do you like that?

**48:19** Pretty cool, huh?

**48:21** All right.

**48:24** So, the question is, When is this going to be available?

**48:26** And the answer is, within the next week, we hope.

**48:28** It's currently with Apple for review, and we're expecting an answer within the next few days.

**48:33** And when it is available, we'll obviously let you know if you're interested.

**48:39** And maybe your second question is how much is it going to cost?

**48:42** And the answer to that question is, it's free.

**48:45** So you will be able to download this from the App Store within the next few days.

**48:49** Use it to your heart's content, and then a little bit later on in our second release...

**48:54** ...you'll be able to log in using your BAO credentials...

**48:57** ...and access everything you access on the Web.

**49:00** [Inaudible, from audience]

**49:03** Yeah, Droid is next on our...Android is next on our list.

**49:07** [Inaudible, from audience]

**49:11** Later this year, probably.

**49:15** Later this year for Android, probably.

**49:19** I'm being...I'm not giving you a very definitive answer on purpose.

**49:28** We're releasing on the iPhone first.

**49:30** The application will work on an iPad just fine.

**49:33** It'll work just fine.

**49:36** It'll work on an iPod touch just fine.

**49:40** We're looking at doing a universal app next.

**49:43** What a universal app is, is an app that's designed for both the iPhone and the iPad.

**49:48** So we're not just doubling the pixels in the iPad.

**49:50** We make it look even look even prettier on the iPad.

**49:53** And then we're looking at a Droid following on shortly from that.

**49:58** [Audience response] And BlackBerry after that.

**49:59** Yeah. With the BlackBerry, we're working with a partner on that, so we don't have specific time frames on that yet.

