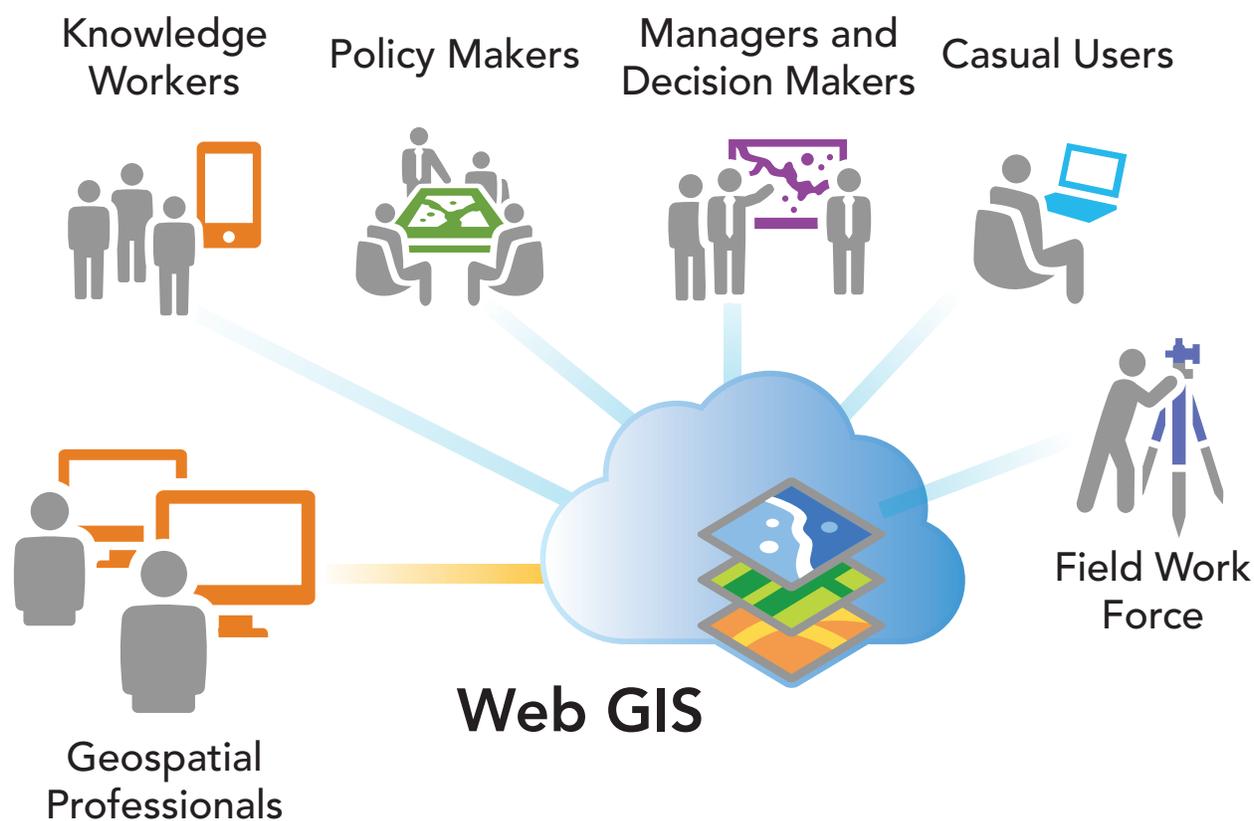


# ArcGIS<sup>SM</sup> Online

The Mapping Platform for Your Organization



ArcGIS Online is a cloud-based platform for making and sharing maps, apps, and other geographic data and content.

