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# What's New in ArcGIS Business Analyst 9.2

*Last revised—March 16, 2007*

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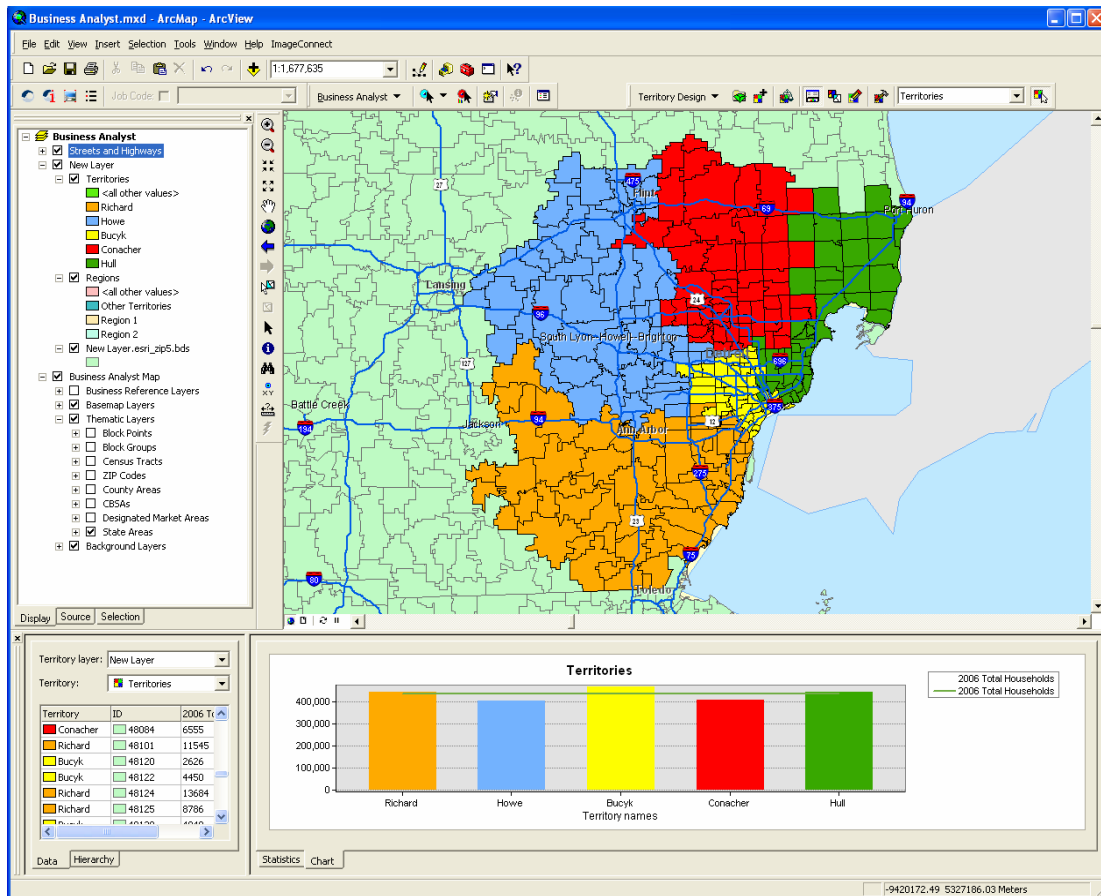
# Welcome to ArcGIS Business Analyst 9.2

ArcGIS Business Analyst 9.2 is the next major release of the extension. This release builds on previous releases and adds important new capabilities. This document guides you through the key new features of Business Analyst 9.2. ESRI has worked hard to improve quality and performance in a number of areas; for example, improving performance and stability of Business Analyst functions was a key initiative of this release. Significant effort and progress has also been made in improving the speed and stability of large geocoding, data retrieval, reporting, and trade area processes.

The remainder of this document provides a summary of the key new features and capabilities of Business Analyst 9.2. Please consult the Business Analyst user guide or desktop help for more detailed information about these new features.

# Territory Design for ArcGIS

The Territory Design for ArcGIS module is a complete territory management environment used to create, edit, and manage territories. Business Analyst 9.2 includes a new separate drop-down toolbar within ArcGIS for territory design.