**50:08** Okay, so that was an update on where we're going to make BAO available everywhere...

**50:14** ...and it's going to be available on the iPhone.

**50:16** I want to talk about Business Analyst on the Web next...

**50:19** ...and I want to talk about the new feature in Business Analyst on the Web.

**50:21** How am I doing on time?

**50:23** When does this end?

**50:24** It's 10 o'clock, right?

**50:25** Or is it...?

**50:26** [Audience response] Nine forty-five.

**50:27** Nine forty-five.

**50:28** All right, so I've got less time than I thought.

**50:30** So we're going to move quickly here.

**50:32** Step it up a pace.

**50:33** For Business Analyst Desktop, I want to talk to you and just set it up with a scenario.

**50:37** Imagine you are a hamburger chain like this one.

**50:40** Hardy's on the East Coast.

**50:42** Sister chain of Carl's Jr.

**50:45** If you talk to these guys and you go to one of the retail trade shows...

**50:49** ...they'll give you a brochure like this.

**50:51** This is one of their brochures.

**50:53** And it gives you the requirements for what makes a good Hardy's location.

**50:56** And it will give you information about property size, number of parking spaces...

**51:00** ...utility requirements, blah, blah, blah, blah.

**51:03** If you want to set up a Hardy's restaurant, this is what they require.

**51:06** But in addition to that, they have this.

**51:10** Preferred demographics within two miles, in this case.

**51:14** The population of 25,000, ages 18 to 49, family size 3.3.

**51:21** You can read all that yourself.

**51:23** So the question is, How on earth do I zero in on that area quickly?

**51:27** How do I find that?

**51:28** You showed me in the color-coded map, so I can do that individually.

**51:31** But can I do that combinatorially?

**51:33** Can I do it in one go?

**51:35** And the answer is yes, you can now, with a brand new feature...

**51:39** ...that we put into Business Analyst Online that we call Smart Map Search.

**51:42** And the best way to show you this is to give you yes, another demo.

**51:46** So bear with me here.

**51:50** So let's come back to Business Analyst Online, we'll switch those layers off for a bit...

**51:57** ...and we're going to go into Research Market and click on this new feature, Smart Map Search.

**52:03** And the way Smart Map Search works is, you basically select your criteria...

**52:08** ...you choose your geography type, and then you refine things as needed.

**52:11** And in this case, let's go back to the slide, and we'll go back to this guy.

**52:19** So you can see that.

**52:20** So all of these requirements.

**52:23** I'm going to pick just three of them.

**52:24** I'm going to pick family size, income, and I'm going to pick age.

**52:30** Okay, so remember those numbers.

**52:33** So median age, income, and family size.

**52:39** Now, I can pick not just from these variables, the full list of variables, so I could do that later.

**52:46** But what I'm doing now is, I'm just picking those three variables by way of example.

**52:50** And for this particular map that I'm looking at of the Bay Area...

**52:53** ...it's showing me what the distribution is for this particular map, okay?

**52:58** At this case, I'm at the census tract level.

**53:03** And I can quickly put in numbers.

**53:05** So let's put 18 to 49, which is one of their requirements.

**53:09** I'm going to put in 25,000.

**53:14** And family size was somewhere around 3.3, I think it was.

**53:20** Okay, so there we go.

**53:22** So now all I have to do is click Show Results On Map.

**53:25** And it's retrieving the data, here we go, so now I've just lit up the map...

**53:30** ...literally lit up the map with all of those, in this case, census tracts that meet that criteria.

**53:35** And as I zoom in, zoom in tight here to San Francisco, I'm going to find those areas that meet the criteria.

**53:44** And I'm still at the census tract level.

**53:46** And if I zoom in tighter still I'm going to get it down to the block root level.

**53:51** [Inaudible, from audience]

[53:53](#) Yes, it will be.

[53:55](#) Yes.

[53:56](#) In the new version of Desktop, we're going to put this into the Desktop version too.

[53:59](#) [Inaudible, from audience]

[54:03](#) It's a little different.

[54:06](#) They are similar.

[54:07](#) The Find Similar Analysis in Desktop gives you a ranking, this does not give you a ranking.

[54:14](#) We're looking at doing ranking on this as a future enhancement...

[54:17](#) ...but right now, even with what we've got today, we think this is pretty powerful...

[54:22](#) ...because it allows you to zoom in in those areas that are important.

[54:25](#) [Inaudible, from audience]

[54:30](#) Not in Business Analyst Online right now.

[54:32](#) In the Desktop version, yes I think you will be able to, yes.

[54:36](#) [Audience question] All right.

[54:37](#) Okay?

[54:38](#) So come to the Commercial Island, come talk to the team down at the Commercial Island downstairs...

[54:42](#) ...and we can tell you more about that.

[54:44](#) [Audience question] You could dump that out into an Excel database or an Excel spreadsheet, or...

[54:48](#) Yep.

[54:49](#) So I didn't show you that...

[54:50](#) [Audience question] ...to do your own analysis...

[54:51](#) Yep.

[54:52](#) So here, you see all those blue areas lit up on the map, those happen to be the block groups.

[54:57](#) You see the list of block groups there.

[54:59](#) And I can simply click that button and export it to Excel.

[55:03](#) [Inaudible, from audience]

[55:05](#) Yes. You could export that list to... In this case, I'm using the online product.