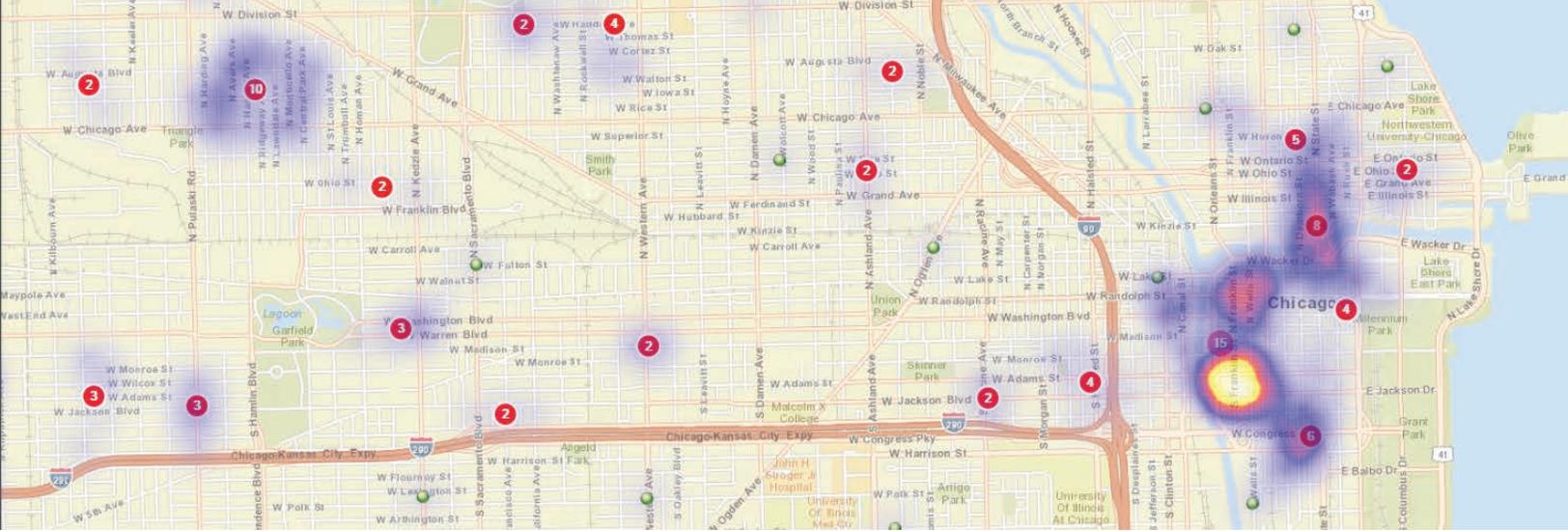


## Create Web Maps

Combine your data with ready-to-use, authoritative maps on hundreds of topics. Use high-quality basemaps published by Esri, including street, topographic, imagery, and demographic maps. You also have access to thousands of map layers shared by users around the world that you can use with your own maps and data.

## Collaborate and Share

Make interacting with your organizational data easier. Share content related to a common activity through private groups. Or share relevant content with the public. Embed your maps in web pages, apps, or blogs or share through social media.



## ArcGIS Marketplace

Browse ArcGIS® Marketplace and discover apps and data from Esri and authorized Esri partners and distributors. ArcGIS Marketplace is your one-stop destination for apps and data that are integrated with the ArcGIS™ Online platform.



## Ready-to-Use Apps for Your Organization

Make your work force productive right away with ready-to-use apps for the desktop, browsers, smartphones, and tablets.

### Esri Maps for Office

Make dynamic maps of your spreadsheet data right inside Microsoft Excel. You also get access to Esri's demographic and lifestyle data that you can add to your map to get more context and details. Esri® Maps for Office® is a downloadable plug-in available in more than 20 languages.

