

---

# What's New in ArcGIS® Business Analyst 9.3.1

*Last revised May 13, 2009*

---

## Contents

<b>Welcome to ArcGIS Business Analyst 9.3.1 .....</b>	<b>3</b>
Overview .....	3
<b>Data and Maps .....</b>	<b>4</b>
2009/2014 Data .....	4
Microsoft Virtual Earth Search .....	5
Enhanced Map Document .....	6
Improved Access to ArcGIS Online Layers .....	7
Access to Microsoft Virtual Earth Map Collection .....	7
<b>Reports .....</b>	<b>8</b>
Improved Custom Report Experience .....	8
Publishing Custom Report Templates to Business Analyst Server .....	8
Maps Series Report Enhancements .....	9
Retrieving Territory Design Reports in Business Analyst .....	9
<b>Speed and Performance .....</b>	<b>10</b>
Performance Improvements .....	10
All Software Fixes from 9.3 Included .....	10
9.3.1 MXD Performance Statistics .....	10
<b>Usability Improvements .....</b>	<b>11</b>
Updated Wizard Images and Dialog Texts .....	11
Assigning Logos to Store Layers .....	12
Territory Design Available from Business Analyst Menu .....	12
Adding Business Listings—Saving Custom Search Filters .....	12
Updated Site Prospecting Icons .....	13
<b>Segmentation Module .....</b>	<b>14</b>
Segmentation at 9.3.1 .....	14

---

Copyright © 2009 ESRI  
All rights reserved.  
Printed in the United States of America.

The information contained in this document is the exclusive property of ESRI. This work is protected under United States copyright law and other international copyright treaties and conventions. No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as expressly permitted in writing by ESRI. All requests should be sent to Attention: Contracts and Legal Services Manager, ESRI, 380 New York Street, Redlands, CA 92373-8100 USA.

The information contained in this document is subject to change without notice.

### **U.S. GOVERNMENT RESTRICTED/LIMITED RIGHTS**

Any software, documentation, and/or data delivered hereunder is subject to the terms of the License Agreement. In no event shall the U.S. Government acquire greater than RESTRICTED/LIMITED RIGHTS. At a minimum, use, duplication, or disclosure by the U.S. Government is subject to restrictions as set forth in FAR §52.227-14 Alternates I, II, and III (JUN 1987); FAR §52.227-19 (JUN 1987) and/or FAR §12.211/12.212 (Commercial Technical Data/Computer Software); and DFARS §252.227-7015 (NOV 1995) (Technical Data) and/or DFARS §227.7202 (Computer Software), as applicable. Contractor/Manufacturer is ESRI, 380 New York Street, Redlands, CA 92373-8100 USA.