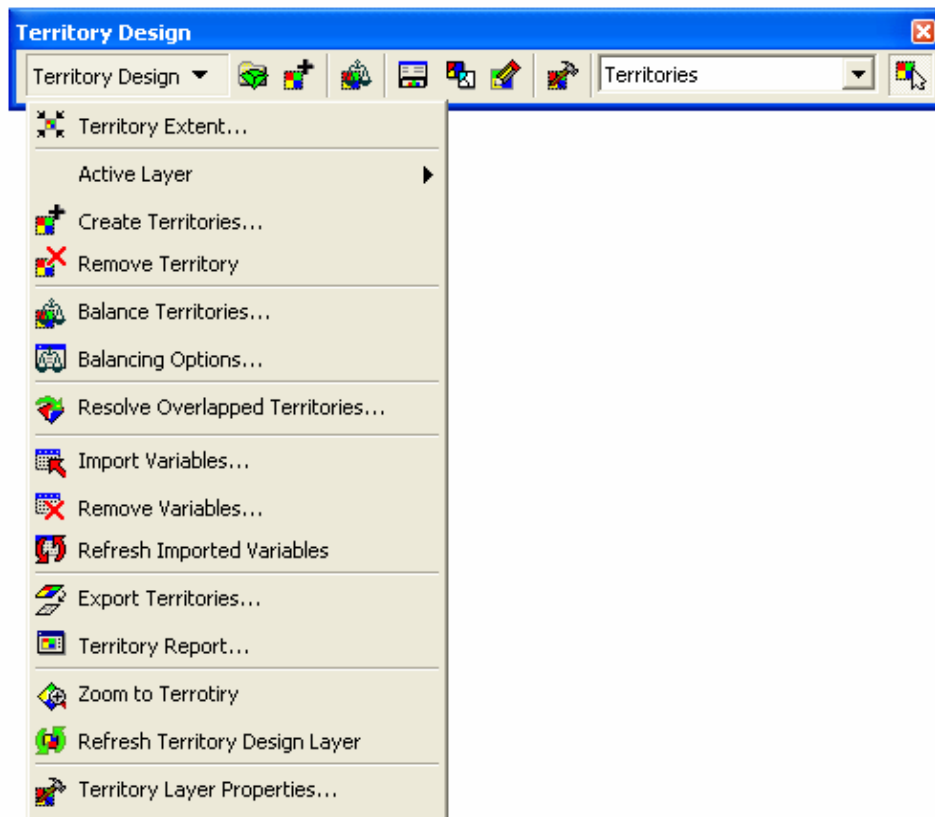


## Territory Design Highlights

- Has new separate design toolbar, layer, and window for creating and analyzing territories within ArcGIS.
- Includes advanced tools for automatically generating territories and balancing functions. The Territory Design toolbar can be used to create and balance sales territories around a set of your store locations. Territories can be balanced to equalize numeric characteristics. For example, you can create a set of territories that equalize the total number of households, existing customers, and total sales.
- Supports the following functions to create and manage territories:
  - Create territories.
  - Edit territories.
  - Balance territories.
  - Resolve territory overlap.
  - Export territories.
  - Create reports that illustrate territory balance and performance.

## Territory Design Toolbar

- The toolbar utilizes a drop-down toolbar menu and wizard-driven interfaces similar to that of Business Analyst.



- The territory functions are completely integrated with Business Analyst datasets. Territories can be created for any standard geographic layer provided with Business Analyst, or you can use your own custom polygon data in any format supported by ArcGIS.