### Collector for ArcGIS

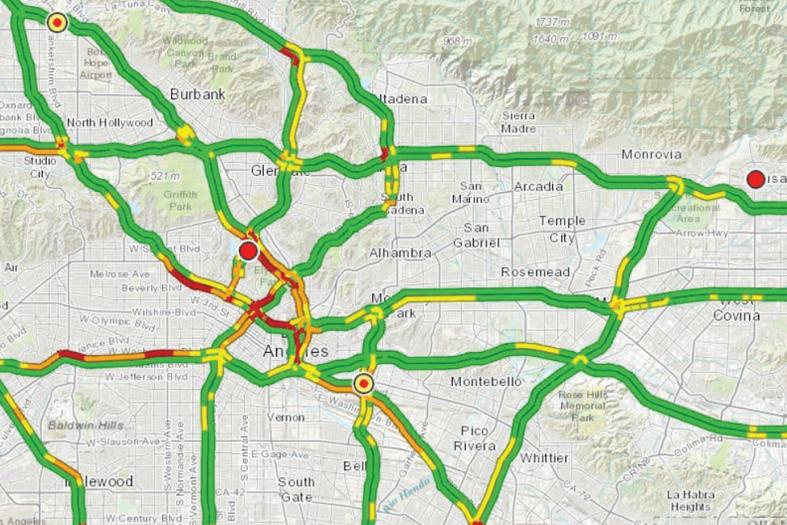
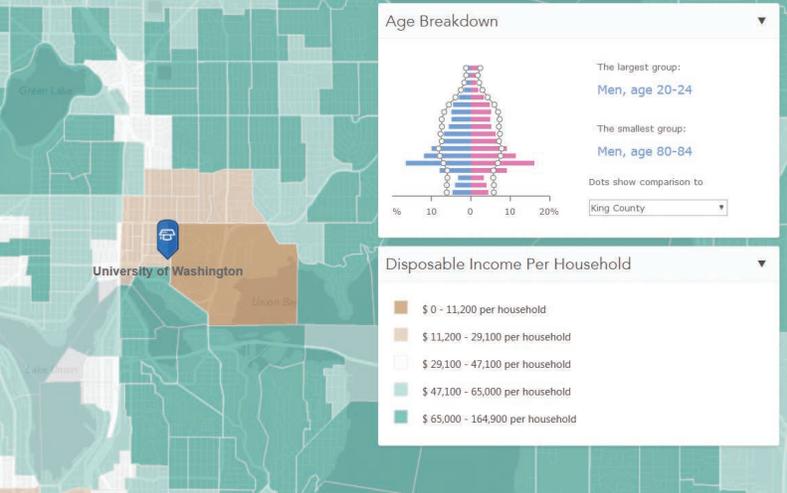
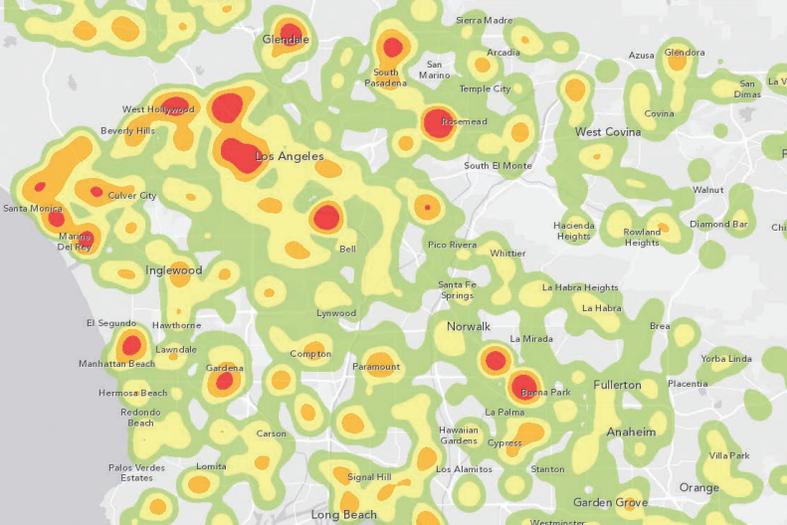
Improve the efficiency of your field work force and the accuracy of your GIS. Use maps and collect data anywhere, whether you are connected or not. Collector for ArcGIS is available for iOS and Android devices.

### Operations Dashboard for ArcGIS

Monitor real-time data feeds for large-scale events of day-to-day operations. Create focused, executive dashboards that combine maps, charts, and graphs. Operations Dashboard for ArcGIS is available for desktops and tablets.

### Web App and Story Map Templates

Let anyone interact with your maps. The ArcGIS Online apps gallery features a variety of configurable templates that don't require coding. You can showcase multiple maps using story map templates, create time-aware maps, or build apps focused on a particular workflow.



## Powerful Analysis Tools

ArcGIS Online gives you access to ready-to-use analysis tools delivered as a web service that you can use with your maps and apps.

### Spatial Analysis

Detect patterns in your data to discover new information. Find hot spots of potential customers, identify locations for a new business based on certain characteristics, or summarize your data to see what intersects or connects.

