



# Put Yourself On The Map

The Fusion of the PI System and ArcGIS

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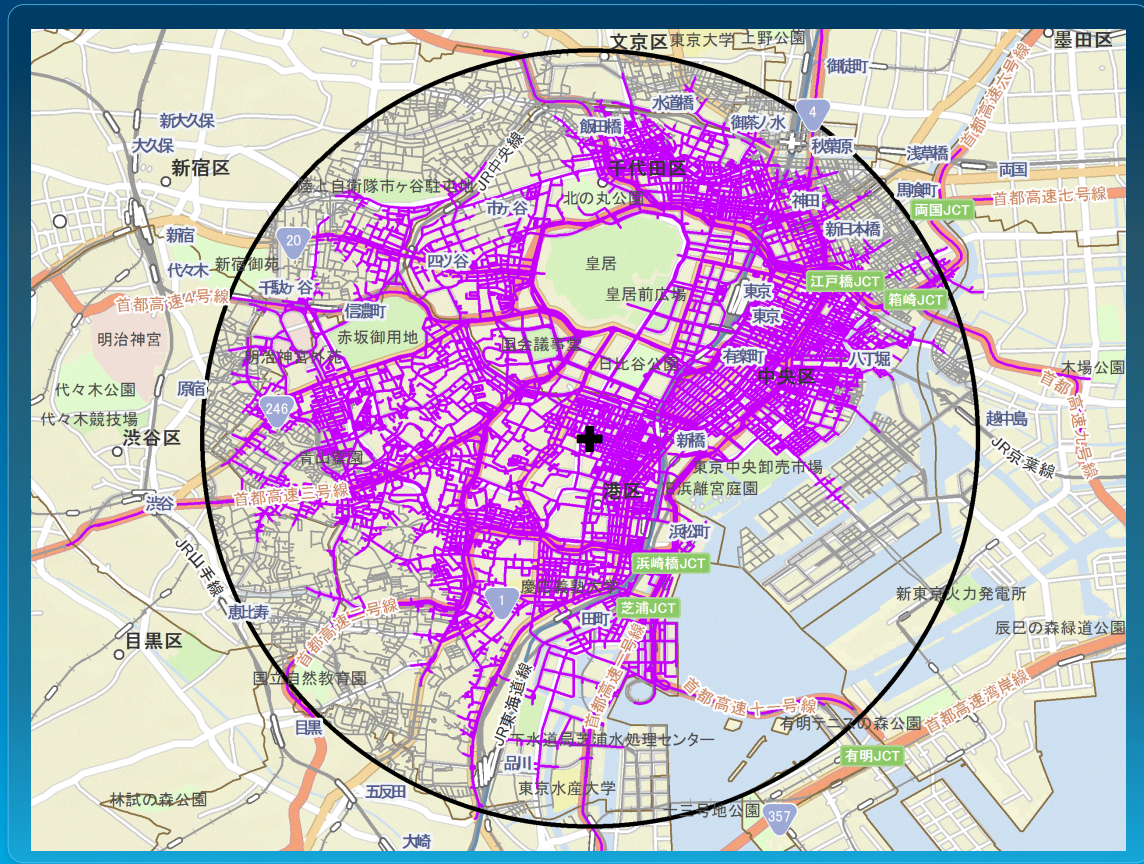
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# Geography





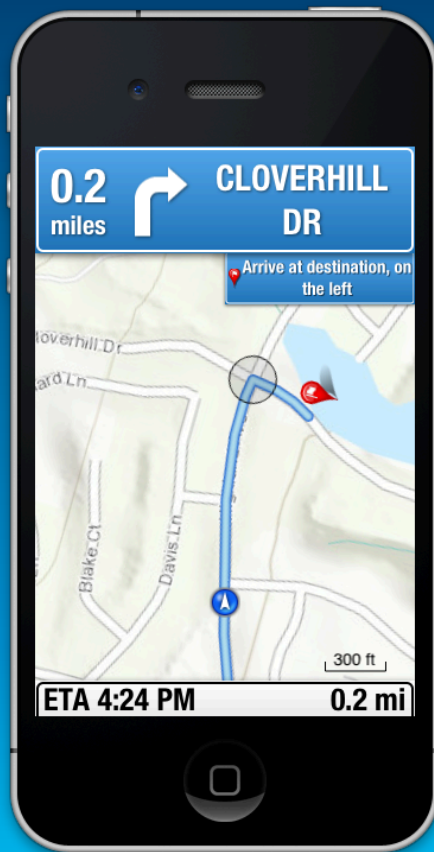
**Successful** | use of geography

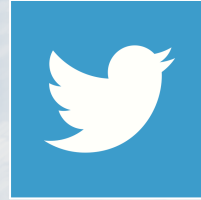


Question... | are approximations acceptable in your business?









