
What's New in Esri® Business Analyst™ 10

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Welcome to Esri Business Analyst 10

Overview

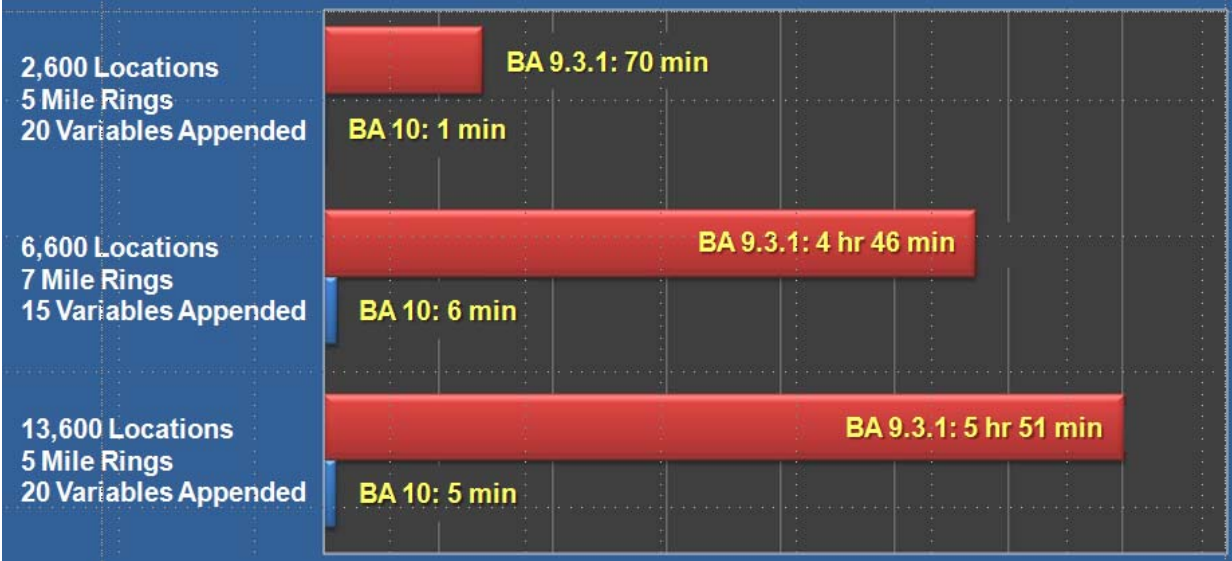
Esri® Business Analyst™ 10 is a major release including updates to the data and platform. Built on the ArcGIS® Desktop 10 platform, this release of Business Analyst builds on previous releases and adds important new capabilities. The focus of this release is faster performance on large operations, online access, and an improved user interface.

This document provides a summary of the key new features and capabilities of Business Analyst 10.

Performance and Efficiency

Performance Improvements

What used to take one hour will now take one minute. Significant effort has been made to improve the speed of data aggregation for trade areas, making nationwide processing fast and feasible without having to break up work into smaller groups of data. Processes in Business Analyst 10 are approximately 60 times faster than they were in Business Analyst 9.3.1. This is accomplished in part by performance indexes, which can be created for your own custom data.