### Data GeoEnrichment

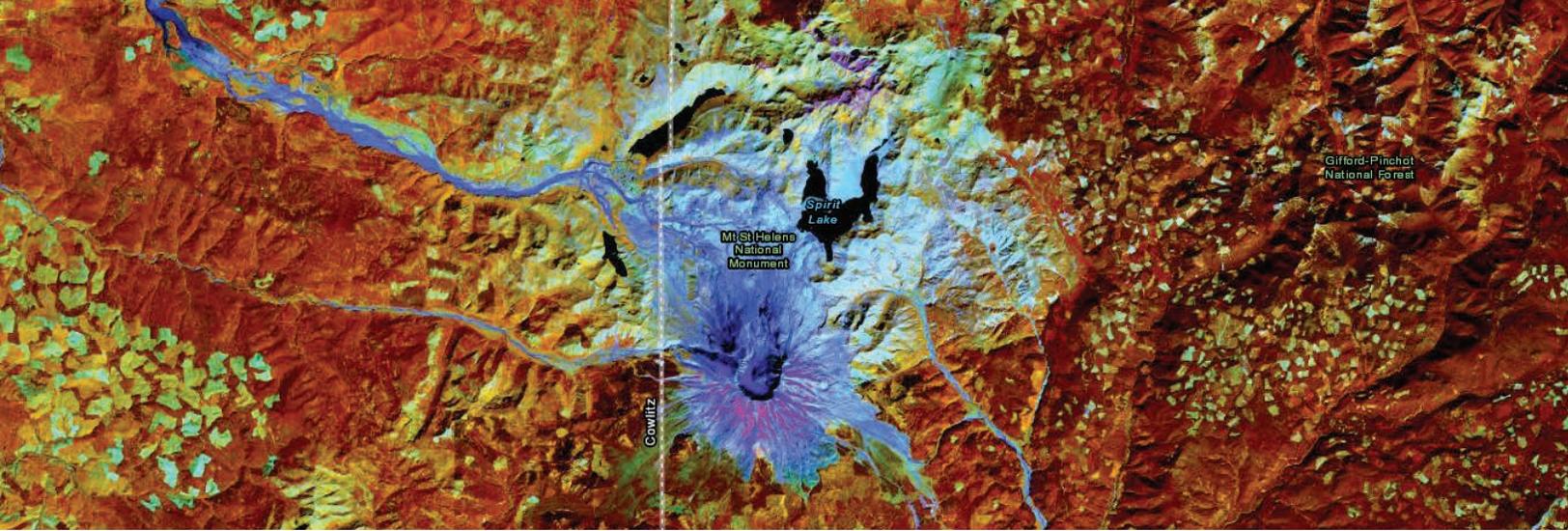
Enrich your maps with Esri's demographic and lifestyle data. Get more context for your area of interest by adding population, household, consumer behavior, and market potential data. Create infographic pop-up windows or preformatted reports that display on top of your map or append the data to your spreadsheets and then map it in Esri Maps for Office or Esri Maps for SharePoint®.

### Geocoding and Place Search

Convert an address, postal code, or other identifier to an x,y coordinate or batch geocode a large number of addresses. The World Geocoding service supports high location accuracy up to address-level geocoding for over 100 countries. You can visualize the results on a map, insert the points as stops along a route, or use them as input for your spatial analysis. You can also store the results for later use or use the Place Search service to look up a place or point of interest anywhere in the world and display it on your map.

### Directions and Routing

Calculate routes, including drive times, closest facilities, and multivehicle routes. With ArcGIS Online global network analysis services, you can calculate the quickest way between two points, what facilities are within a certain drive time, what vehicles can respond to an incident the fastest, and how you can improve your fleet's delivery time windows.