# Consumerization

What we find useful at home  
comes to work with us

Do you have a  
**location analytics strategy**  
for your organization?





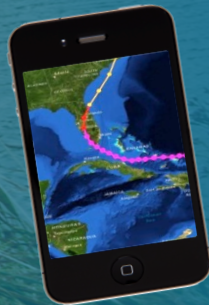
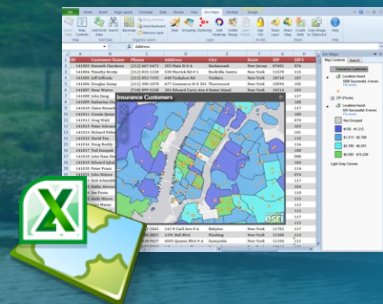
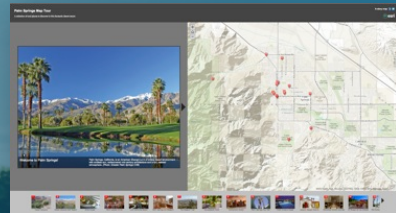


# People

helping them solve  
real problems



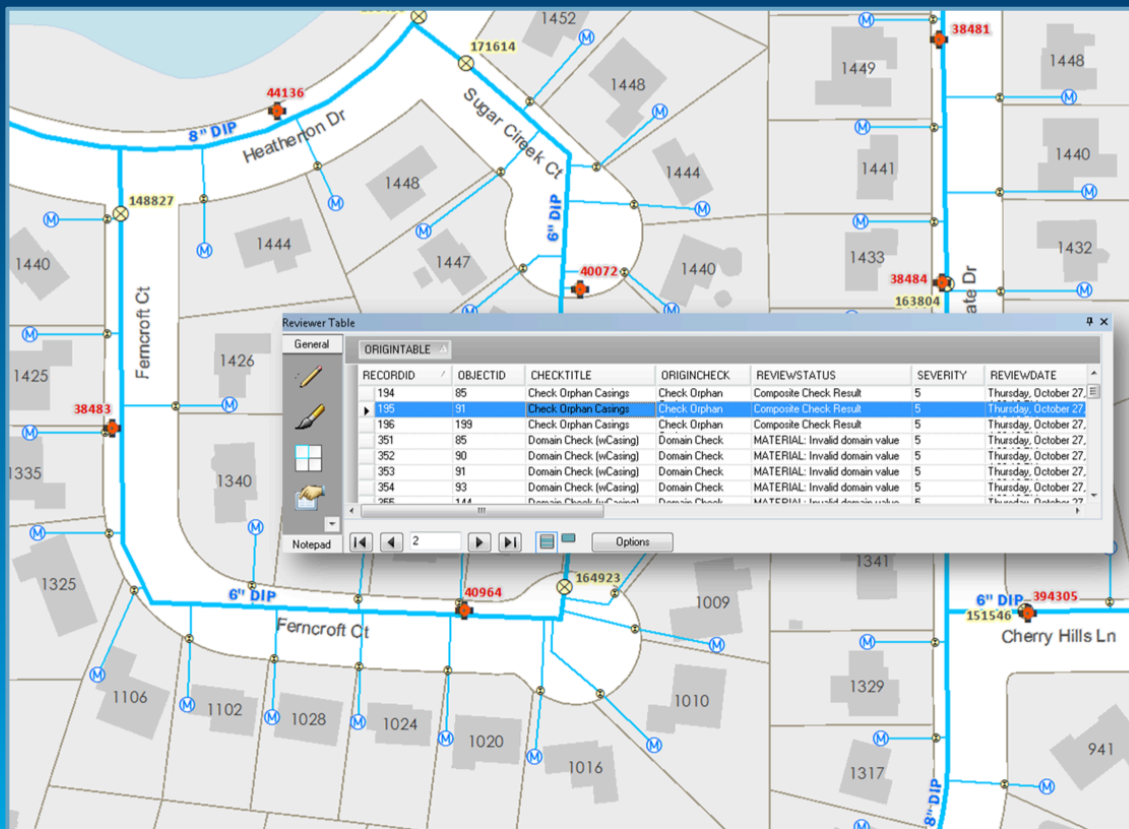










**Social** | enabling people to learn from one another and provide access to expert intelligence



**Critical Infrastructure & Assets** | collect, inventory, and maintain accurate records

## Where are the uninsured?

A story map  

Nearly 20 percent of Americans are without health insurance. While lack of coverage is a nationwide challenge, regional patterns are striking. Comparing patterns of those without insurance with factors like ethnicity and income hints at possible causes and effects.