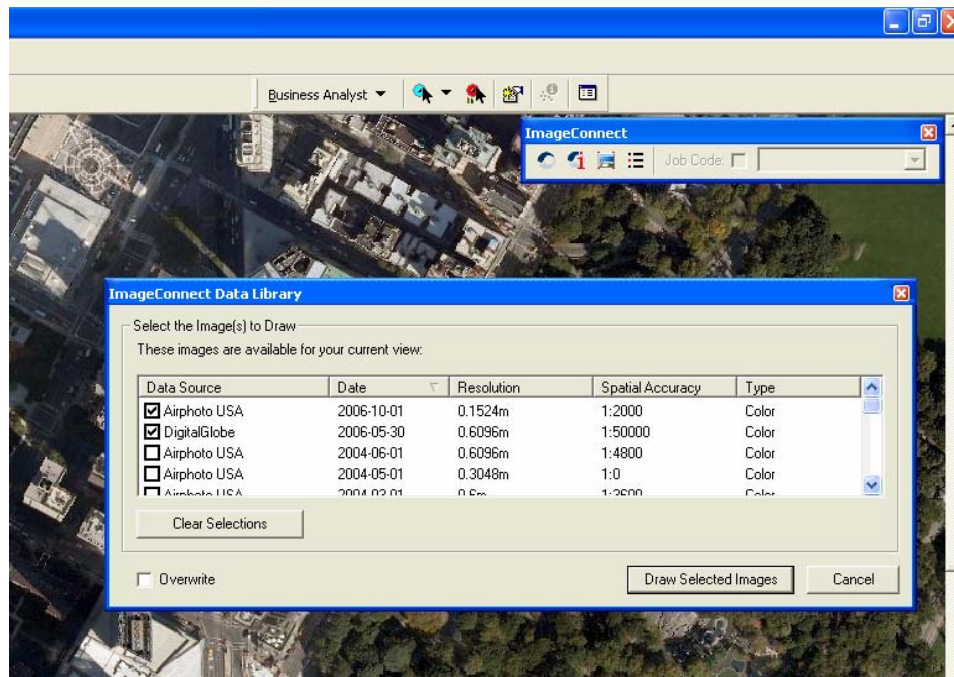
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# Address Geocoding

- Business Analyst 9.2 includes a new address geocoding engine for creating stores and customer points. This geocoder integrates an address-based approach with more than 45 million residential and commercial U.S. address records from the Tele Atlas Address Points database. This database maps street addresses to a physical location so each address is a fixed point and not an interpolation from an address range.
- Tele Atlas derives many of the address points by scanning county parcel maps, then extracting and repositioning the addresses to physical locations using high-resolution imagery. As a result, the stores, customers, and competitors you geocode with Business Analyst 9.2 will be more geographically precise, accurately placed on the correct side of the street and at the actual building location.
- The geocoder uses new address locators in a cascading fallback approach to ensure a match for as many records as possible. The primary locator utilizes the Tele Atlas Address Points database. The secondary locator utilizes the Tele Atlas Street Address Range database. Remaining records fall back to the 5-Digit ZIP Code and then City and State locators. These address locators are customizable through the Store and Customer Setup wizards. You can modify the different options such as the place-name aliases, spelling sensitivity, match scores, and output fields.
- The address geocoding engine in Business Analyst 9.1 matched a maximum of 40,000 records per hour. The new engine in 9.2 provides significantly faster geocoding results. ESRI benchmark tests with the new engine range from 200,000 to 1,000,000 records per hour.

# Premium Aerial Imagery

- Aerial and satellite imagery content has been dramatically improved in the 9.2 release of Business Analyst. All Business Analyst users will now have access to premium aerial images with the GlobeExplorer ImageConnect toolbar. You can instantly access a digital library containing the most current vintage aerial imagery available from GlobeExplorer. These images can be used in your maps, analyses, and reports.