@esri.com, 3D Analyst, ACORN, Address Coder, ADF, AML, ArcAtlas, ArcCAD, ArcCatalog, ArcCOGO, ArcData, ArcDoc, ArcEdit, ArcEditor, ArcEurope, ArcExplorer, ArcExpress, ArcGIS, ArcGlobe, ArcGrid, ArcIMS, ARC/INFO, ArcInfo, ArcInfo Librarian, ArcInfo—Professional GIS, ArcInfo—The World's GIS, ArcLessons, ArcLocation, ArcLogistics, ArcMap, ArcNetwork, ArcNews, ArcObjects, ArcOpen, ArcPad, ArcPlot, ArcPress, ArcQuest, ArcReader, ArcScan, ArcScene, ArcSchool, ArcScripts, ArcSDE, ArcSdl, ArcSketch, ArcStorm, ArcSurvey, ArcTIN, ArcToolbox, ArcTools, ArcUSA, ArcUser, ArcView, ArcVoyager, ArcWatch, ArcWeb, ArcWorld, ArcXML, Atlas GIS, AtlasWare, Avenue, Business Analyst Online, BusinessMAP, CommunityInfo, Data Automation Kit, Database Integrator, DBI Kit, EDN, ESRI, ESRI BIS, ESRI—Team GIS, ESRI—*The GIS Company*, ESRI—The GIS People, ESRI—The GIS Software Leader, FormEdit, GeoCollector, Geographic Design System, Geography Matters, Geography Network, GIS by ESRI, GIS Day, GIS for Everyone, GISData Server, JTX, MapBeans, MapCafé, MapData, MapObjects, Maplex, MapStudio, ModelBuilder, MOLE, MPS-Atlas, NetEngine, PC ARC/INFO, PC ARCPLOT, PC ARCSHELL, PC DATA CONVERSION, PC STARTER KIT, PC TABLES, PC ARCEDIT, PC NETWORK, PC OVERLAY, PLTS, Rent-a-Tech, RouteMAP, SDE, SiteReporter, SML, Sourcebook•America, Spatial Database Engine, StreetEditor, StreetMap, Tapestry, the ARC/INFO logo, the ArcAtlas logo, the ArcCAD logo, the ArcCAD WorkBench logo, the ArcCOGO logo, the ArcData logo, the ArcData Online logo, the ArcEdit logo, the ArcEurope logo, the ArcExplorer logo, the ArcExpress logo, the ArcGIS logo, the ArcGIS Explorer logo, the ArcGrid logo, the ArcIMS logo, the ArcInfo logo, the ArcLogistics Route logo, the ArcNetwork logo, the ArcPad logo, the ArcPlot logo, the ArcPress for ArcView logo, the ArcPress logo, the ArcScan logo, the ArcScene logo, the ArcSDE CAD Client logo, the ArcSDE logo, the ArcStorm logo, the ArcTIN logo, the ArcTools logo, the ArcUSA logo, the ArcView 3D Analyst logo, the ArcView Data Publisher logo, the ArcView GIS logo, the ArcView Image Analysis logo, the ArcView Internet Map Server logo, the ArcView logo, the ArcView Network Analyst logo, the ArcView Spatial Analyst logo, the ArcView StreetMap 2000 logo, the ArcView StreetMap logo, the ArcView Tracking Analyst logo, the ArcWorld logo, the Atlas GIS logo, the Avenue logo, the BusinessMAP logo, the Data Automation Kit logo, the Digital Chart of the World logo, the ESRI Data logo, the ESRI globe logo, the ESRI Press logo, the Geography Network logo, the GIS Day logo, the MapCafé logo, the MapObjects Internet Map Server logo, the MapObjects logo, the MOLE logo, the NetEngine logo, the PC ARC/INFO logo, the Production Line Tool Set logo, the RouteMAP IMS logo, the RouteMAP logo, the SDE logo, The Geographic Advantage, The Geographic Approach, The World's Leading Desktop GIS, *Water Writes*, www.esri.com, www.esribis.com, www.geographynetwork.com, www.gis.com, www.gisday.com, and Your Personal Geographic Information System are trademarks, registered trademarks, or service marks of ESRI in the United States, the European Community, or certain other jurisdictions.

Other companies and products mentioned herein may be trademarks or registered trademarks of their respective trademark owners.

---

# Welcome to ArcGIS Business Analyst 9.3.1

## **Overview**

ArcGIS® Business Analyst 9.3.1 is the next major release of the desktop product. This release builds on previous releases and adds important new capabilities.

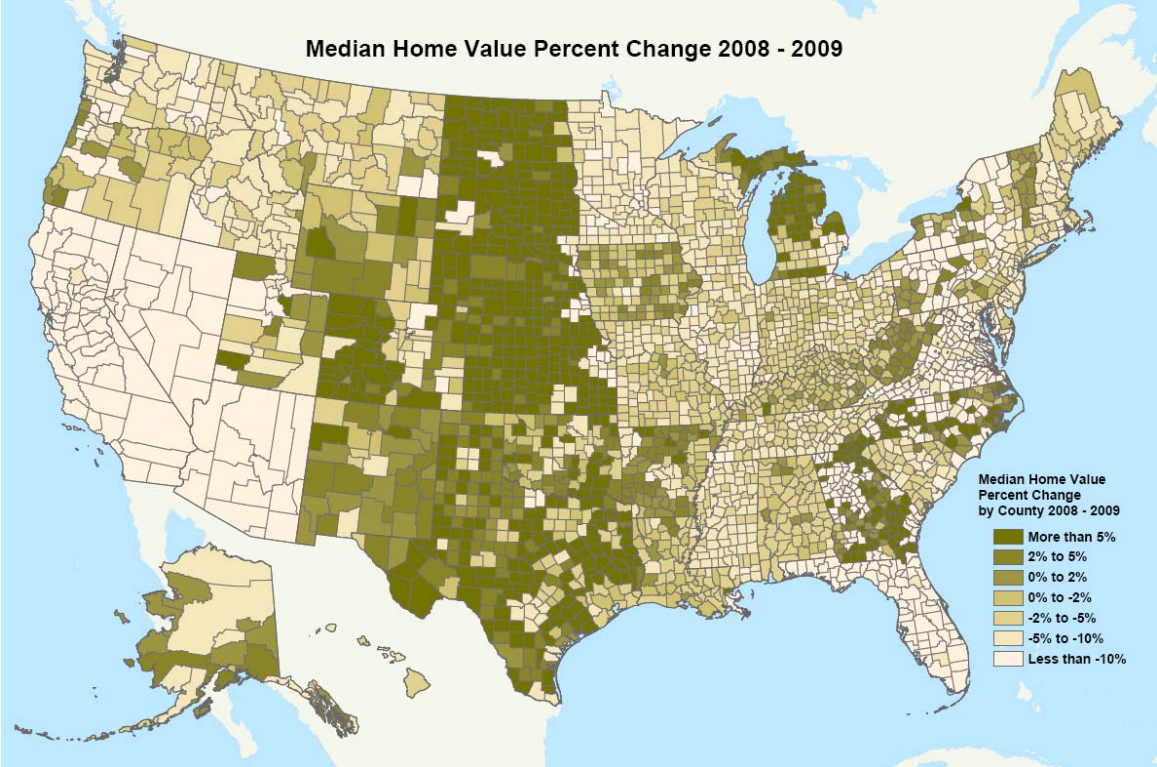
This document provides a summary of the key new features and capabilities of Business Analyst 9.3.1.