## Add Mapping to Your Business Systems

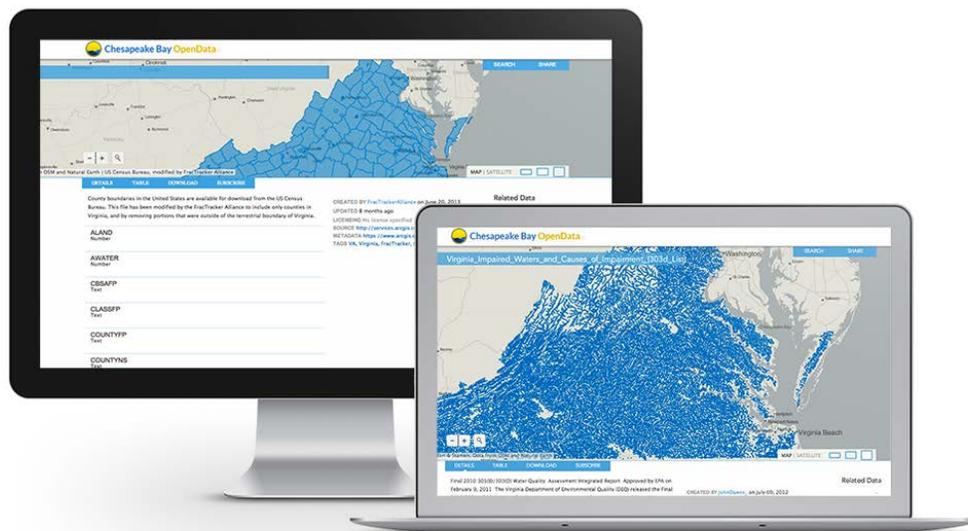
Map your data and analyze it directly in your BI, CRM, EAM, or ERP system. With ArcGIS Online location analytics plugins for IBM Cognos, SAP, Salesforce.com, or MicroStrategy, you can create maps of your business data and get more insights out of your data that you can share with others in your organization.

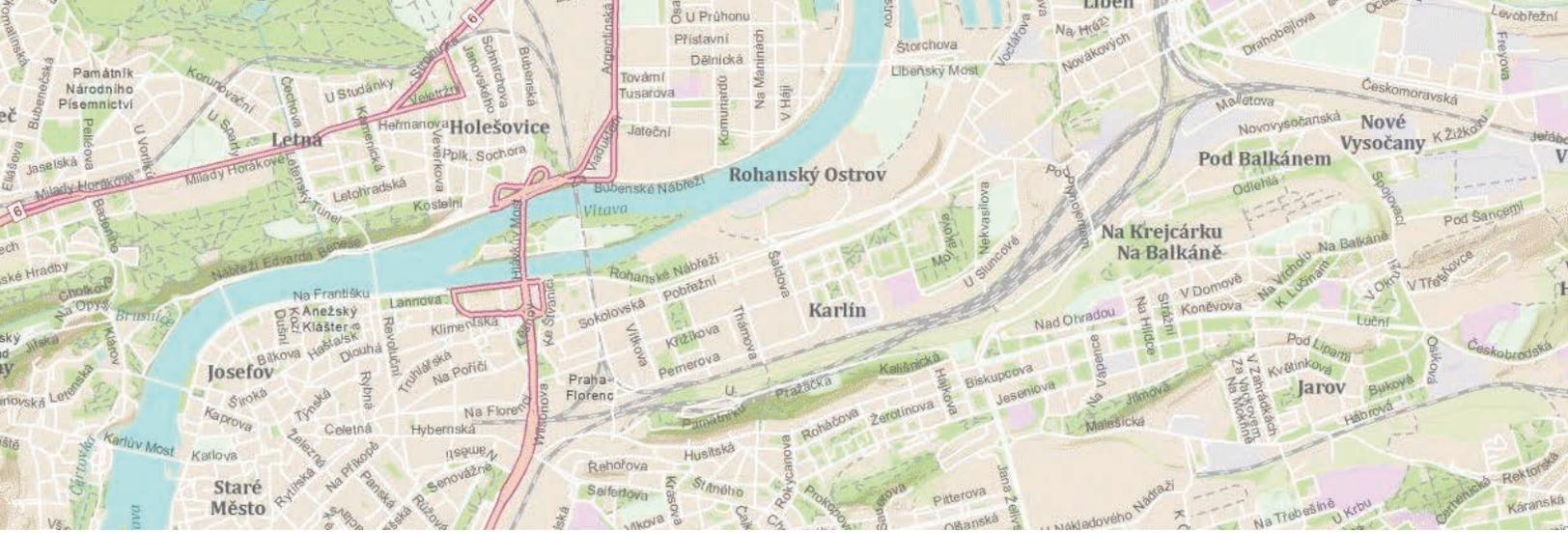
## Publish Your Open Data

Provide access to your open data to the public. Set up a website in just a few minutes and add the authoritative data you want to share. Anyone can search and download data, filter information, and view the data on an interactive map.