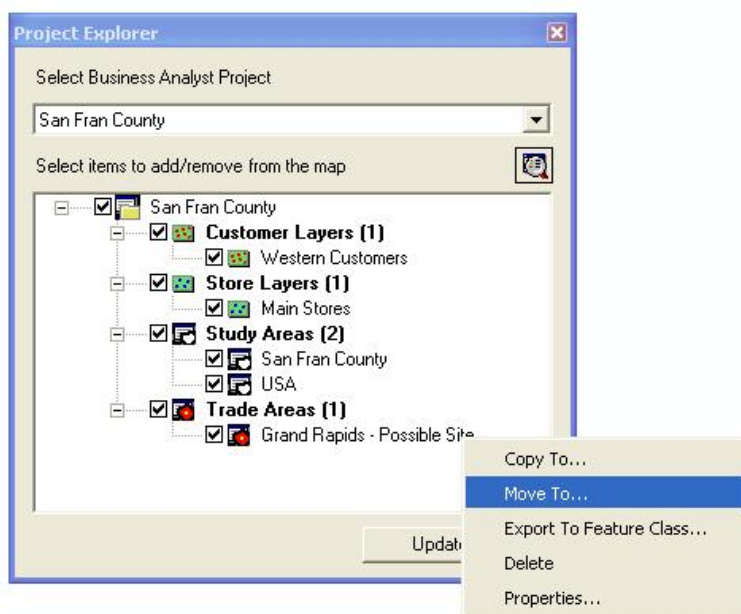
- To add images to your maps, access the ImageConnect toolbar by clicking View > Toolbars > ImageConnect. Detailed help is available by clicking the Properties button.

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# Data Management

## New Project Explorer Window

- Project Explorer is a new dockable window to help manage multiple layers and projects in ArcMap. The new window can be added next to the table of contents in ArcMap, providing an easy mechanism for quickly adding Business Analyst output layers to your map.
- Project Explorer allows you to quickly view lists of all the items in the Business Analyst Data Repository in a single window. You can add any combination of stores, customers, trade area, and analysis output layers to your map.
- All layers associated within a particular project can be easily retrieved. Business Analyst data can be combined and added to the current map from different projects. All the items in the new Project Explorer utilize right-click context-sensitive menus to manage layers.



## Context-Sensitive Menus

The ArcCatalog application organizes and manages all information such as stores, customers, trade areas, reports, datasets, models, metadata, and services. Context-sensitive menus have been added to this environment to work more efficiently with Business Analyst data and the My Output Data folders. The context-sensitive menus manage layers, just like in the new Project Explorer.

- Copy To: Copy the layer to another location or project.
- Move To: Relocate the layer to another location or project.
- Export To Feature Class: Export layer to a feature class.
- Delete: Remove the layer from the project.
- Properties: Get more or modify information about the layer and data path.





## Export or Back Up Your Projects

- In 9.2, you can now right-click on any Business Analyst project in ArcCatalog to back up or export it. These new features can be used to share complete projects between different projects or different machines.