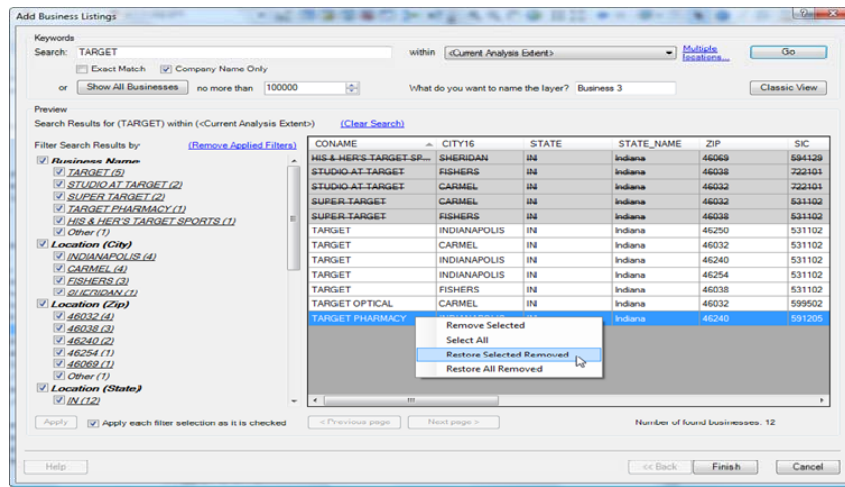


Faster Installation

Business Analyst 10 is delivered on a 32 GB USB flash drive. As a result, installation time has been reduced to approximately 15 minutes. You can choose to install the data components to your computer hard drive or simply leave them on the USB flash drive with no degradation in performance. The flash drive also conveniently includes a copy of the ArcGIS Desktop 10 installation software.

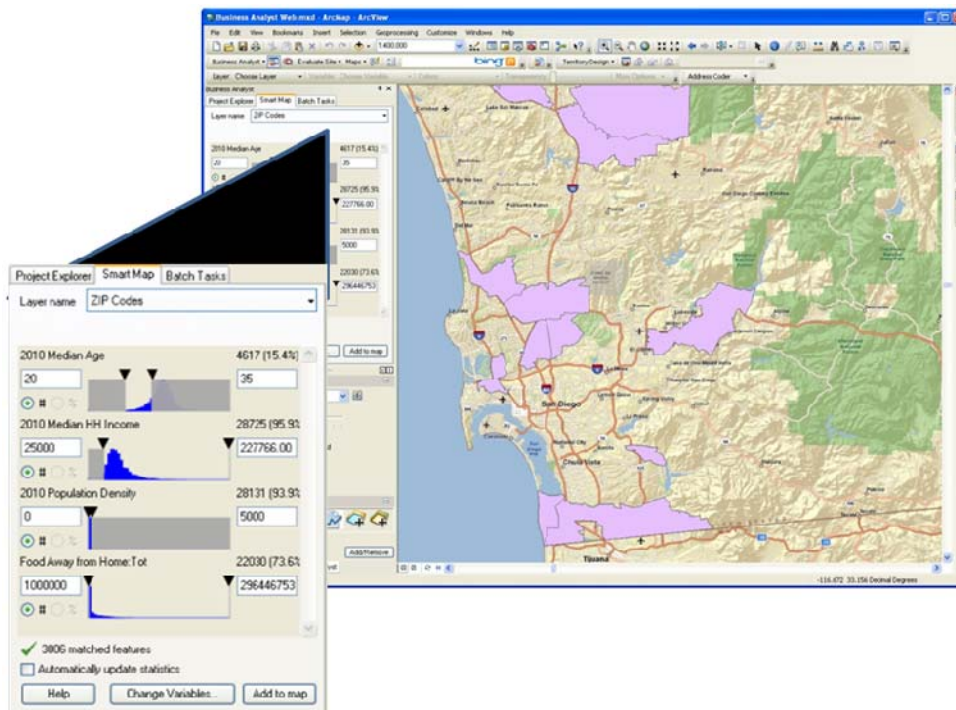
Fast, Flexible Business Search

Perform nationwide searches in seconds and filter the results more quickly. Search for businesses as you would through an Internet browser instead of setting complex queries.



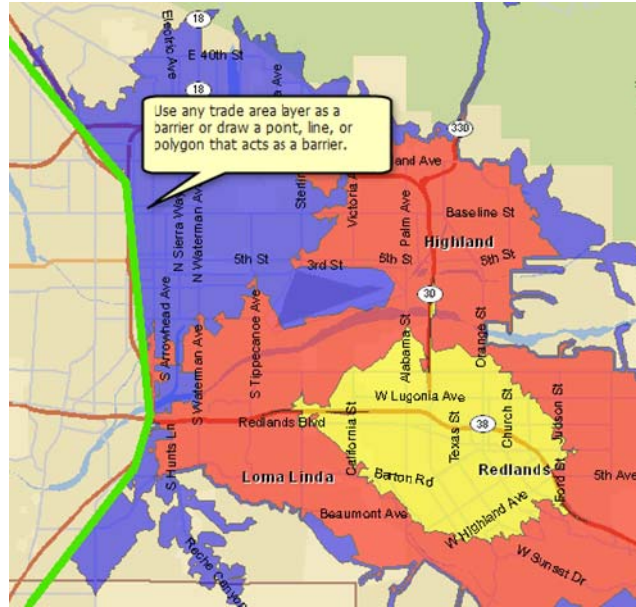
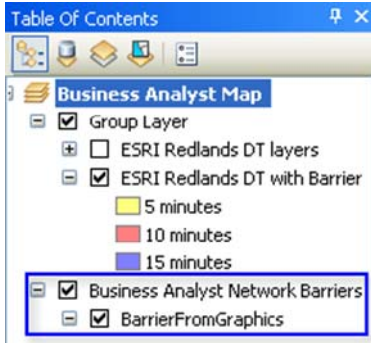
Smart Map Search