## Security

ArcGIS Online gives you control over how you share your maps, apps, and data. You decide what to share publicly, share with specific groups, or keep completely private. Esri's security strategy is based on an industry-standard, define-in-depth approach that provides security controls at every level for every user. Organizations retain ownership of intellectual property rights for data they publish and control when and what to delete.





A collaborative information site and mapping platform brought to you by the **Utah Department of Natural Resources**

- 2013 Communities at Risk to Wildland Fire
- 2013 Utah Pheasant Release Areas
- 2013 Wildland Fires
- Explore Walk-In Access Areas

## Brand Your ArcGIS Online Site

Brand your ArcGIS Online home page by adding your logo and banner. Populate the gallery with featured maps and apps that your organization will find useful. You can set a basemap and extent default that will be the starting point for making maps in the map viewer. You also have the option to set the preferred language and region for your ArcGIS Online users. ArcGIS Online is available in more than 25 languages, and regional content is available for more than 60 countries.

## Administering Your ArcGIS Online Organization

As an ArcGIS Online administrator, you have access to tools and settings that allow you to customize your ArcGIS Online home page, monitor usage, manage named user accounts, and set up access privileges. Administrators also manage security settings and have the ability to delete content and named user accounts.

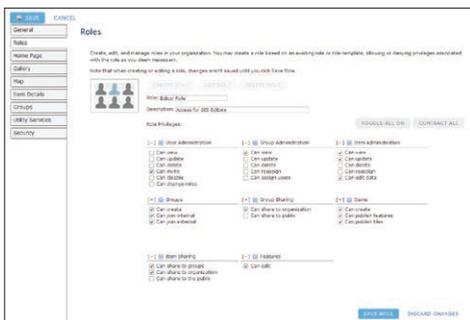
# Flexible Subscription Plans

ArcGIS Online is available through an annual subscription plan. Plans are structured to support organizations of any size. Each subscription includes a set number of named users and service credits. Service credits are the currency of ArcGIS Online and are used when you perform certain functions in ArcGIS Online, for example, spatial analysis or geocoding.

Roles	User	Publisher	Administrator
Add data	*	*	*
Create web maps	*	*	*
Share content	*	*	*
Participate in groups	*	*	*
Publish hosted services from feature or map tile data		*	*
Manage organization			*
Manage users			*

## Custom Roles

Custom roles give ArcGIS Online administrators greater control and flexibility in assigning privileges to members of the organization. This capability enables administrators to add additional roles that specifically fit the organization. For example, you might have some

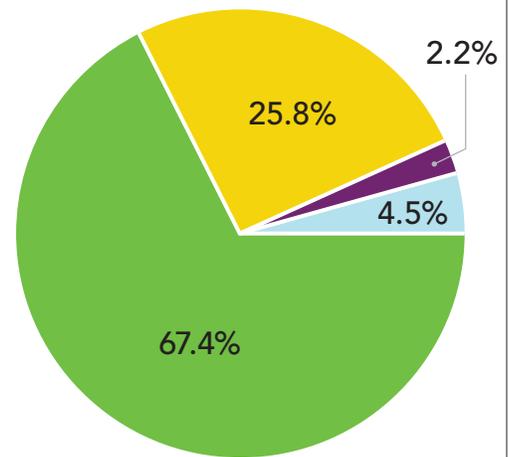


members who need access to maps and apps but do not need to create groups. Or you might have other members who need to publish features but not tiles.

## Sign Up for a Free Trial

Experience how easy it is to make and share maps. Sign up for a 30-day trial that includes five named users, 200 service credits, and ready-to-use apps.

My Organization used 89 credits



Click or tap slice for more detail

	Units	Credits
<b>Storage</b>		
Tiles	0.04 GB	0
Features	0.25 GB	60
Files	195.25 MB	0
<b>Analytics - Usage</b>		
Geocoding	0 locations	0
GeoEnrichment	0 requests	0
Geotrigger Events	0 events	0
Network Analysis	0 routes	0
Spatial Analysis	6 requests	4
<b>Premium Content - Usage</b>		
Demographics	252 requests	2
<b>Published Content - Usage</b>		
Tiles	0 GB(bandwidth)	0
Features	0.01 GB(bandwidth)	0
Tile Generation	23,920 tiles	23
		<b>Total = 89</b>

To learn more and sign up, visit [esri.com/agol](http://esri.com/agol).



Understanding our world.

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



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