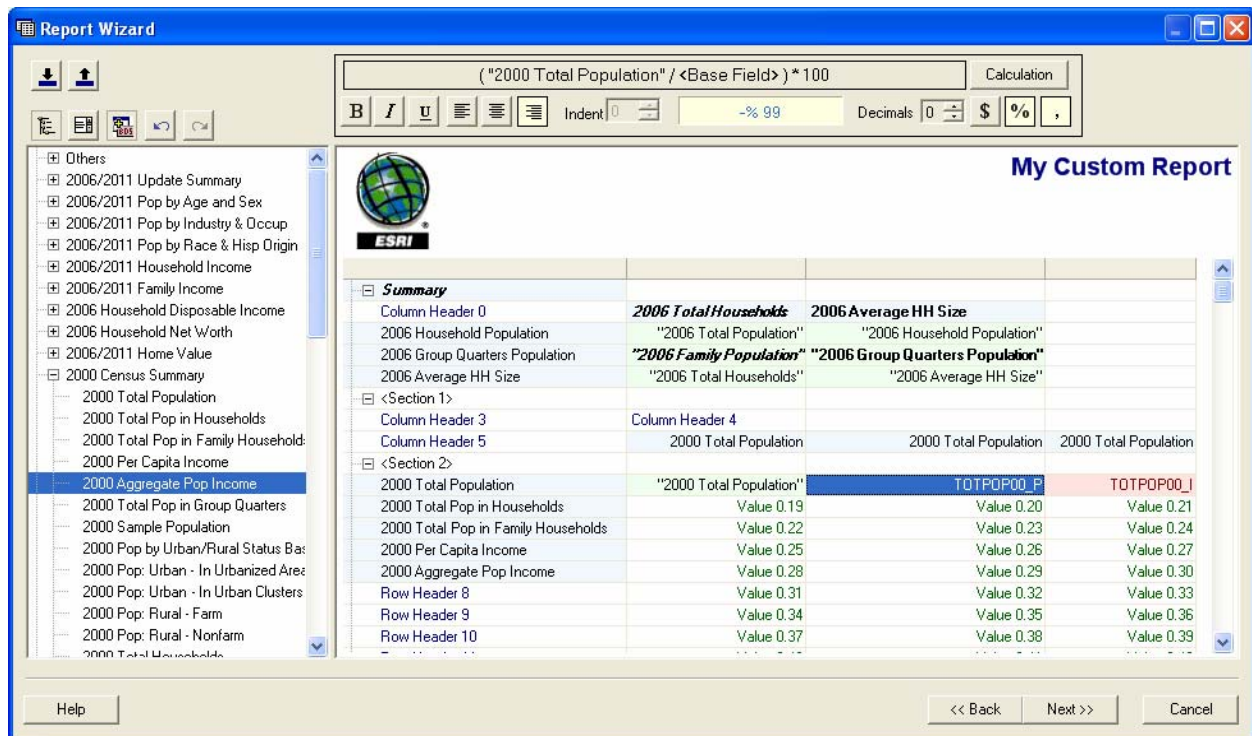


# Reports

A number of enhancements have been made to make the report functionality better in Business Analyst. A great deal of effort was spent improving data retrieval and report creation times for large trade areas, and overall, report generation time has been improved.

## Report Customization

- An exciting new environment is available to create custom reports. An advanced editor is available for editing custom report templates. This new editor allows you to edit report content (style, color, font, and the like). You can also easily drag and drop Business Analyst data items to add new variables to your reports. New, easy-to-use buttons are available for adding percent, index, and average calculations.



## Report Stitching

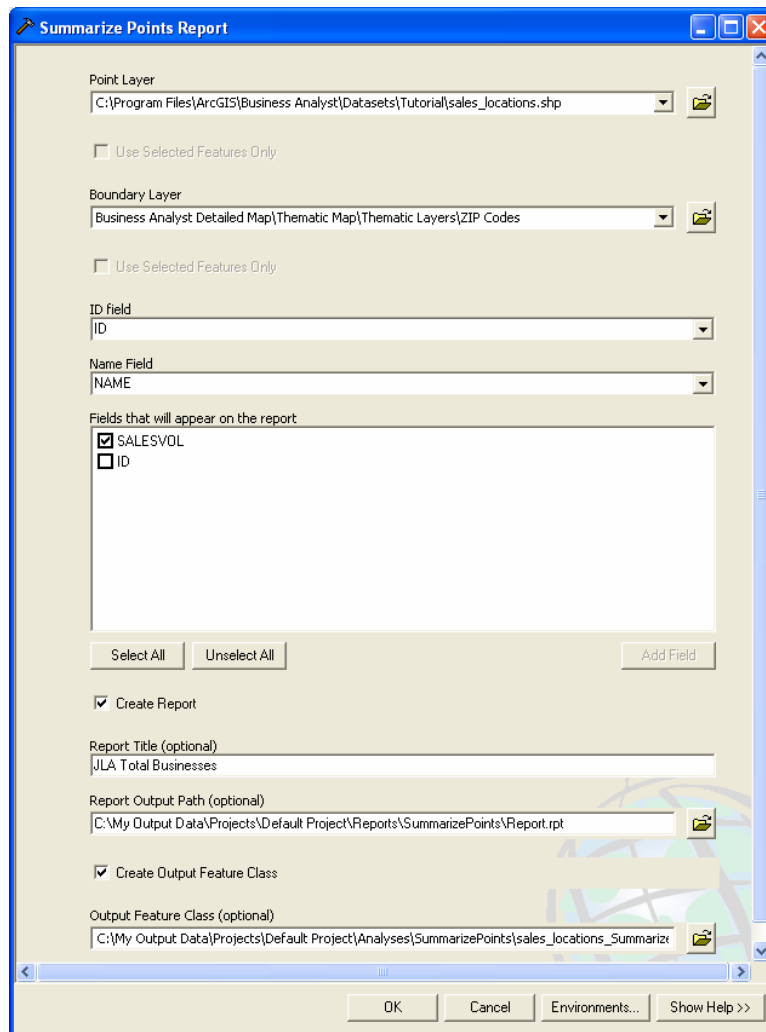
- Report stitching has been improved at 9.2 to make it easier for different reports to be combined into a single "booklet" format. You can choose to group all your reports into a single output document or group reports by trade areas or report type.