---

# Data and Maps

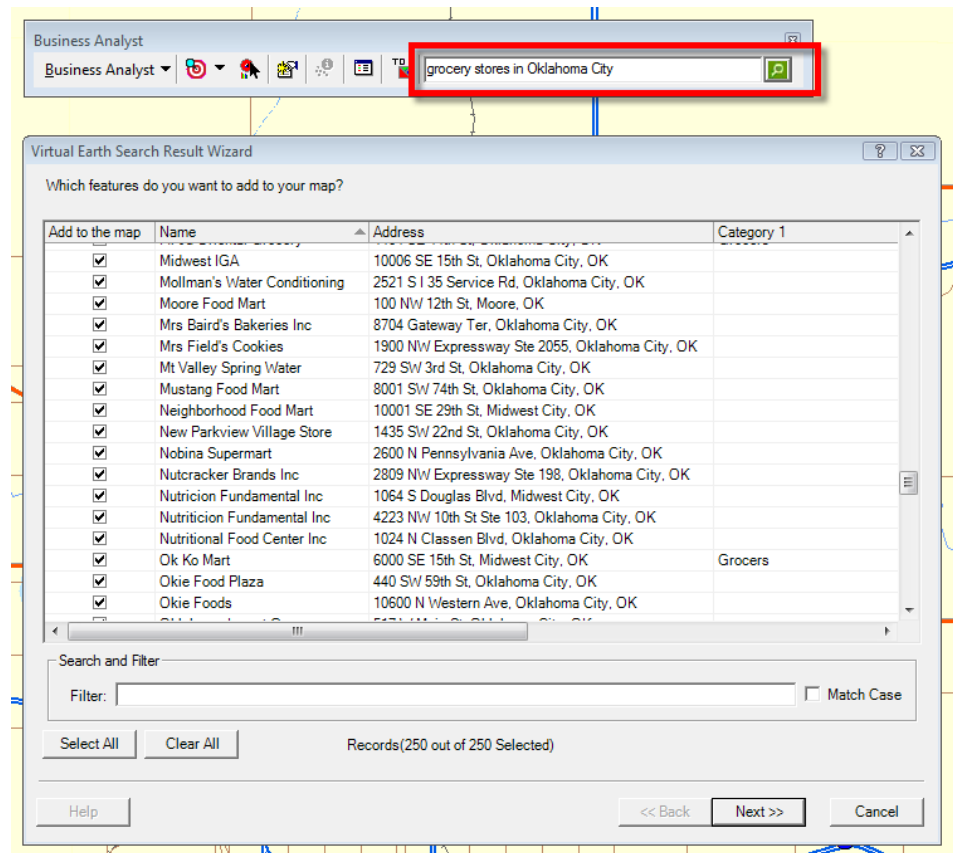
## 2009/2014 Data

Business Analyst 9.3.1 includes new software features as well as a complete 2009/2014 data update. This includes updates to ESRI® demographics and consumer expenditure data, Directory of Major Malls (DMM) shopping centers, *infoUSA* businesses, Tele Atlas streets and address points, and updated geocoders and locators. Given the changes in economic conditions of 2008–2009, the release of the 2009/2014 data is particularly significant and should add immense value to the analyses performed using Business Analyst.