UNINSURED

HISPANICS

INCOME

### Explore the maps

Geographic patterns emerge when insurance data is viewed on a map versus in spreadsheets or graphs.






Click and zoom on the map to see data for your county.

[Find out](#) how healthcare organizations use Esri mapping technology.

Source: [Census Bureau](#). 2008 data

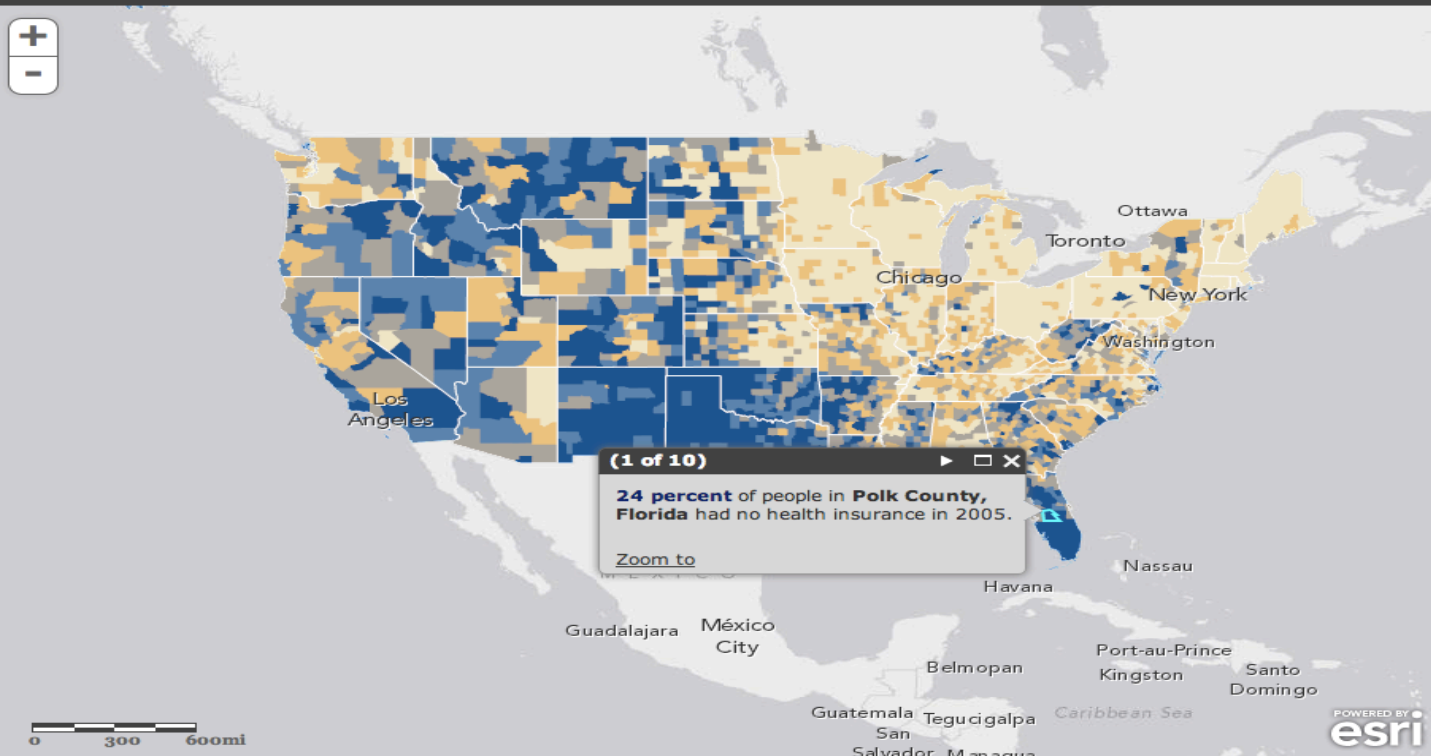
### LEGEND

Percentage without Health Insurance by County

-  Very High (More than 23%)
-  High (20.1% - 23%)
-  Average (17.1% - 20%)
-  Low (14.1% - 17%)
-  Very Low (Less than 14.1%)



0 300 600mi



**Interactive** | maps with an intuitive user experience used to convey information



# Hurricane Sandy: The AfterMap

Drag the line to explore storm damage through before and after imagery.