## Mean Store Center Report

- A new Mean Store Center report is available that will analyze an existing store location and compare it to a theoretical "best store" location that minimizes distance to your current set of customer locations.

## Summarize Points Report

- A new report and analysis tool has been added that will allow you to summarize point layers for any polygon data source. For example, you can use this new tool to summarize the number of customers and sales for each trade area or ZIP Code in a market.



## Average Drive Time Report

- This new report has been added to calculate the average drive time for a trade area derived from customer locations. Using this tool will help you estimate how far customers travel within a primary trade area. Once this is determined in a given market, you can use the Drive Time Trade Area tool to estimate a primary trade area for new stores.

## Map Layout Report

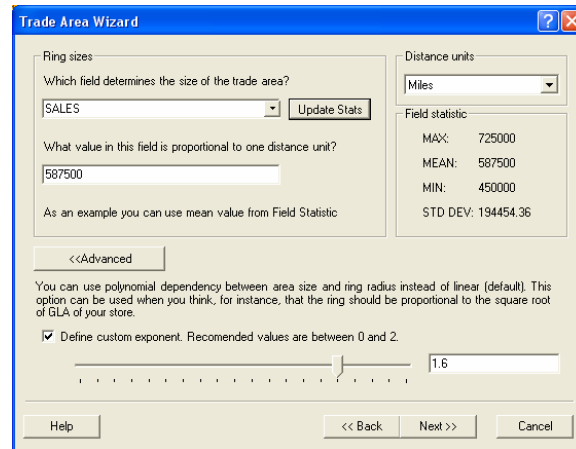
- The map layout report allows you to easily export a map image you are zoomed to into a predefined report template. This option will allow you to embed maps in stitched reports and segmentation studies.

# Trade Areas

The Trade Areas tools have been reorganized to minimize the number of steps it takes to produce trade area output layers. A number of trade area wizards have been improved to offer more advanced preferences.

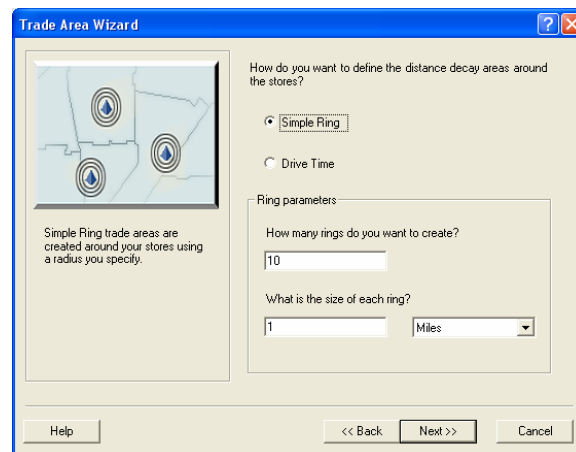
## Data Driven Rings

- The Trade Area Wizard dialog box now has an Advanced button to alter the dependencies on the value that determines the size of the trade area. For example, the area of the data driven ring can be created to be proportional to gross leasable area or another field you may have in the store layer.



## Distance Decay/Market Penetration Rings

- The Distance Decay tool has been simplified to make it easier to create a number of trade areas around a site. An unlimited number of rings can be selected to correspond to ring-distance units or drive time minutes.



## Standard Levels of Geography

- A new tab was added to enhance the search functionality for boundaries such as states, counties, and ZIP Codes. You can easily search by geography level, name, and ID.

