ArcGIS and the Web

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The nature of the computing landscape continues to change

Mainframe computing
Departmental and scientific computing
Workstations and networks
Personal computers
Database and enterprise servers
The web connecting the systems
Devices and networks
The web IS the system
...
...
The fundamental nature of our work remains constant

- Resource and landscape inventory
- Facility management
- Planning
- Government operations
- Science
- Land information and management
- Public access to information
- ...
We will stay focused on serving real users with useful systems

Working together to build -
  *real* things for
  *real* people doing
  *real* work

What works?
  Simple things scale,
  complex things fail.

Understanding geographic content is critical –
  “It’s what’s in the groove that counts.”

Iterate
  Think clearly and adapt
Some implications of “the web”...

- Federated network architecture
- Simple and fast apps & user experience
- Content is key
- Web programming models
- Participation in a larger ecosystem
- Collaboration and volunteered information
- “Cloud computing” paradigm

We will continue to integrate the web into ArcGIS
The Importance of Good Maps

• Everyone uses maps
  – People understand and appreciate maps

• Maps are not just static information on paper
  – Web maps, mobile maps
  – Real-time maps, analytic maps
  – Maps are a powerful metaphor for “well-designed geographic information

• People need good maps
  – Simple, well designed, timely, accurate

• Information is combined and integrated using maps
  – Base maps and overlays
  – Mapping is a simple model for collaboration

• Maps are a shared resource
  – We need a well designed system infrastructure
The web plays a role in each GIS architectural pattern

• Workstation GIS
• Enterprise GIS
• Web GIS
Workstation-centered GIS

ArcGIS Desktop

Local

Enterprise

Web
Enterprise-centered GIS

ArcGIS Server
Web-centered GIS

ArcGIS Online
ArcGIS 10

A Simple & Pervasive System for Using Maps & Geographic Information

Easier, More Powerful & Everywhere

- Visualize
- Create
- Collaborate
- Discover
- Manage
- Analyze

Making GIS Available to Everyone
• **Maps**
  - Imagery, cartography, and features
  - ESRI, collaborative, and user maps
  - Read-only and editable maps
  - Live maps (services) and static (information packages)

• **Apps**
  - User sites, samples, business partner apps, templates, demos
  - SDKs and viewers (JavaScript, Silverlight, Flash,...)
  - Browser, Mobile, Desktop

• **People**
  - Users, groups, organizations, profiles, comments

• **Servers**
  - Where live maps and apps live
  - Built-in, ESRI managed servers, and user managed servers
  - Cloud and enterprise servers
ArcGIS 10 online capabilities

• Desktop – building great maps
  – Find and use maps
  – Share maps (and features) as packages
  – Manage maps online

• Server - serving maps
  – As: software, Amazon VM, ESRI managed

• Integrated ArcGIS Support and Resource Center