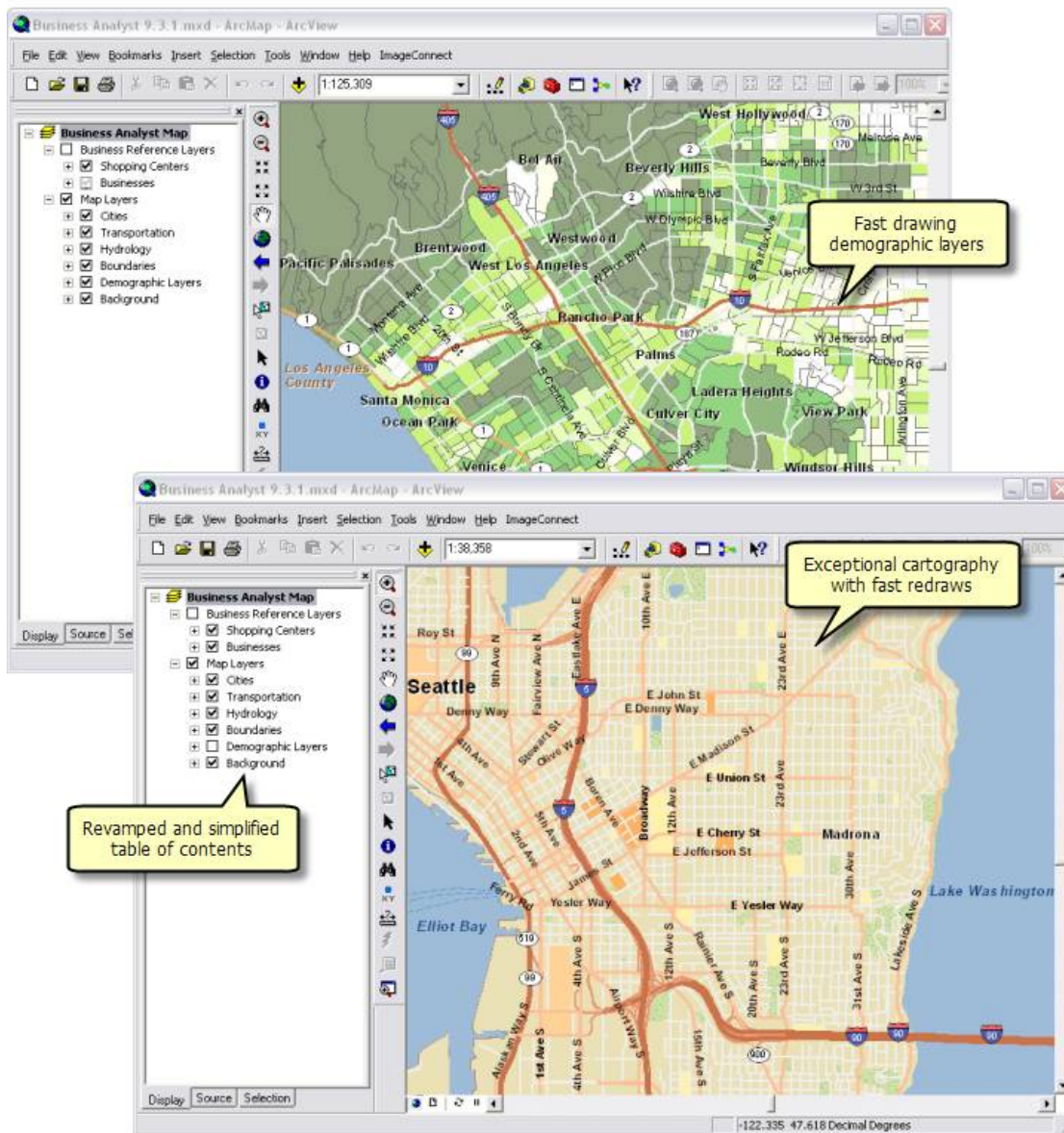
## Microsoft Virtual Earth Search

The Microsoft Virtual Earth search functionality is now embedded within the Business Analyst toolbar. You can search the Web for businesses or competitor locations and instantly return them as a map layer. This is a great way to find the most current points of interest or supplement the more than 12 million-point *infoUSA* database included with Business Analyst. For example, you can search for motorcycle dealerships near Miami or simply zoom to an area and type "insurance agencies" to instantly download results in your map view. The search utility is smart and flexible. Each downloaded point includes a business name and category, address, latitude-longitude coordinates, phone number, and even an applicable Web site and customer rating.



## Enhanced Map Document

A single map document is included in 9.3.1. This new MXD has undergone an extensive cartographic redesign from ArcGIS 9.3 and provides significantly faster map redraw times. The map's look and feel are similar to the ArcGIS Online<sup>SM</sup> World Street Map service's, but unlike a tiled map cache, it continues to provide access to the individual vector layers. Highlights include a simplified table of contents and demographic layers for easier navigation. Map draw times are up to four times faster than the MXD shipped with 9.3.



For more information about the redraw times, see the "Speed and Performance" section.

