

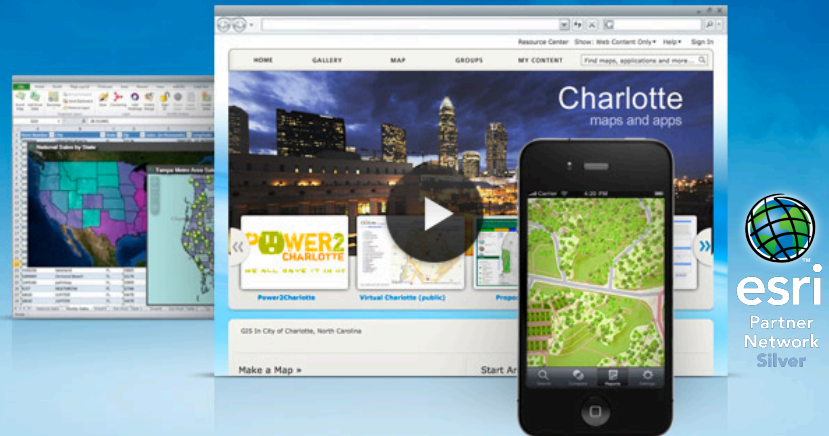
One Page Explanation of ArcGIS Online

...in Layman's Terms

The Mapping Platform for Your Organization

Create interactive maps and apps and share them with the rest of your organization. Realize new opportunities and gain insight into your data. Do this quickly and easily with nothing to install or setup.

30-DAY FREE TRIAL



Full Disclosure: Cloudpoint Geographics is an Esri Business partner and we are interested in assisting you make ArcGIS Online work for you and your organization

Esri introduced ArcGIS Online in beta form at the 2009 User's Conference. Since that early rollout, the platform has grown to become the focus of most everything that Esri says or does.

In it's current manifestation, ArcGIS Online (AGOL) is an Esri product designed to be **the** mapping application you use. It is customized for your city, county, department, business, non-profit or other organization. Think of it as if You *owned* Google maps and could add your own GIS layers. Not only that, you can put these maps **into** your website, for public use. No server, software or programming required. Just a yearly subscription. Usually you will fall into one of two camps after grasping what Esri has done here. These are outlined below:



We already have a GIS Website

Why do we care about ArcGIS Online?

- I understand, this feels like Esri is kinda moving into your space. Yeah, they are.
- Your One-Stop GIS website confuses the general public, AGOL Helps simplify.
- ArcGIS 10.1 Desktop & Server are deeply Integrated with AGOL. This is Esri's vision.
- ArcGIS Online is how website templates will be deployed in the future.
- AGOL makes online editing and securing your layers a much more simple process.
- Mobile. Mobile. Mobile.

We Don't have a GIS Website

Why do we care about ArcGIS Online?

- AGOL is honestly the cheapest way to get a quality GIS website online and available to your staff and the general public.
- No Aerial Photos? No problem. Basemaps from and hosted by Esri are included.
- It's all wizard-driven, no programming required.
- ArcGIS 10.1 Desktop makes it extremely easy to publish your data to the AGOL platform.
- Create interactive maps of your data directly inside Excel with the Esri Maps for Office add-in.
- Mobile. Mobile. Mobile.