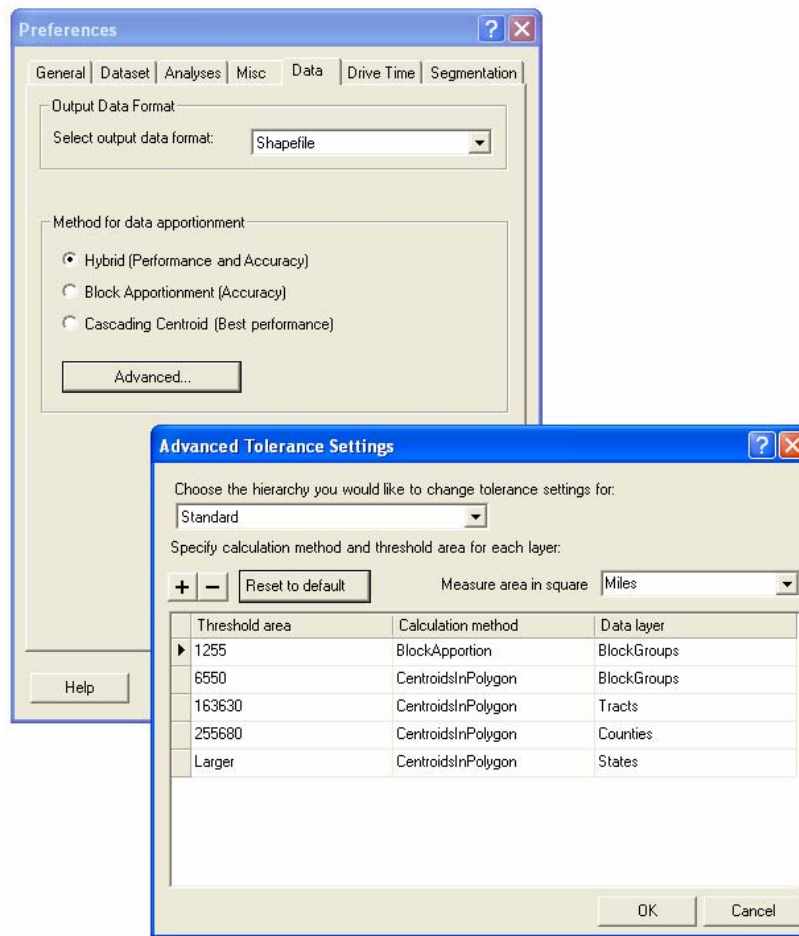
# Preferences

A number of preferences have been added to Business Analyst to improve how analyses are executed.

## Data Apportionment

A new set of preferences has been added to define how you want to apportion datasets and aggregate data when generating reports. In the Business Analyst Preferences, three data apportionment methods can now be used, and each has further advanced tolerance settings. These options will balance differing needs for performance and accuracy.

- **Hybrid:** Designed to be the most efficient approach to reporting and data retrieval, it utilizes both the block apportionment and cascading centroid data apportionment methods. You can specify these custom thresholds from a set of advanced tolerances.
- **Block Apportionment:** Use this for the highest degree of accuracy, but expect slower overall performance. This method uses block points to determine the percentage of households, housing units, population, and business points at the block group layer in your trade areas.
- **Cascading Centroid:** This is the fastest method for large datasets, but it sacrifices precision. This method determines if the centroids of the geographic boundaries (such as census tracts or counties) are within your trade area and aggregates the data from those boundaries to your report.



## Analysis Extents

- You can now set the analysis extent to include the entire map extent, not just the current map view. This ensures that any stores, customers, or other data outside your map extent are included in your analyses.

## Generalized Geometry

- There is a new option in the Business Analyst Preferences dialog box to use generalized geometries to create study areas. This will increase the report speed for analyses where complex polygons were once a factor.

## Drive Time Options

- A new StreetMap drive time engine is available for creating drive time trade areas in Business Analyst. This new engine creates drive time polygons that are typically more generalized than the ArcGIS Network Analyst extension-based service areas that were created in Business Analyst 9.1. The main benefit of this new approach is that it creates drive time trade areas significantly faster than Network Analyst.
- However, you can still create complex drive time polygons in Business Analyst using the Network Analyst service area engine.
- Minimum and maximum feature snapping tolerances and distances can now be defined without having to utilize the Network Analyst extension. Use these advanced preferences to determine how far a store or customer point can be from a street segment to be included in drive time analysis.
- There is also a new preference that allows you to use your own street network datasets to perform the drive time and routing analysis within Business Analyst.