

ArcGIS and the Web

Scott Morehouse, ESRI
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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
- ...

**But technology change
allow for new approaches...**

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**

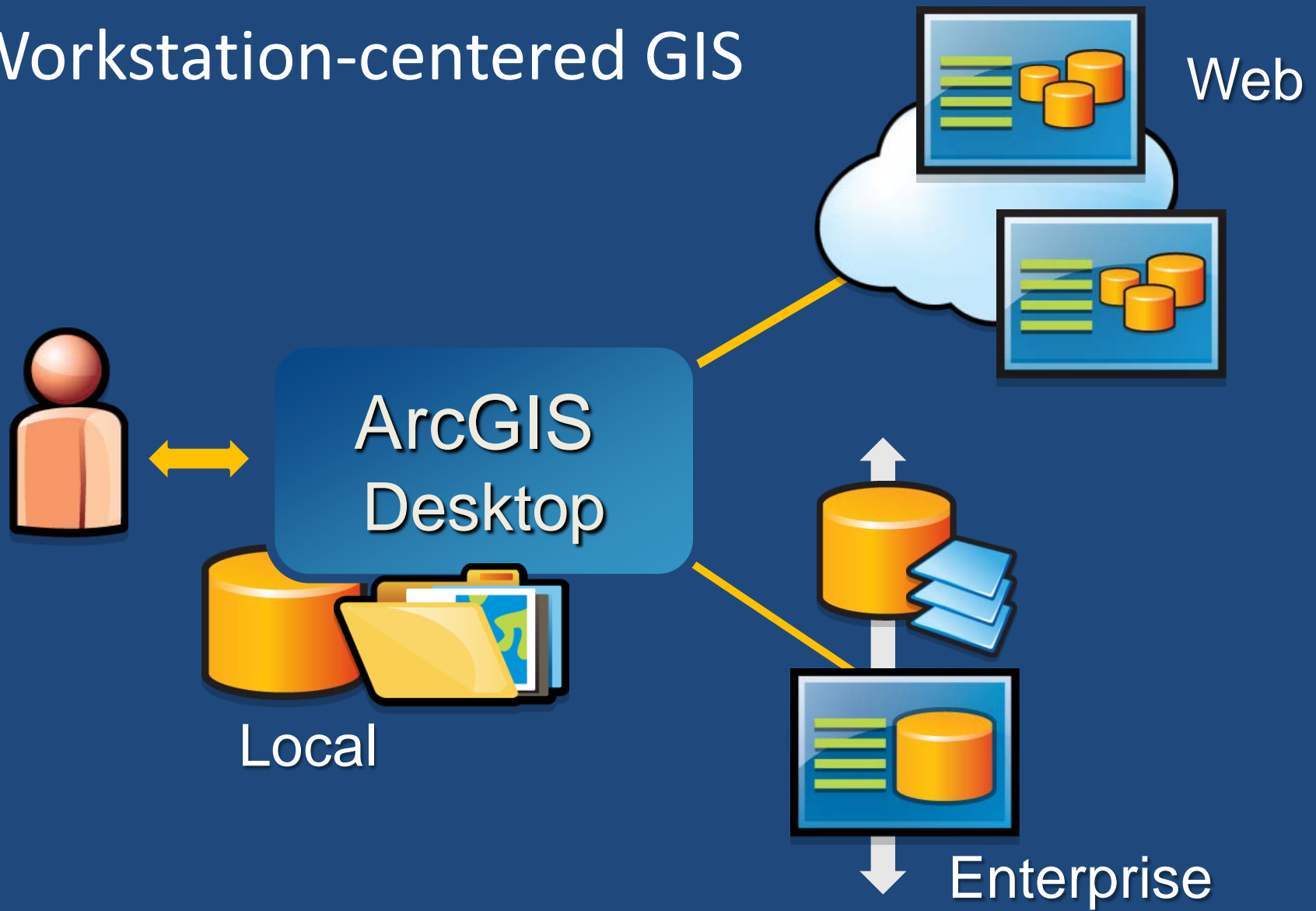
The Importance of Good Maps

- 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



Enterprise-centered GIS



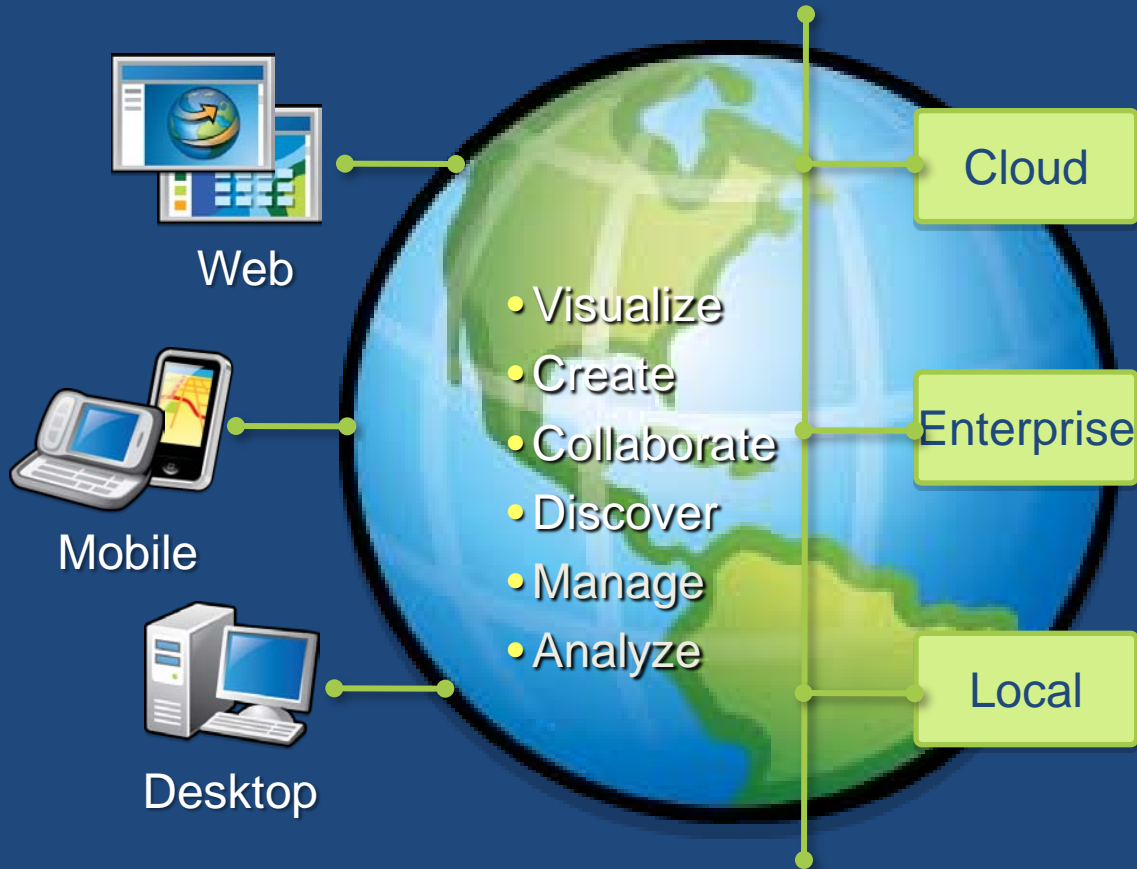
Web-centered GIS



ArcGIS 10

A Simple & Pervasive System for Using Maps & Geographic Information

Easier, More Powerful & Everywhere



Making GIS Available to Everyone

arcgis.com

- **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