Find Address

Bookmarks

Pre-Hurricane Sandy Imagery

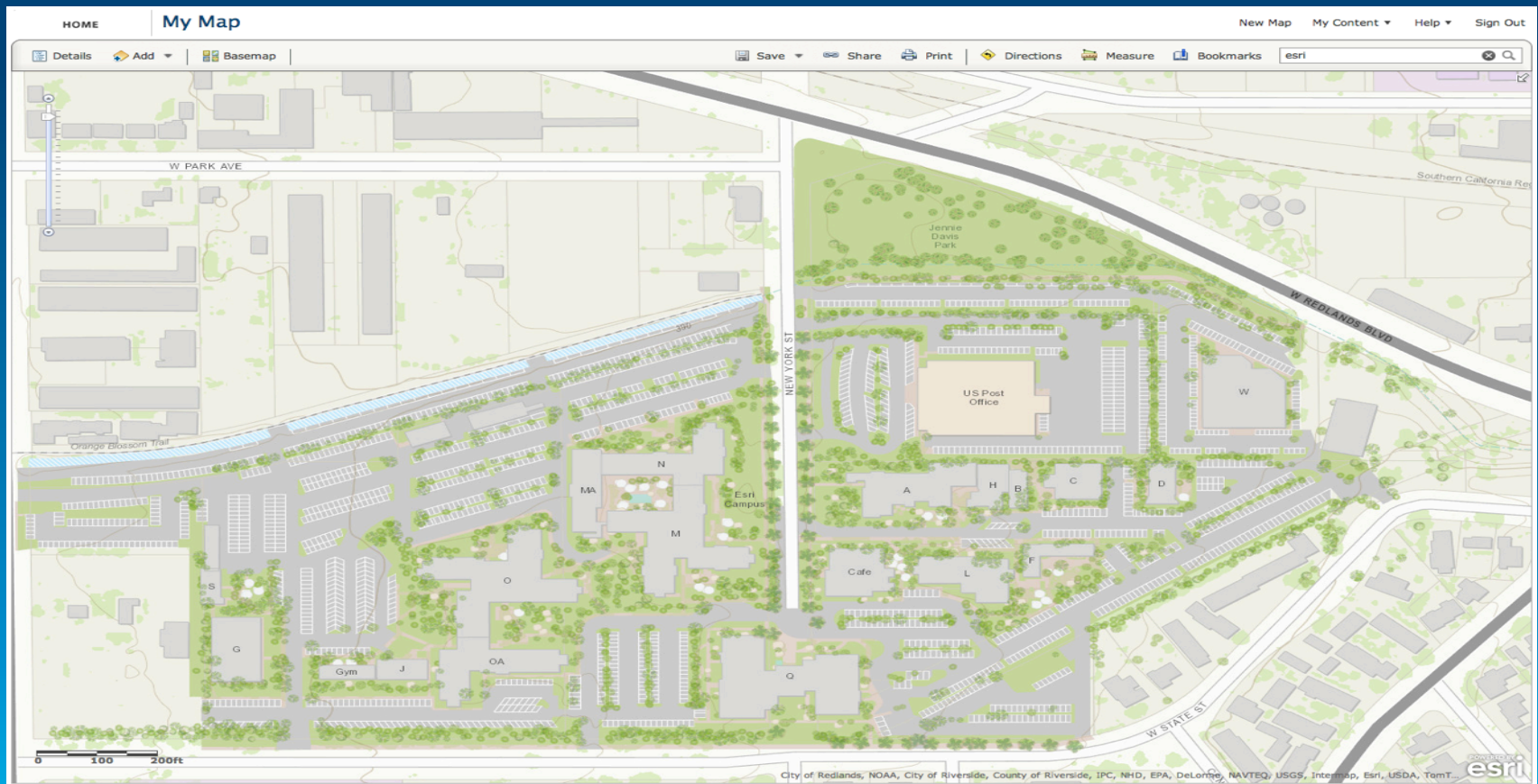
MAP LEGEND

NOAA Imagery for Sandy

MAP LEGEND



**Exploratory** | maps enabling people to explore and process