**55:10** You could export that list and then you could open...

**55:14** ...you could highlight those block groups on the map in Desktop if you wanted to.

**55:20** [Inaudible, from audience]

**55:24** Yep.

**55:28** It doesn't do it within circles right now, it just does it within standard within standard geographies.

**55:32** So it'll do block groups, ZIP Code, tract, county, state...

**55:38** [Inaudible, from audience]

**55:42** Yeah, we're looking at that.

**55:43** There's some performance things that we want to look at first before we do that.

**55:47** [Audience question] And if you zoomed out, you would see this?

**55:50** Yes. Yes, you would.

**55:52** Okay, I apologize, I'm going to have to move things along, because I've got like 15 minutes left.

**56:02** Okay.

**56:05** So that's a brand-new feature, it's available in the online product today.

**56:09** It will available in Desktop as of the 10 version.

**56:14** For BA Desktop, I want to talk a little bit about what we've been focused on.

**56:17** Number one on our list for Desktop has been performance.

**56:20** And if you're a heavy-duty user of Desktop, if you're a professional analyst...

**56:25** ...you're going to run...and you've got a large number of locations, you're going to run some big jobs, okay?

**56:31** So these are some typical times of running some very large analysis jobs in Desktop.

**56:37** So the first example, 2,600 locations, do a five-mile ring around each one of those locations.

**56:44** And for that five-mile ring, I want to aggregate the information from 20 demographic variables.

**56:50** And I want to do that 2,600 times.

**56:53** Second example, very similar, 6,600 locations.

**56:56** Third example bigger still, 14,000 locations.

**57:01** Those are the times it will take you to process those jobs on the Desktop product today in

9.3.1.

[57:11](#) I'd like to tell you we've made a few improvements for 10.

[57:15](#) That 70-minute time has shrunk to one minute...

[57:18](#) ...and the jobs that took four or five hours now take five or six minutes.

[57:24](#) So this is huge, right?

[57:26](#) This is a 60-times, not 60 percent, but a 60-times performance improvement over what we had in 9.3.1.

[57:34](#) So think about this, what used to take you an hour will now take you a minute.

[57:40](#) And it will enable you to do some things that you've just never thought about doing in the past...

[57:44](#) ...because you knew it would take too long.

[57:47](#) So I encourage you to come down to the Exhibit Hall, come to the Product Island.

[57:52](#) You can see this demo.

[57:54](#) Or, if you come to one of our more detailed technical sessions you learn more about it there.

[58:01](#) Number two on our list for Desktop is access to the latest data online.

[58:04](#) We talked about making Business Analyst available everywhere.

[58:08](#) We talked about putting it on the phone.

[58:10](#) You can now access the same online reports that I showed you in the Web application...

[58:16](#) ...in your desktop using this brand-new capability in Desktop.

[58:20](#) There are two ways to access this.

[58:22](#) There is something called an add-in that you can download today.

[58:26](#) You don't have to wait for 10.

[58:28](#) There's an add-in you can download today.

[58:30](#) And with that add-in, you can just access the online reports.

[58:35](#) If you're a Business Analyst Desktop user today, we give that to you free.

[58:40](#) If you're not a Business Analyst Desktop user, but you're a Business Analyst Online user...

[58:45](#) ...we give that to you for free.

[58:48](#) If you're none of the above, for the price of a BAO subscription...

[58:52](#) ...you can start using this on your desktop.

