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## What's New

For details on the new features and capabilities in Business Analyst, please refer to the What's New in Business Analyst 10.1 document found in [resources.arcgis.com/en/communities/business-analyst](https://resources.arcgis.com/en/communities/business-analyst).

### Data updates include

- **New Product Names**—Esri Business Analyst Premium is now called Esri Business Analyst Standard. Each named user receives a BAO Standard Plus subscription. Esri Business Analyst is now called Esri Business Analyst Basic. Each named user receives a BAO Basic subscription.
- **Improved Reporting**—Combine different data types and sources with maps and charts to create useful reports.
- **Enhancements to Territory Design**—More flexible options for creating territories.
- **Improvements to Custom Data Integration**—Bring your own data into Business Analyst more easily.

### Geography changes include

- **US Esri 2011/2016 Data**—All Census based geography has been updated to 2010 Census. Now includes data for county subdivisions, congressional districts, and places.

# Esri® Business Analyst™

## Quick Start Guide

### 10.1

An ArcGIS® Product



## 1

### Prerequisites

Prior to installing, please review the system requirements. See [resources.arcgis.com/en/communities/business-analyst](https://resources.arcgis.com/en/communities/business-analyst).

## 2

### Installation

- Insert the Esri® Business Analyst™ 10.1 installation media in your USB flash drive. The installation will automatically load a welcome screen. Follow the on-screen directions to complete the installation.

*Note: If you are updating from a previous version of Business Analyst, you will be prompted to uninstall certain programs.*

- If the installation does not autorun, browse to *My Computer* and locate Esri Business Analyst 10 on the installation media. Users on Windows® 7, choose Open folder to view files and double-click the esri.exe file.
- Your attention will be required from time to time during the installation process. Also, some computers may prompt you to restart after inserting the installation media. If so, follow the on-screen instructions.

## 3

### Register Software License

If you are updating an existing Business Analyst 10 and/or ArcGIS Desktop 10 system, make sure to uninstall previous versions without deauthorizing the machine. At the end of the ArcGIS Desktop 10.1 installation process, the ArcGIS Administrator will launch and detect the previous version licenses and prompt you to upgrade.

## 3

### Register Software License (continued)

You have two options for authorizing your licenses:

- **Option 1 (Preferred)**—During the software installation process, use Software Authorization Wizard and the authorization numbers you receive from Esri in your license e-mail to authorize your licenses. You can access Software Authorization Wizard from Start > All Programs > ArcGIS > ArcGIS Administrator. In ArcGIS Administrator, choose Desktop; then choose the ArcGIS® software type you have and click Authorize Now. This will open Software Authorization Wizard. Under the Other Extensions section, enter “Business Analyst Basic” or “Business Analyst Standard” and the corresponding authorization number. Follow the wizard’s instructions to complete the licensing process.
- **Option 2**—Go to the Esri Customer Care site ([customers.esri.com](https://customers.esri.com)) to create a provisioning file that can be used in Software Authorization Wizard.

## 4

### Register Data License

If you have already installed the US 2011/2016 Esri data, then you do not need to re-register your data license. You will receive a Business Analyst data license file (\*.sdlic) via e-mail from Esri Customer Service.

1. Save this license file to your computer (e.g., to C:\Program Files \ArcGIS\). Double-click the license file to activate the license.
2. This license must be activated on each computer that Business Analyst is licensed for and installed on.
3. After activating your data license, ArcGIS Administrator opens and shows that your data license is active. All registered data licenses on your machine will be displayed here.