Zero in on the right area in seconds. Using standard geographies or custom trade areas, you can select variables, select criteria, and instantly map areas that meet the criteria.



Business Analyst Network Barriers

Use a trade area or a point, line, or polygon to create a barrier for drive times. This allows you to better define your markets by excluding areas such as high traffic zones or regions dominated by the competition. Right-click any layer to add it as a Business Analyst network barrier or simply drag it into the table of contents.



Business Analyst Premium

At the release of Business Analyst 10, two versions will be available:

- **Business Analyst**—The standard release of Business Analyst contains the same general functionality and data as in 9.3.1 with a handful of new, additional variables.
- **Business Analyst Premium**—The premium version is geared toward users performing detailed customer analytics or customer prospecting or planning a marketing campaign.

With Business Analyst Premium, you can

- Map and profile your customers, learn what kind of people are your most profitable customers, and segment your customer base into one of 65 different market segments based on their interests and characteristics.
- Use this profile information to get a precise understanding of who your customers are and how your best customers differ in their income, demographics, spending habits, interests, and likelihood to purchase certain goods or services.
- Identify the areas where you can find new customers like your best customers.
- Output target ZIP Codes or specific target areas and send to them your preferred list provider for generation of mailing lists.
- Use customer profiling to tune your marketing message to your individual customer segments.
- Use detailed statistics about individuals' media listening/watching/reading habits to determine how best to reach your target audience.

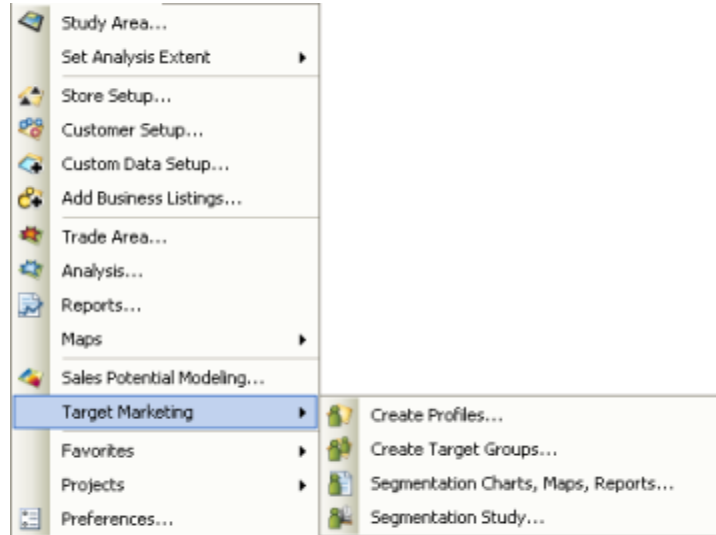
Business Analyst Premium contains everything in Business Analyst and more:

- More data
 - More Esri Updated Demographics
 - Complete Business Summary
 - Complete Consumer Spending
 - Retail MarketPlace (*Online availability initially; delivered for desktop later in the year due to timing of this database update*)
 - Complete Market Potential

■ More functionality

- Segmentation tools from the Segmentation Module Add-on*

**The Segmentation Module Add-on as a separate add-on will cease at the release of Business Analyst 10. Instead, users will be able to purchase Business Analyst Premium. The Segmentation tools are now located on the Business Analyst menu under Target Marketing.*