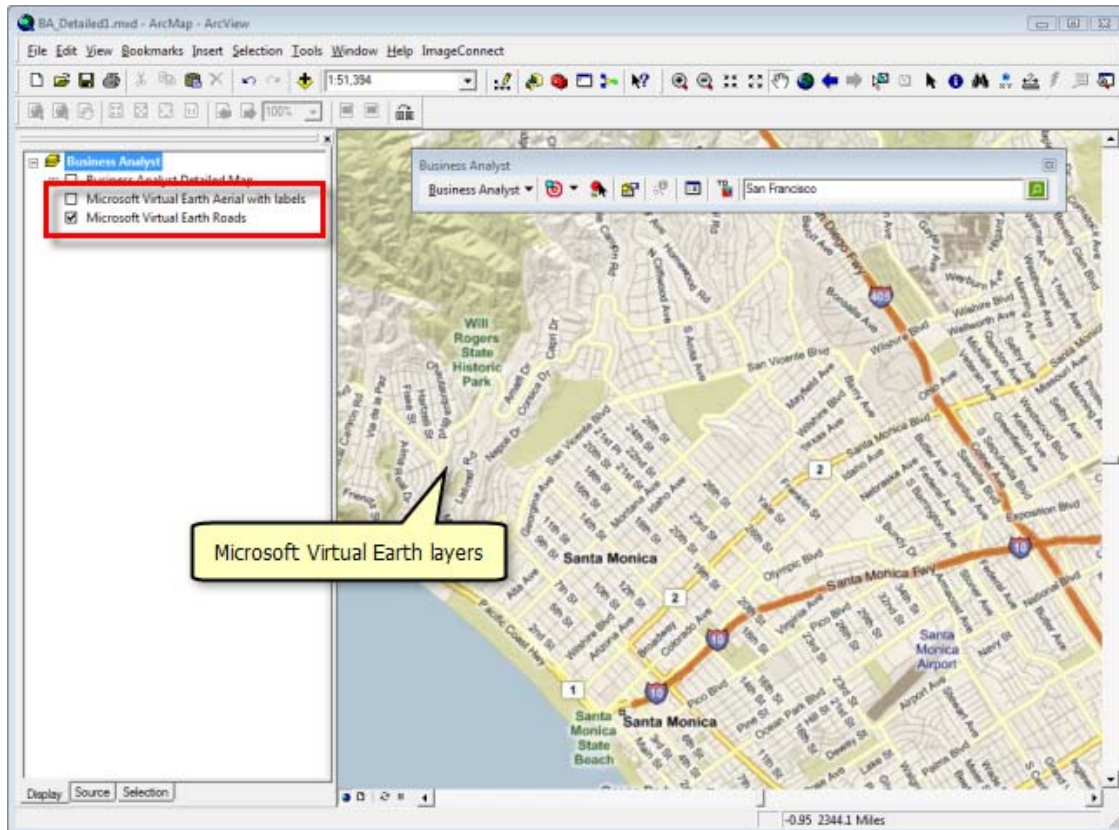


## Improved Access to ArcGIS Online Layers

With ArcGIS Online map services becoming increasingly popular, this functionality has been added directly to the Business Analyst toolbar. This improved exposure to the ArcGIS Online layers provides easier access for using these map services directly with Business Analyst. You can now easily toggle between ArcGIS Online and the new enhanced map document.

## Access to Microsoft Virtual Earth Map Collection

Business Analyst now provides access to Microsoft Virtual Earth street maps, aerial imagery, and hybrid maps at no extra charge.



# Reports

## Improved Custom Report Experience

The Advanced Editor has been overhauled to include an improved interface and several customizable features. The new report creation experience is similar to using Microsoft Word or Excel. The ability to add custom ArcGIS charts, insert maps or images, and edit cells through simple right-click shortcut menus is now available. Also, you can click the Preview button to inspect your new report edits and make changes before finalizing the report.

Preview your custom edits without having to actually create the report.

Add maps and images.

Insert custom charts.

Use more right-click shortcut menus.

Get better drag-and-drop functionality.

Enjoy better display of calculation formulas.

The screenshot shows the 'Report Wizard' window with a 'General Report' template. The main area displays a report structure with sections like 'Total Population' and 'Persons by Age'. A 'Calculated Field Setup' dialog is open, showing a formula:  $(2008 \text{ Total Population} / \langle \text{Base Field} \rangle) * 100$ . The right sidebar contains a list of report fields and a search filter. Callouts with arrows point to various UI elements: a 'Preview' button, a 'Picture' icon, a 'Chart' icon, a right-click context menu on a table cell, a 'Group by Store ID' button, and the formula input field in the dialog.

