



Esri & ArcGIS

Supporting You & Your Work



PURPOSE

SHARING

RELATIONSHIPS

APPLICATIONS

VISION & TRENDS

TECHNOLOGY UPDATE

LEARNING

*HELPING YOU MAKE YOUR
WORK SUCCESSFUL*

INTERESTS

DISCIPLINES

ORGANIZATIONS

BACKGROUNDS

NATIONALITIES

YOU

*A GLOBAL COMMUNITY
OF GEOSPATIAL BUSINESS
PROFESSIONALS*



YOUR WORK

Addressing All Our
World's Challenges

Economic Development

Pollution Nature Conservation **Health**

Energy Transparent Government

Natural Resources Climate Change

National Security Science & Technology

Business **Environment** Water Resources

Agriculture Social Conflicts

Urbanization & Development

Natural Disasters

Infrastructure

APPLYING THE GEOGRAPHIC APPROACH . . .



ArcGIS

OUR WORK

Creating Useful Technology
Helping Our Users Be
Successful

Products

Support

Education



VISION

A futuristic digital globe with a network overlay. The globe is composed of a grid of white lines and dots, with a bright blue and white glow emanating from the top. The background is a dark space with a network of red and purple lines and dots, suggesting a global network or data flow.

Applying GIS . . .
. . . and the Geographic Approach

Driving Our Collective Business . . .
. . . And Transforming Our World

The Geographic

Approach

Organizing & Integrating
All the Factors

A Way of Thinking and Problem Solving
That Integrates Geographic Science & Information
Into How We Understand and Manage Our Future

Science Based

Integrated

Holistic

Spatial
Understanding

Collaborative

Providing a Framework for
Understanding and Applying
Our Knowledge

*... An Inclusive and Multidisciplinary Process
Impacting Every Sector of Society*

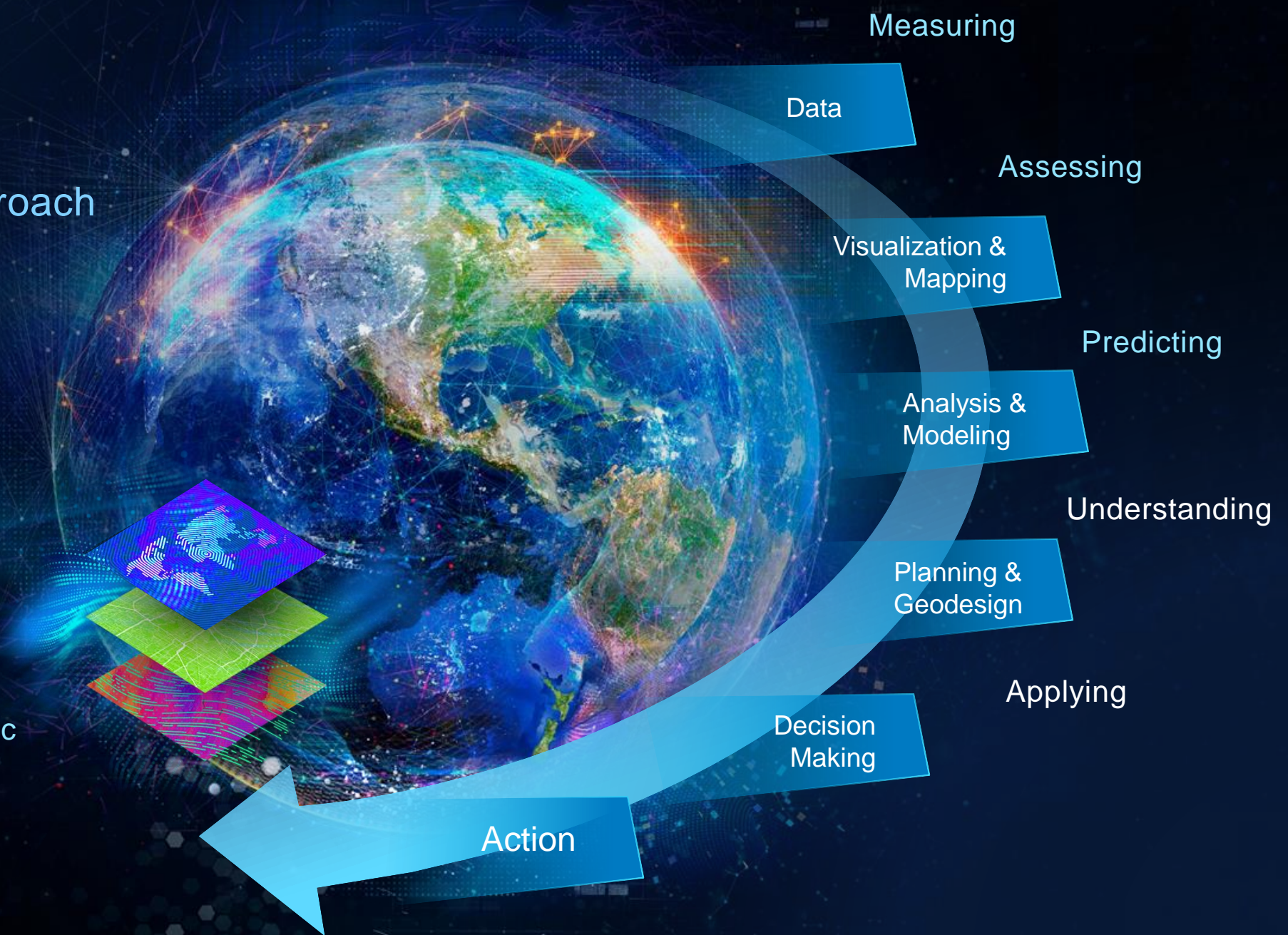


GIS

Enables The
Geographic Approach

Providing a Process
and Framework . . .

. . . For Applying Geographic
Knowledge Widely



Measuring

Data

Assessing

Visualization &
Mapping

Predicting

Analysis &
Modeling

Understanding

Planning &
Geodesign

Applying

Decision
Making

Action

ArcGIS Is Advancing Rapidly

Integrating and Leveraging Many Innovations



Helping Us Scale Our Collective Efforts

The ArcGIS System



Geospatial Infrastructure Is Transforming Organizations

Creating a Whole New Kind of Intelligent Infrastructure . . .

An Interconnected
Network of Systems,
Services and Apps

Supporting
All Types of Users

APPS
For Everyone

**SHARED
GEOSPATIAL
SERVICES**

PORTALS
For Organized
Discovery & Access

Integrating All Types
of Data and Analytics

Open &
Interoperable

Organizing and Making Available Distributed Geospatial Services

