Vision

GIS — Opening Our World
GIS Is Advancing
Leveraging Multiple Trends

Enabling Us to Reimagine Our World . . .
. . . Integrating Geographic Knowledge into Everything We Do
Cloud GIS Integrates All Types of Geospatial Information

- Maps
- Spreadsheets
- Social Media
- Imagery
- DBMS
- Services
- Big Data
- Sensor Networks

...Web Maps Make This Information Accessible Widely
Organizations Are Rapidly Adopting This Pattern
Opening Up and Liberating Their Geospatial Data

Creating Geography as a Platform
ArcGIS Is a Major Step Forward
Easier, More Functional and Cloud-Enabled Platform

Providing Many Improvements . . .
. . . And Transformational Opportunities
A Better Desktop
Improving Mapping, Visualization, and Editing

Dynamic Legends

Maplex Labeling

Generalization

Map Automation

Streamlined Editing

QA/QC Tools

Edit Tracking

Workflow

Saving Time and Increasing Productivity
Expands 3D Capabilities
Improving 3D Visualization and Analytics

- Faster
- Scalable

Globes

Buildings

Editing & Content Generation

CityEngine

3D Analytics

Landscapes

Virtual Cities
Unlocks Lidar Data

- Direct Read
- Fast Display
- Analytic Tools

Data Management
- Rasters
- TIN
- Point Cloud
- LAS Files

Visualization

Analysis
Fully Integrates Image Processing
Supporting Many Common Tasks

Visualization and Analysis
- Fast
- Dynamic
- Massively Scalable

ArcGIS

Data Management and Serving

- Any Format

Classification
Change Analysis

3D Measurement
Automatic Alignment

Full Motion Video (FMV)

Ortho-Rectification
Mosaicking
Pan Sharpen

Color Balance

Open and Supported by Partners
Simplifies Authoring and Serving
Automating the Process of Creating Services

- Maps
- Data
- Analysis
Dramatically Improves Server
Providing Enterprise Infrastructure and Open Access

- Much Easier
- Faster
- Native 64-Bit
- Highly Scalable
- Linux and Windows

Improved Standards Support

- WMS
- WCS
- WFS
- KML
- HTML
- JSON
- REST
- WPS
- WMTS

Simpler Administration

Web Printing

Viewers

Desktop

Devices

Updated Apps & APIs

ArcGIS
ArcGIS Mobile Apps Run On All Popular Devices

Enabling Enterprise Mobility

Rich Functionality
Crowdsourcing
Viewing
Editing
Field Data Collection-ArcPad

Native Apps

Windows
iOS
Android

ArcGIS

One Map

. . . Making Your GIS Accessible Everywhere
Empowers Developers
With Runtimes and APIs for Building Apps

- Easy to Deploy
- Fast and Powerful
- Small Footprint

Supporting Windows, Mac, Linux, iOS and Android Platforms
Provides Solution Templates
Addressing Common Workflows and Patterns

- Free to Users
- Easily Configured
- Fully Supported


Leveraging Best Practices . . .
. . . Helping Users and Partners Be Successful.
ArcGIS Is at a Major Turning Point
Becoming a System for Your Entire Organization

Enabling Everyone to Access and Use GIS
ArcGIS Online Makes It Easy to Manage and Share Your Content
Breaking Down Barriers and Enabling Open Access

. . . Providing Geography as a Platform
Web Maps Are the New Medium for ArcGIS
Providing a Window Into Your Information

Any Device
- Desktops
- Tablets
- Smartphones
- Social Media
- Websites
- Browsers

Integrating Services
Supporting Visualization, Query, Editing, and Analysis

Making Geographic Information Useful Everywhere
ArcGIS Now Works Within Microsoft Office
Providing Intuitive Mapping

Office
ArcGIS Online

Esri Maps for Office

... Extending the Reach of GIS
ArcGIS Is a Platform for Your Entire Organization

Integrating Everything . . .

. . . Enabling Everyone to Participate
Business Analyst and Community Analyst
Provide Easy-to-Use Solutions for Business and Policy Analysis

SaaS

Extensive Data (7,000+ variables)

ArcGIS Online

Analytics

Mapping

Reaching New Audiences . . .
. . . And Empowering GIS Professionals
ArcGIS Is Increasingly Delivered as a Service
Providing On-Demand Content, Functionality and Infrastructure

Complementing and Extending Your Capabilities
What’s Next?

Incremental Updates (Fall/Spring)
- 64-Bit Desktop Geoprocessing
- Online Geoprocessing
- Disconnected Apps
- Mobile 3D
- Additional Content
- More Solution Templates . . .

Continued Improvements
- Full 64-Bit
- Fast Display
- Multiple Windows

- Integrated 2D/3D App
- Powerful Analytics
- Geodesign