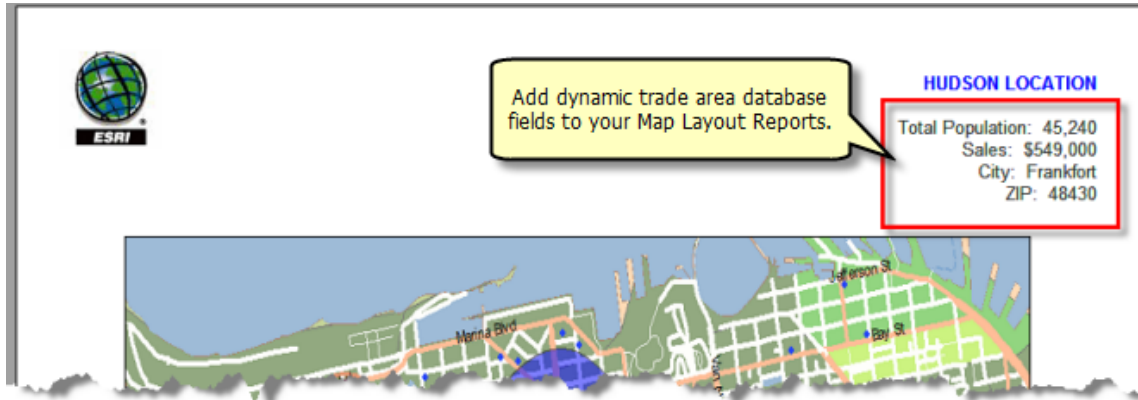
## Publishing Custom Report Templates to Business Analyst Server

Custom report templates created in Business Analyst 9.3.1 can now be published to Business Analyst Server so that they can be used by others in your organization via a simple Web application. You will be able to publish the reports in the same fashion as any store layers, trade areas, and analyses created on the desktop.



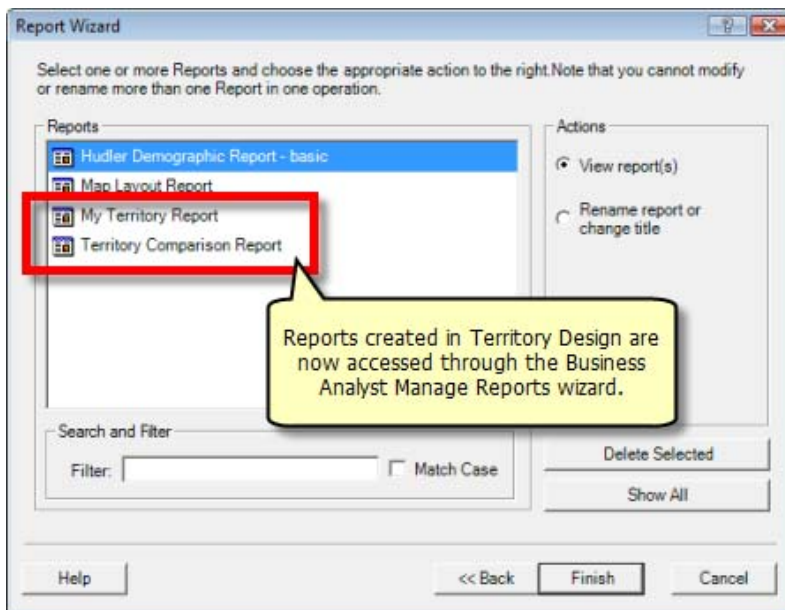
## Maps Series Report Enhancements

The Map Series Report now includes options to increase the map image quality and add up to five trade area attribute fields per page, so you can create a map book of your franchise trade areas and include key variables such as sales figures or site-specific information. Then, you can modify the default image settings to 300 dpi or better for print-quality maps.



## Retrieving Territory Design Reports in Business Analyst

Territory Design reports are now easily managed through Business Analyst. The Report Wizard allows you to access, retrieve, rename, and delete reports created in Territory Design. In 9.3, if you closed the report without saving, you were required to re-create the report.



# Speed and Performance

## Performance Improvements

Several techniques have been introduced at Business Analyst 9.3.1 to significantly improve the speed and performance of certain Business Analyst features. One approach uses in-memory feature classes for preextracting block points and increases performance when multiple rings, grid cells, or drive times are concentrated in the same area. Significant processing gains of 300 to 500 percent can be seen for Distance Decay, the Dynamic Rings Analysis, Grids, Threshold Trade Areas, and Summary Reports.

## All Software Fixes from 9.3 Included

The improvements and fixes identified in Business Analyst 9.3 Service Packs 1 and 2 are included in the 9.3.1 version. Note that ArcGIS 9.3.1 is a prerequisite to install Business Analyst 9.3.1.