data for themselves



**Relevant** | information about the current location and triggering action in other systems





big data collections

sensor networks

social media

business systems

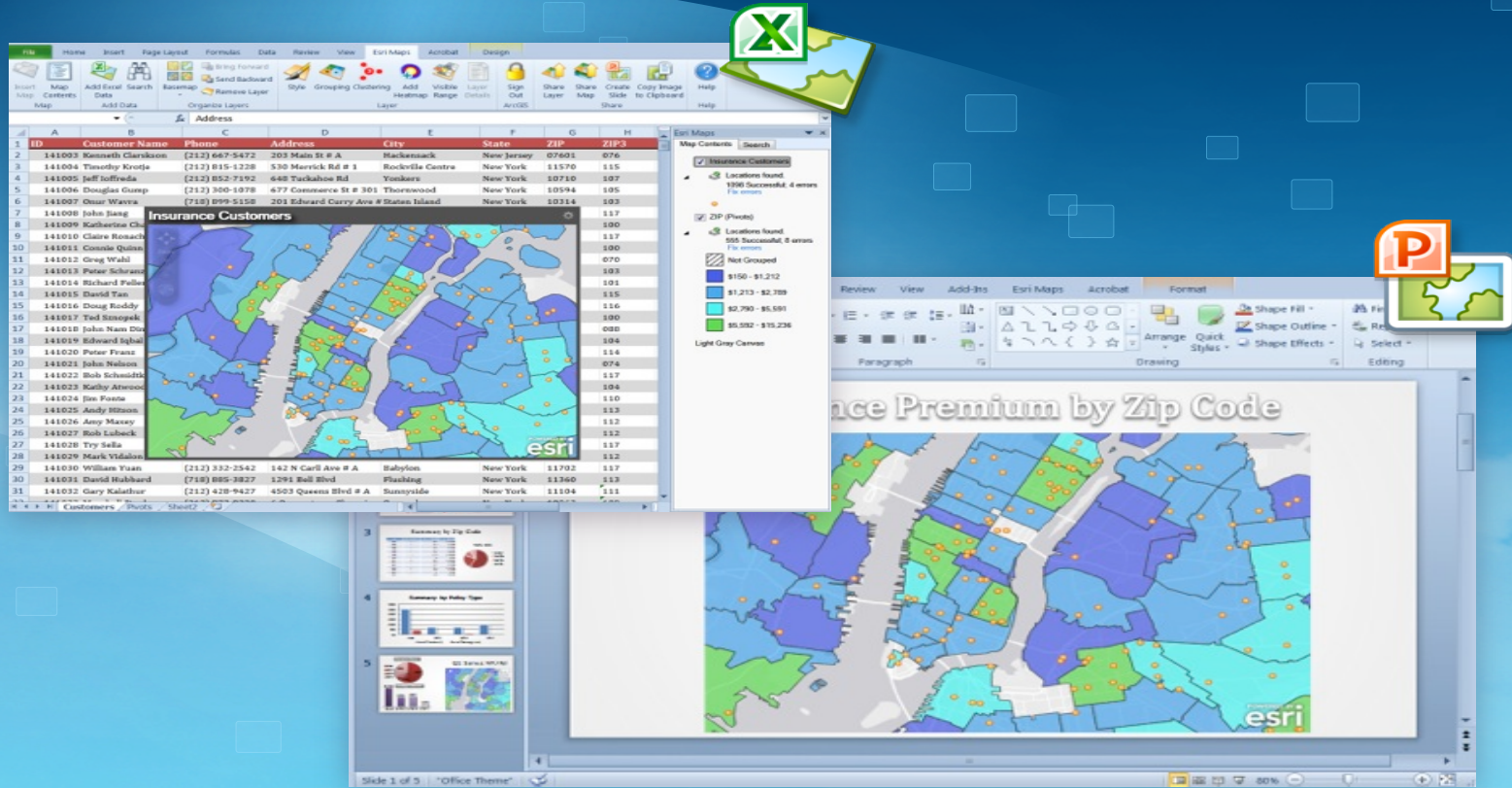
spreadsheets

images / video

web services

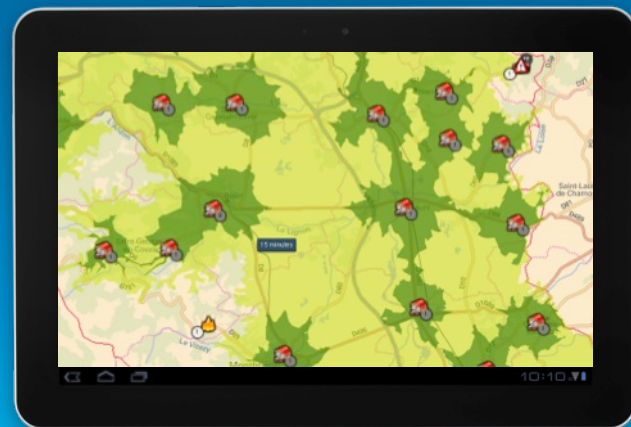
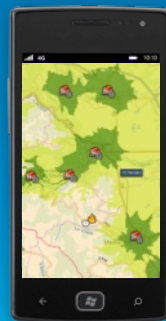
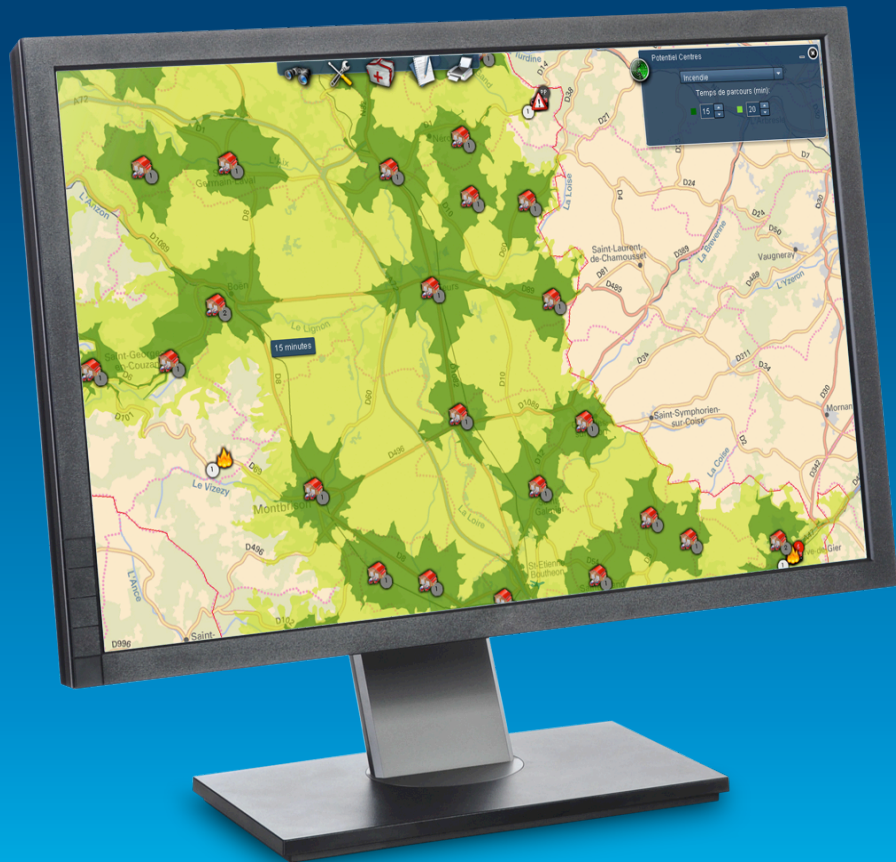
analytics