**58:55** So, what does that mean?

**58:56** It's not just limited to Business Analyst Desktop.

**59:00** If you're an ArcView user or an ArcEditor user, you can download this add-in...

**59:04** ...and for the price of a subscription you can get access to the Business Analyst Online reports.

**59:09** There's another advantage if you're a Desktop user, particularly Business Analyst Desktop user.

**59:14** And that is, now you don't have to wait for us to press CDs.

**59:18** So our 2010 data has been out for some time now...

**59:22** ...and it's been available in our online product for some time.

**59:25** But guess what?

**59:26** If you're a Desktop user, you're still waiting, right?

**59:28** Because we haven't sent out those 10 CDs.

**59:31** So there's typically a two-month gap between when we release it online...

**59:35** ...and when it's available to you in the Desktop.

**59:37** No longer the case.

**59:39** You can access this stuff immediately online, okay?

**59:43** So check out the Business Analyst Online add-in for Desktop.

**59:47** You can use it again in Business Analyst Desktop, you can use it in ArcMap.

**59:52** It's a great way to access the work that we do.

**59:55** And if you're an ArcMap user, think about it.

**59:58** Maybe you're in public safety and you want to analyze this area where there's been a fire.

**1:00:03** You know, what kind of people live there?

**1:00:05** What are the characteristics of that area?

**1:00:07** How many old people?

**1:00:09** How many young people?

**1:00:10** Who's vulnerable?

**1:00:11** Who's not vulnerable?

**1:00:12** You can do all that very, very quickly now using that add-in.

**1:00:16** So those Business Analyst Online reports mentioned can go into Desktop or ArcGIS Desktop.

**1:00:23** And there's the add-in tool...

**1:00:26** ...and you'll see demos of that while you're here I'm sure over the next few days.

**1:00:30** The third thing is a brand-new customizable user interface in Business Analyst Desktop.

**1:00:35** We streamlined it a great deal.

**1:00:37** We think you'll love it.

**1:00:39** It's a huge improvement over the usability of Business Analyst.

**1:00:45** So we streamlined it a lot.

**1:00:46** It's not going to be a wrenching change like it was going from Microsoft Office 2003 to 2007.

**1:00:53** We're not going to do the ribbon on you.

**1:00:55** But it is going to be significant improvement.

**1:00:58** So take a look at that.

**1:01:01** The third thing is, we borrowed from what we've done in the online product...

**1:01:05** ...and we put that into a desktop product.

**1:01:07** So now we've given you a brand new tool for color-coded maps in the Desktop product...

**1:01:11** ...that makes super easy to do the kind of color coded maps that I just showed you online.

**1:01:16** So that's, you know, as simple as search select map.

**1:01:23** The online, or the API, as I mentioned, this is the architecture diagram for Business Analyst 10.

**1:01:31** The two APIs here, so we've got the cloud and the enterprise there on the right-hand side.

**1:01:38** And so there's the Business Analyst Online API for the cloud, and the Business Analyst Server...

**1:01:43** ...for on-premise or enterprise deployments.

**1:01:47** The difference between these two APIs is there's a little bit less in the online API...

**1:01:51** ...in terms of what it can do.

**1:01:54** But it's hosted by Esri.

**1:01:56** The on-premise API, BA Server, does significantly more.

**1:02:02** The best way to describe it is through what you can do.

**1:02:05** So the online API is really good for site analytics and basic market analysis...

**1:02:10** ...whereas the on-premise installation gives you more access to tools...

**1:02:14** ...for doing things like customer analytics and territory design.

**1:02:18** So there's much more power in that server application.

**1:02:21** Typically, we see the Server application being deployed at large enterprises.

**1:02:27** You know, national retailers use the server product on-premise.

**1:02:32** [Inaudible, from audience]

**1:02:34** Customer analytics is things like taking your own customer database...

**1:02:38** ...ingesting that into the application, profiling it, etc.

**1:02:44** So I showed you the Miami Sites application, this is another one...

**1:02:48** ...this is Greater New Orleans, it's doing a very similar thing.

**1:02:53** And...what have I got next?

**1:02:55** Okay, so that Miami Sites, or this Greater New Orleans example...

**1:03:00** ...is a great example of how you use the online API.

**1:03:03** The Server API is used, like I said, by large national retailers and large enterprise clients typically.

**1:03:15** There are separate sessions during the course of the week...

**1:03:18** ...and I'll get to that in a second about where you can learn more about those.

**1:03:23** I wanted to just describe a little bit about how everything is architected.

**1:03:28** I mentioned BA is not a separate product, it's built on top of ArcGIS.

**1:03:33** The Server product is the basis for everything that we do.

**1:03:38** So we use our Server product, Business Analyst Server...

**1:03:42** ...and we put instances of that up in the cloud that we host...

**1:03:47** ...and that's how we make this Business Analyst Online accessible to you...

**1:03:51** ...Business Analyst Online API accessible to you.

**1:03:54** And we use that Business Analyst Online API to build the Web application that you saw.

**1:03:59** We use the Business Analyst API to build the iPhone application that you saw.

**1:04:04** So that kind of gives you a flavor of where the big Server product fits in.

**1:04:12** Okay, so just in summary, what have we done?

**1:04:17** We've made the performance 60 times faster for demographic analysis in Server.

**1:04:23** So those same performance improvements that you saw in Desktop are available in Server.

**1:04:27** There's new native Flex and Silverlight...APIs coming for Server as well as...

**1:04:33** ...application templates to make it easier for you to build applications quickly.

**1:04:40** So in summary, Business Analyst is available on the iPhone now.

**1:04:44** We've got great performance increases.

**1:04:46** You can map almost anything with the great color-coded map tools.

**1:04:51** We've got the brand-new Smart Map Search that is available both online and the new Business Analyst Desktop 10.