## 9.3.1 MXD Performance Statistics

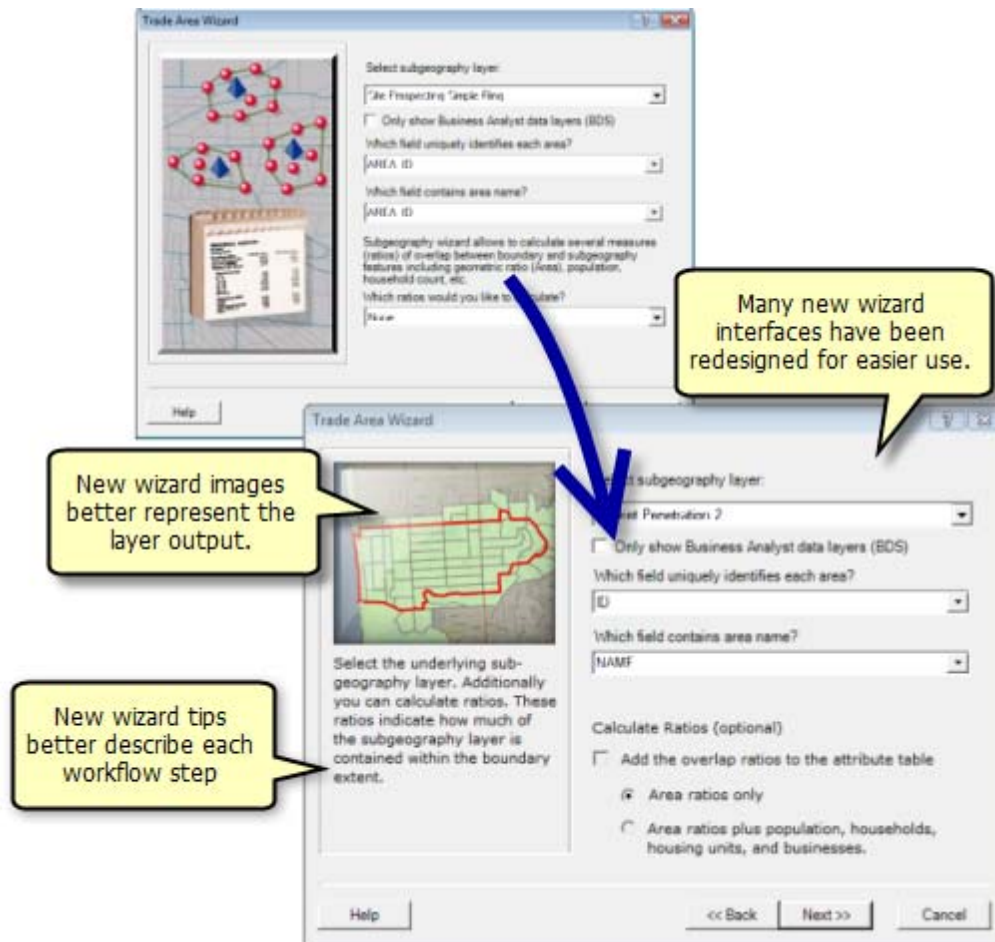
Below are comparison statistics showing the redraw times at each major scale level. This is a comparison between the 9.3 *BA\_Detailed.mxd* and 9.3.1 *Business Analyst.mxd*.

9.3 MXD			9.3.1 MXD			
Scale	Refresh Time(sec)	Visible Layers	Scale	Refresh Time(sec)	Visible Layers	New Faster by
100,000,000	0.14	4	100,000,000	1.02	6	-0.88
50,000,000	0.33	7	50,000,000	1.06	6	-0.73
25,000,000	0.31	7	25,000,000	1.06	7	-0.75
10,000,000	3.94	8	10,000,000	0.66	8	3.28
5,000,000	4.44	8	5,000,000	2.17	10	2.27
2,500,000	2.47	9	2,500,000	0.88	12	1.59
1,000,000	2.59	11	1,000,000	2.72	13	-0.13
500,000	1.73	11	500,000	2.7	14	-0.97
250,000	0.84	11	250,000	0.69	12	0.15
100,000	1.02	11	100,000	0.47	15	0.55
50,000	1.09	11	50,000	0.78	14	0.31
24,000	0.92	11	24,000	0.69	14	0.23
10,000	2.47	11	10,000	0.7	13	1.77
5,000	2.48	11	5,000	0.7	13	1.78
1,000	2.53	11	1,000	0.61	13	1.92
Total		27.3	Total		16.91	
Red Only		8.38	Red Only		0	
MXD Size is @ 3000 KB			MXD Size < 3000 KB			