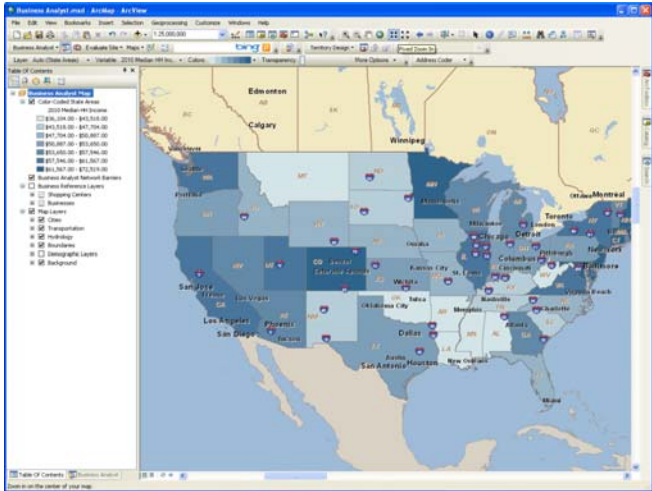


- Address Coder™ geocoding and data appending software (with Tapestry™ appending at block group and ZIP+4 levels of geography)

Data and Maps

2010/2015 Updated Esri Data

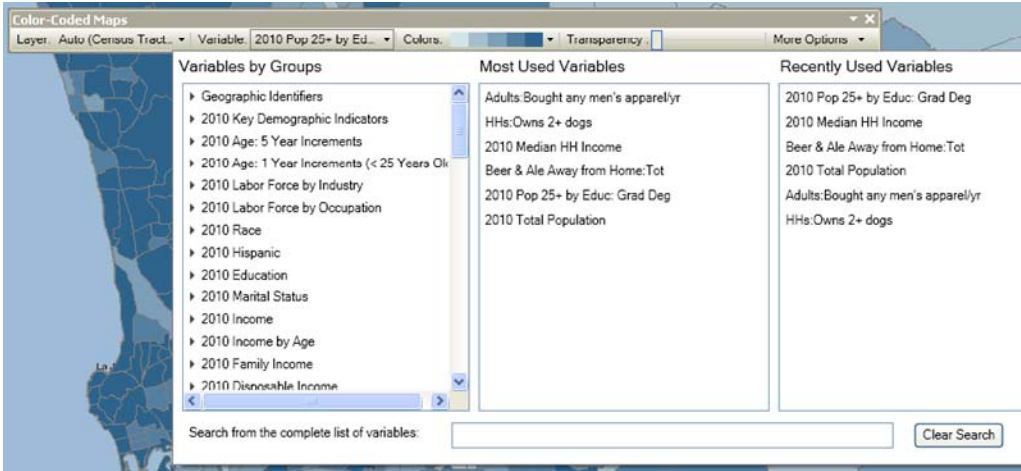
The new data reveals significant changes and trends in the United States in 2010. Built with numerous sources by a team of economists, statisticians, and demographers with over 35 years of collective experience, this release of data is vital to making location-related decisions.



Esri 2010/2015 Data: Crucial for Location-Related Decisions in Today's Economy

Easy Thematic Mapping

Search, select, and map. From the new **Color-Coded Maps** toolbar, you can quickly create a thematic map with any variable and drill down into areas to see more detail. This feature is great for creating maps on the fly in meetings.



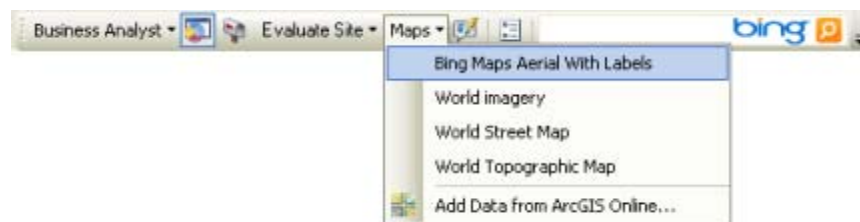
Address Available in Business Locations Data

Access the address information in the Business Locations data. In Business Analyst 10, the address field is available in the attribute table, so it's possible to view multiple addresses at a time. In 9.3.1, the address field was only available using the Business Identify tool for one business location at a time.

Note: Users may not use this address field for direct marketing purposes. The source of this data, *infoUSA*, has become Infogroup.