**1:04:58** You've got online access to data so you don't have to wait for us to press DVDs anymore...

**1:05:02** ...and you can get immediate access to that latest and greatest data.

**1:05:06** And now, in our APIs you have native APIs for developing rich Internet applications...

**1:05:11** ...in Flex or in Silverlight, as well a load of application templates to get you started.

**1:05:18** So here's the architecture diagram.

**1:05:21** We've got a new dot on it now, which is the Business Analyst iPhone app that is available for free.

**1:05:28** The online application, which is designed for business professionals, the Desktop application...

**1:05:32** ...which is for professional analysts...

**1:05:35** ...and then the API which is for custom applications or enterprise deployments.

**1:05:40** Oh, sorry, there were two parts, and that is a third one.

**1:05:43** I just wanted to touch on the third half of presentation, which is about futures.

**1:05:50** We are going to continue to focus on performance.

**1:05:52** You saw that performance increase in the demographic analysis.

**1:05:56** We're also looking at other key areas of our product...

**1:05:58** ...to ramp up performance significantly in other areas.

**1:06:01** We want to make it possible so that your generation reports in a second, not in 30 seconds, but in a second.

**1:06:10** So we want to make that very quick.

**1:06:11** Number two, international...there was a question at the back of audience about international.

**1:06:16** I know international is very important to a lot of you.

**1:06:18** We have a lot of customers that are multinational clients and they need data not just in the U.S....

**1:06:24** ...they need data in North America, they need data in Europe, they need data in China...

**1:06:29** ...they need data in Asia Pacific, etc., etc.

**1:06:33** I can tell you that we have a program underway to acquire data for all of the developed countries.

**1:06:40** Now, slightly different from what we're doing in the U.S....

**1:06:43** ...we're not going to build our own data outside of the U.S.

**1:06:47** We don't have a team to do that.

**1:06:48** So we're working with partners, international partners who are data providers...

**1:06:52** ...for things like demographic data in Europe and South America and China and you name it.

**1:06:58** [Inaudible, from audience]

**1:07:09** I'm sorry, you'll have to speak up.

**1:07:11** [Inaudible, from audience]

**1:07:17** We're interested in data...so the question was, Are we interested in data for developing countries...

**1:07:22** ...as well as developed countries?

**1:07:23** And the answer is yes, we are.

**1:07:24** We're interested in...you know, China in particular is a great example.

**1:07:30** Now, there's not so much interest from our client base in places like, you know...

**1:07:35** ...central Africa, for example right now.

**1:07:39** Although we do have interest in places like northern Africa.

**1:07:43** So we're looking at that.

**1:07:44** So if you have content, or if you have information for those areas, we'd love to hear from you.

**1:07:51** If you don't and you have requirements, we'd love to hear from you too.

**1:07:55** Number three on our list for futures is more guided analytics.

**1:07:58** You saw that with Smart Map Search.

**1:07:59** We want that to be just the beginning, so we're looking at ways to guide you...

**1:08:03** ...to the answers you need more efficiently, more quickly, and we're going to continue to focus on that.

**1:08:09** And we want to provide even more cloud services and I'll drill down into this just a little bit.

**1:08:15** ArcGIS Server right now, you can rent instances of ArcGIS Server in the cloud up in the Amazon cloud.

**1:08:21** We're looking at doing the same thing with Business Analyst Server...

**1:08:24** ...so you have your own private instances of Business Analyst Server.

**1:08:27** We're going to wait until the 10 release...

**1:08:29** ...of Business Analyst Server comes out before we start doing that.