# Usability Improvements

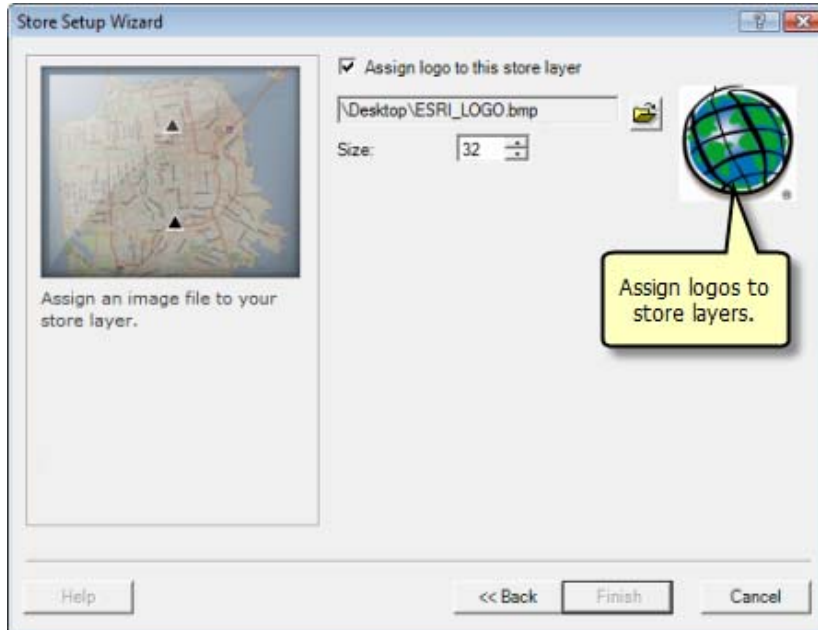
## Updated Wizard Images and Dialog Texts

For 9.3.1, significant effort was dedicated to making the product easier to use. Every dialog box was reevaluated based on the following questions: Is this dialog box clear? Does the current text make sense? What does this option do, and which one should I pick? This expansive review resulted in better descriptive tips, wizard images that are more representative of the tool output, and modified dialog boxes. The clearer wizard dialog boxes will help you navigate through the software with greater ease, even for the most sophisticated features.



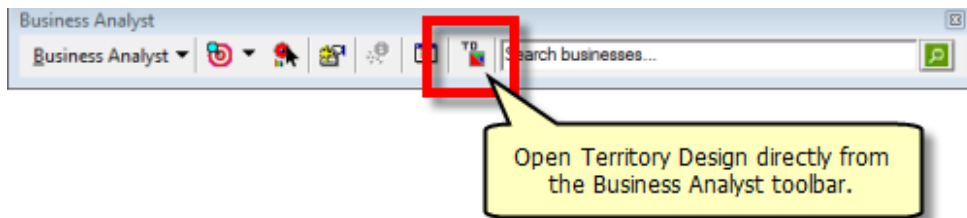
## Assigning Logos to Store Layers

Easily assign a logo to a store layer. This can be done now in ArcGIS by creating a Picture Marker symbol using BMP- and EMF-formatted images. In Business Analyst 9.3.1, the process has been streamlined with the addition of JPEG, GIF, PNG, and TIFF formats. You can assign logos during the store setup/geocoding process, or if you've already created store layers, you can add the logos by using the Store Setup/Manage Wizard.



## Territory Design Available from Business Analyst Menu

Territory Design is now accessed directly from the Business Analyst toolbar. This provides better integration to create and balance your sales territories without having to constantly turn on the extension or search for the toolbar location in ArcMap™.

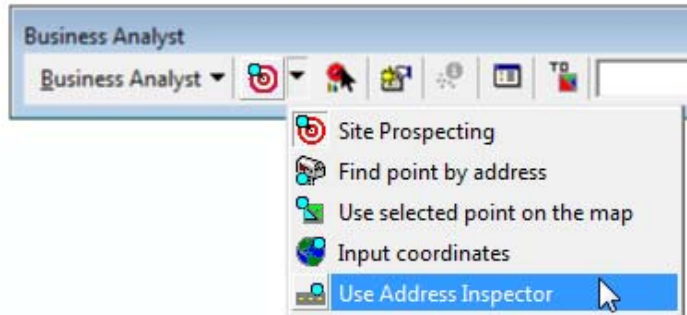


## Adding Business Listings—Saving Custom Search Filters

Similar to the Save Variable Lists feature in Business Analyst 9.3, the capability to save and retrieve custom search queries is available from the Add Business Listings wizard. Now you can load a custom query to quickly extract business listings to the map using specific locations, SIC and NAICS codes, and so forth.

## Updated Site Prospecting Icons

The Site Prospecting menu has been updated to show more relevant icons. This is a small cosmetic change that aims at improving the instant connection to each option. For example, the main Site Prospecting icon depicts a bull's-eye, indicative of hitting the exact target on a map. The Address Inspector now represents a selected address location along a street.





---

# Segmentation Module

## **Segmentation at 9.3.1**

The Segmentation Module at 9.3.1 will include minor usability enhancements as well as maintenance fixes. A new installation will be available shortly after the Business Analyst 9.3.1 release that includes the new 2009 Segmentation datasets.