**Information** | from many sources integrated, placed on a map, and analyzed based on location



**Accessible** | inside the productivity apps that people already use

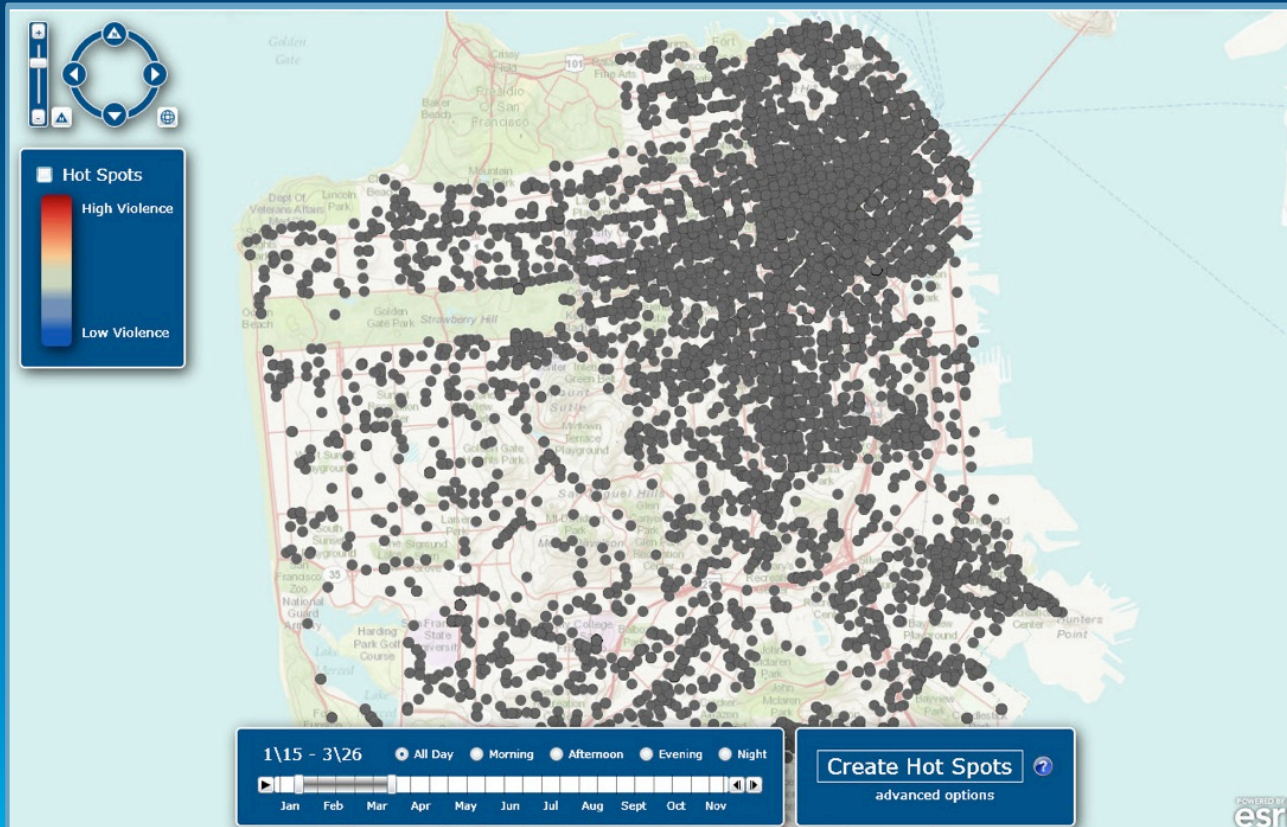




**Freedom** | to use the device at hand



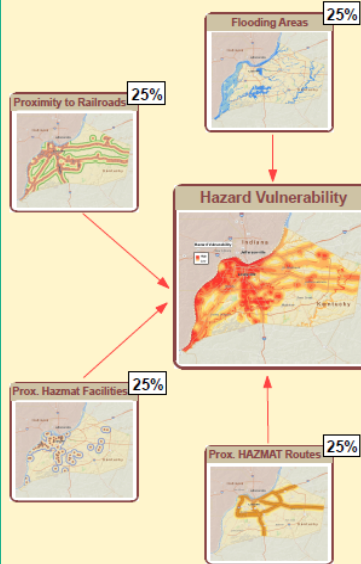
**Cloud** | choice to use public, on-premises, and hybrid cloud architectures



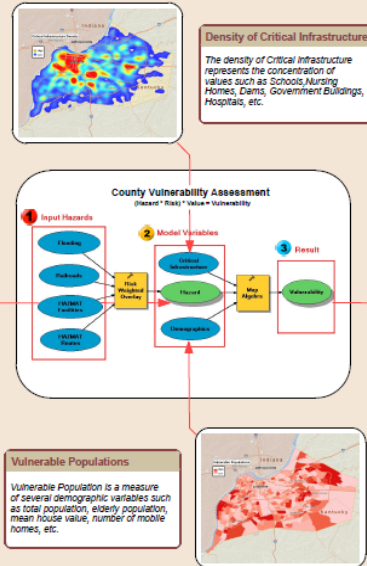
Geographic Insight | that reveals patterns and trends in the data

# Vulnerability Assessment

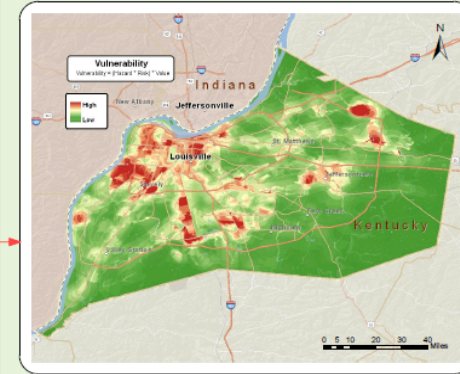
## 1 Hazards Natural and Technological



## 2 Values Infrastructure and Population



## 3 Vulnerability (Hazard \* Risk) \* Value = Vulnerability



Prepared by the County Planning Officer

\* Emergency Management Agency  
\* Data presented for demonstration purposes only  
For more information contact: [ArcGISTeam@public.safely.com](mailto:ArcGISTeam@public.safely.com)



**Analytics** | for evaluation and simulation in support of strategic decision making



Leads My Open Leads with Ratings

Microsoft Dynamics CRM

Workplace

- My Work
  - What's New
  - Dashboards
  - Activities
  - Reports
- Customers
  - Accounts
  - Contacts
- Sales
  - Leads
  - Opportunities
  - Competitors
- Service
  - Cases
  - Queues
  - Articles
- Workplace
  - Sales
  - Service
  - Marketing
  - Esri Maps
  - Settings

Leads by Ratings (Map)

Search for records

Share map Find nearby

Map of Los Angeles area showing leads locations.