ArcGIS Online Maps Replace the GlobeXplorer ImageConnect Toolbar

In place of the GlobeXplorer ImageConnect toolbar, ArcGISSM Online maps provide a variety of map layer options including imagery from Bing Maps. You can quickly access this imagery on the **Business Analyst** toolbar. The ImageConnect toolbar is no longer shipped as a component of the Business Analyst software.

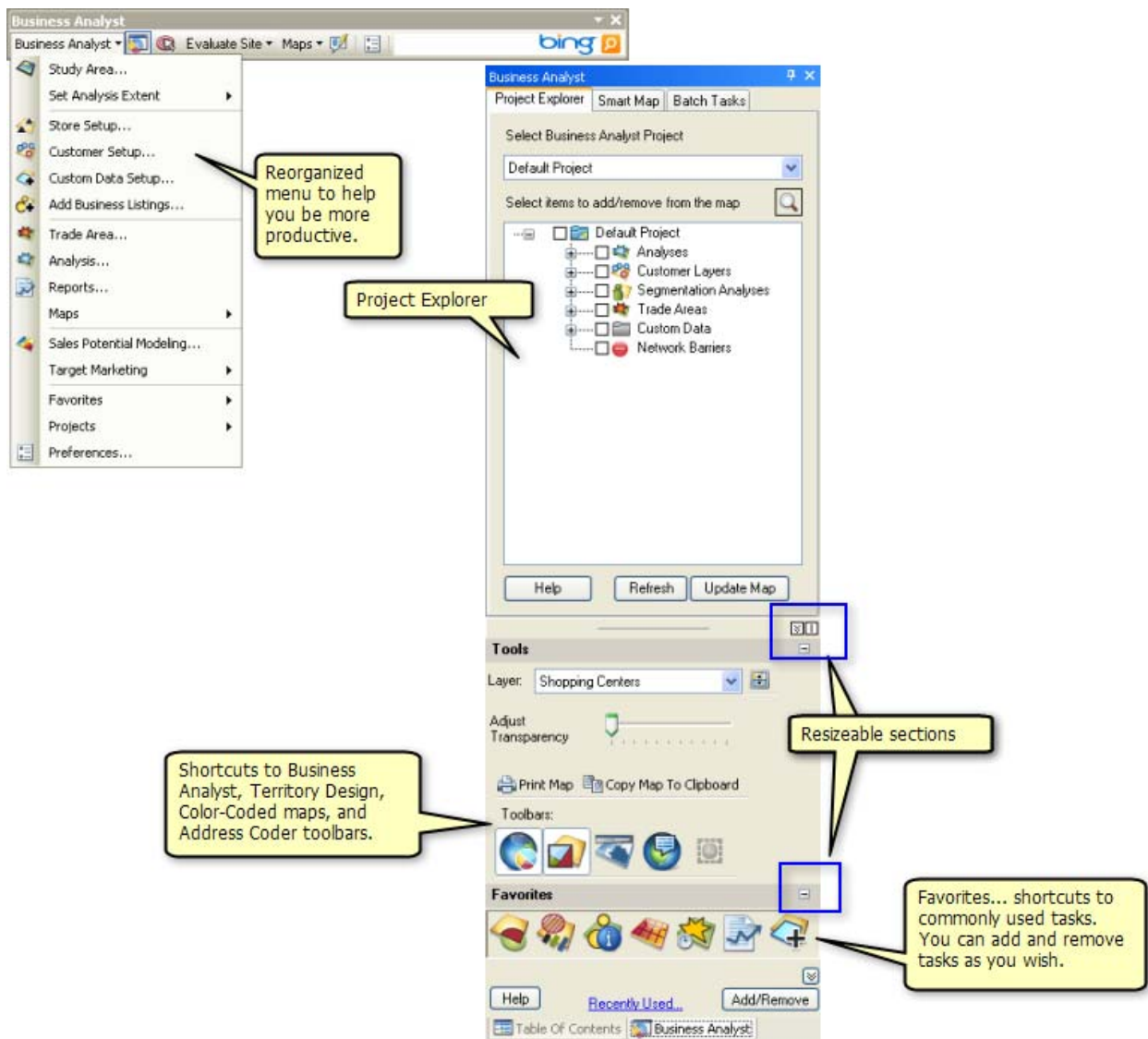


Usability Improvements

Efficient, Customizable User Interface

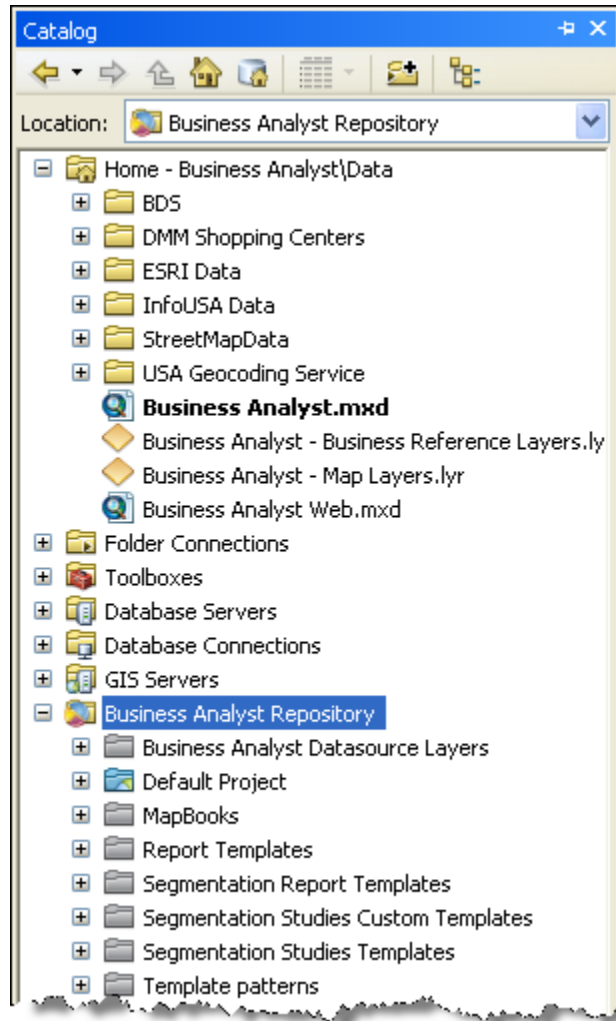
Find what you need more rapidly and put key tools at your fingertips. The Business Analyst toolbar and menu have been reorganized to help new and infrequent users get started more quickly and, at the same time, help power users do work more efficiently.

