

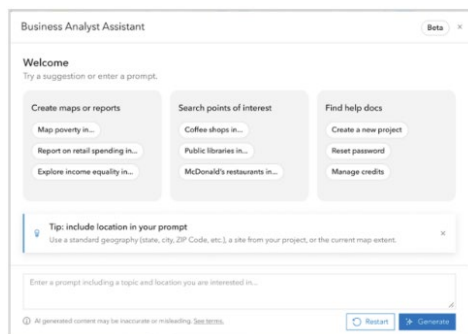


ArcGIS AI Transparency Card - Business Analyst Assistant

Section	Description	Response
Product - Name	ArcGIS product name (links to doc)	ArcGIS Business Analyst Web App
Product - Certification	Certification status of the ArcGIS Product	In-Progress 2025 - FedRAMP Moderate
Product - Deployment	Deployment model of the product	SaaS
Name	AI feature name in the product. (links to doc)	Business Analyst Assistant
Purpose	Actions AI feature is expected to perform within the product.	In-app productivity tool that uses AI to recommend popular workflows, data, infographic reports, and tips. It provides intelligent suggestions and understands geographic context through prompts or search queries.
Release Status	Release status of AI feature	Beta
Certification	Certification status of AI feature or its subprocessors	None
Deployment	AI feature provided via what deployment model.	Software as a Service (SaaS)
Management	How AI feature can be enabled or disabled?	Opt-in by AGO Administrator
Management – Feedback	Can/how user AI feedback be enabled or disabled?	Opt-in by User
Management - Telemetry	How user AI telemetry data can be enabled or disabled?	Required (Telemetry data is collected)
Prompt Stored	Are prompts submitted to the AI stored?	Not by default (only when feedback provided), Retention: 2 years, Storage Purpose: Specific Improvement
Response Stored	Are AI-generated responses stored?	Not by default (only when feedback provided), Retention: 2 years, Storage Purpose: Specific Improvement
Personal Data	Is personal data in training, testing, or validation datasets?	No
Processing Location	Where data is processed across the product, feature, and LLM levels, including details on any subprocessors.	Product: AGO Infrastructure, Feature: AGO Infrastructure, LLM: AGO Infrastructure, no LLM subprocessors.
Intended Users	Primary intended users of the AI feature	Administrators, GIS Analyst
Out-of-Scope Uses	Scenarios AI feature may not perform accurately or reliably.	Guidance beyond the geospatial domain. English language only.
Key Function	Key capabilities and how the AI feature enhances workflows.	Augment – workflow guidance by entering natural language prompts
Model Type & Technique	AI model type and technique	Generative AI
Model Used	Specific model(s) used, such as GPT-4, T5, etc.	Mistral-7B-Instruct-v0.2
Model License	License of AI model powering the AI feature.	Open Source
Training Data Sources	Esri data sources used for development of AI feature.	Open Source

Human-in-the-Loop	Indicate if users can review or modify AI-generated outputs.	Yes, users can review, refine, and modify AI-generated outputs from the ArcGIS Business Analyst Assistant before taking any final actions, ensuring full user control and alignment with specific business or geographic analysis needs.
Input/Output Formats	Input and output formats that the AI feature can handle.	User input in plain text. No text from LLM is passed to user. LLM is only used for intent detection to provide suggestions on how to use the Business Analyst Web app.
Bias/Ethical Mitigations	Detail how biases are managed, especially in the data.	The assistant uses LLMs to understand user intent but not to generate text for users. It provides Business Analyst-specific recommendations, restricting outputs to relevant content only. LLM-generated text is not shown to users.
Security Mechanisms	Security mechanisms beyond guardrails and encryption.	Deployed within Esri's ArcGIS Online infrastructure. No outside services are used, and user inputs are processed temporarily without being stored.
Guardrails	Help provide secure AI. (Three types)	LLM Integrated – Supplemented with restricted word list Adversarial Attack – Integrated LLM only Objectionable Content – Integrated LLM only Intellectual Property – Integrated LLM only
Encryption at Rest	Is AES-256 or better used for at rest encryption?	Yes
Encryption in Transport	Is TLS 1.2 or better utilized for encryption in transit?	Yes
Adversarial Testing	Adversarial robustness tests / Protection against manipulation.	General holistic testing is conducted ad-hoc.
Key Metrics	Performance metrics relevant to ArcGIS.	Evaluation conducted against custom Business Analyst specific benchmark dataset and baseline tests are conducted that run against the LLM.
Evaluation and Testing	Testing methodologies and how Esri evaluates performance.	Evaluation conducted against custom Business Analyst specific benchmark dataset.
Provenance	Mapping conducted that tracks data from source to output?	Yes, for the Generic Mistral7B model, but not for the AI Assistant yet.
Best Practices	Links to AI feature tutorials, and best practices.	Assistant provides prompt templates within the application user interface. The help page contains best practices and tutorial videos.
Continuous Improvement	Improvement plans (eg audits, bias checks, and transparency).	An updated Beta release is planned in early 2025 additional testing to be performed.

USER INPUT SCREEN



USER OUTPUT SCREEN