MONO

Commuter less than 30 public 2705

Commuter less than 30 other 47320

Commuter 30-44 public 990

Commuter 30-44 other 22240

Commuter 45-59 public 0

Commuter 45-59 other 11180

Commuter greater than 60 public 540

Commuter greater than 60 other 22755

Infographics



Embed | maps and location insight into business systems like CRM, ERP, BI, CMS...



**Extend** | and add mapping and location context to your own apps

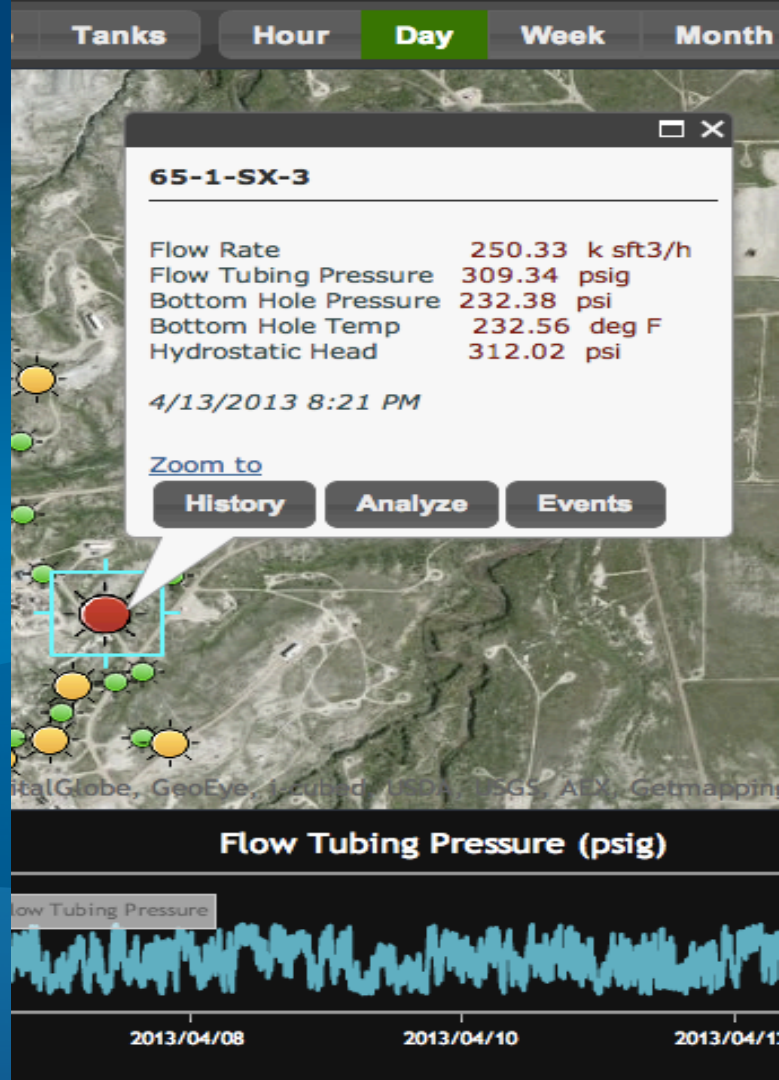
Demonstration

# The Fusion of the PI System and ArcGIS

Mr. John Baier

OSIsoft

Director of Marketing



# Begin connecting the dots today...



- Try it out for yourself – [v-camp.us/ucdemo-site](http://v-camp.us/ucdemo-site)
- Join the conversation – [OSIsoft Users Community](#)
- Download the source – [v-camp.us/ucdemo](http://v-camp.us/ucdemo)  
[github.com/Esri](https://github.com/Esri) (coming soon!)
- Get ArcGIS Online – [arcgis.com](http://arcgis.com)

*Be part of the conversation on v-campus and our social media communities*



# Hackathon...

Your opportunity to dive deeper into the PI System and the ArcGIS Platform



Focus on real-time vehicle data

Chance to win cash prizes and national press

Interested? Ask one of the vCampus guys!

- or -

[www.connectedworldmag.com/registration](http://www.connectedworldmag.com/registration)



# Use Geography

to empower the people in your organization

to connect the dots



Understanding our world.