**1:08:33** So that'll be...realistically, it'll be the end of this year...

**1:08:37** ...beginning of next year before that becomes available.

**1:08:42** We're looking at something we call...

**1:08:45** ...we're looking at something we call high-performance data and [unintelligible] API.

**1:08:48** So what we want to be able to do here is we want to provide the Web service for you...

**1:08:52** ...so you can send up to that Web service your 60 million customer records...

**1:08:58** ...and you can append to those customer records data like age, income, family size...

**1:09:05** ...spending on variable x, y, z; spending on variable a, b, c.

**1:09:10** And people want to do this because they want to take their own CRM data...

**1:09:12** ...they want to enrich it with all that wonderful data we have...

**1:09:17** ...and then they want to bring it back into their own BI tool, your favorite BI tool of choice...

**1:09:24** ...and then they want to use that BI tool to slice and dice this data in whole, new, different ways.

**1:09:30** And so we want to provide a very high-performance API, Web service API that can do that for you.

**1:09:36** We have...the BAO API will do that today, it just won't do it, you know, 6 million records at a time.

**1:09:43** It's designed for interactive Web applications, not for vast batch jobs.

**1:09:46** So we want to create something that will process huge, huge numbers of records.

**[1:09:52](#)** And then the final thing here is tighter integration with ArcGIS Online.

**[1:09:55](#)** You saw some of the wonderful stuff that the ArcGIS Online team is doing with sharing and groups...

**[1:10:01](#)** ...and publishing and just pushing stuff up into the cloud.

**[1:10:05](#)** We want to be able to make BA take advantage of all of that infrastructure.

**[1:10:09](#)** So if somebody does publish a map to ArcGIS Online and Business Analyst Online...

**[1:10:13](#)** ...you can just access that easily.

**[1:10:15](#)** Or if you create something in Business Analyst Online, we want to give you a conduit...

**[1:10:19](#)** ...to publish that back to ArcGIS Online so other users can take advantage of the work that you do.

**[1:10:25](#)** So that's a great example of that.

**[1:10:31](#)** This is a really important point.

**[1:10:34](#)** We don't want to create products that are driven from the inside out.

**[1:10:37](#)** We want to create products that are driven from the outside in.

**[1:10:39](#)** In other words, it's driven by you.

**[1:10:42](#)** So we love to talk to you.

**[1:10:44](#)** We love to have casual conversations.

**[1:10:46](#)** We also love to have detailed conversations with you.

**[1:10:50](#)** So we've done that with a number of you over the last year.

**[1:10:53](#)** We've sat on the phone with you for an hour or more and we've really tried to understand...

**[1:10:58](#)** ...what problems you're trying to solve, what your challenges are, what your pain points are.

**[1:11:03](#)** If you want to be involved with that, if you want to influence what we're doing...

**[1:11:06](#)** ...or if you really want to drive what we're doing, come talk to us.

**[1:11:09](#)** We'd love to talk to you.

**[1:11:11](#)** There's also the Ideas Web site.

**[1:11:13](#)** Ideas.esri.com, so you can post requests there and vote on them up or down.

**[1:11:19](#)** So use that too.

**[1:11:20](#)** But again, don't hesitate to contact us.

**[1:11:25](#)** Most of the team is here this week, so come to the Commercial Island in the Exhibit Hall.

**[1:11:29](#)** You can find us all there.

**[1:11:30](#)** Or you can come to one of our more detailed sessions.

**[1:11:33](#)** This is an overview of what's available and up front...

**[1:11:36](#)** ...I have some printouts here which gives you a lot more detail.

**[1:11:40](#)** But later today we have a session on how you can use Business Analyst for target marketing.

**[1:11:45](#)** We have one for how you can use it for site selection, and one for how you can use it for territory design.

**[1:11:50](#)** We have a session tomorrow on Census 2010.

**[1:11:54](#)** For those of you that don't know, with the new census...

**[1:11:57](#)** ...there's a lot of changes going on in the Census Bureau right now.

**[1:12:00](#)** This is a talk specifically about census data, not our data, and it's a talk about...

**[1:12:06](#)** ...how those changes that the Census Bureau is making are going to affect you as a data user.

**[1:12:11](#)** So if you want to learn all about that, come to that session because with the advent...

**[1:12:16](#)** ...of something called the American Consumer Survey, there's...

**[1:12:20](#)** ...there's going to be some huge changes in the next year when they release that data.

**[1:12:26](#)** There's a session, a sister session to that one tomorrow also that's going drill down...

**[1:12:30](#)** ...into much more detail about our own data.

**[1:12:32](#)** So come to that, if you like, to learn more about that.

**[1:12:36](#)** And then we've got a session on how to use BA for economic development.

**[1:12:40](#)** If you're a coder or if you've got colleagues here who are coders, and you want to learn how...

**[1:12:46](#)** ...you can integrate Business Analyst into your own business processes or your own applications...

**[1:12:51](#)** ...we've got a session on Thursday...two sessions on Thursday morning, a part one and a part two.

**[1:12:55](#)** That's not a repeat.

**[1:12:57](#)** That is a high-level and then a deep dive into the APIs.

**[1:13:01](#)** So put your coding hats on and come to that session if you want to learn more about that.

**[1:13:08](#)** And it's all in this room, I believe...27A, so...

**1:13:11** [Audience question] I have a question.

**1:13:12** Yes?

**1:13:13** [Inaudible, from audience]

**1:13:19** A combination.

**1:13:21** A combination.

**1:13:22** [Inaudible, from audience]

**1:13:23** Yep. Finally, last but not least, just a couple of points.

**1:13:29** If you have to leave today, or you don't get a chance to talk to us, here's our e-mail.

**1:13:35** Just e-mail us and we'd be happy to answer your questions.

**1:13:37** Sir, in back?

**1:13:38** [Inaudible, from audience]

**1:13:46** Okay, great question, I'm glad you asked.

**1:13:48** I forgot to put a slide in about that.

**1:13:49** So ArcGIS 10 is out, right?

**1:13:54** Don't...please don't install ArcGIS 10 if you're a BA Desktop user until BA Desktop 10 comes out...

**1:14:00** ...because you're going to run into all sorts of problems and challenges if you try to do that.

**1:14:04** The Desktop 10 product, Business Analyst Desktop is due to go to manufacturing...

**1:14:10** ...at the end of this month, July 31st.

**1:14:13** That means that's when we start pressing DVDs.

**1:14:16** So the DVDs start shipping about three weeks later, okay?

**1:14:20** So you're looking at sometime in August for Business Analyst Desktop 10.

**1:14:23** For our Server product, Business Analyst Server 10, that's running about a month later.

**1:14:29** So you're looking at the end of August before we start pressing DVDs on that.

**1:14:33** And in fact, I'm lying because we're not going to press DVDs at all.

**1:14:38** We're actually going to make Business Analyst Desktop and the Server product instead of on DVDs...

**1:14:44** ...we're going to give you a flash drive.

**1:14:46** So no more DVD swapping, right?

**1:14:48** You just stick that flash drive in, press install...

**1:14:52** ...and come back a little while later and everything will be there for you. Sir?

**1:14:57** [Inaudible, from audience]

**1:15:02** Yeah, Business Analyst for education, we don't have a specific product for the education market...

**1:15:07** ...but we do make the product available very cheaply for teaching purposes.

**1:15:13** So if you work in education and you want to use it for your teaching program...

**1:15:17** ...for your curriculum, come talk to us.

**1:15:20** Or, come talk to the Esri education team and they can give you more details.

**1:15:25** [Inaudible, from audience]

**1:15:29** Yeah, downstairs, yeah.

**1:15:30** Thank you. Please fill out your surveys. Thank you.