- Taking advantage of ArcGIS 10 technology, the **Business Analyst window** brings commonly used tasks up front and center and lets you customize what you do and don't want to see.

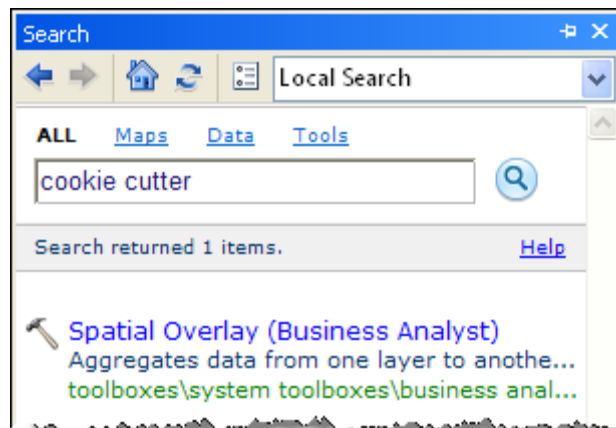


- The **Favorites** section of the Business Analyst window lets you customize shortcuts to your frequently used processes. A single click sends you directly to the wizard you need.

- ArcCatalog™ capabilities have been made more accessible through the **Catalog window**. Here, you can access the refined Business Analyst repository, where projects and associated files are stored as well as report templates and map books.

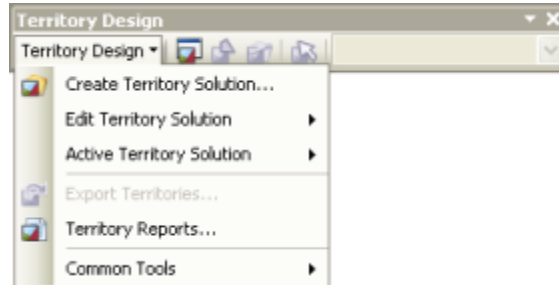


- The **Search window** helps you search for maps, data, and tools.



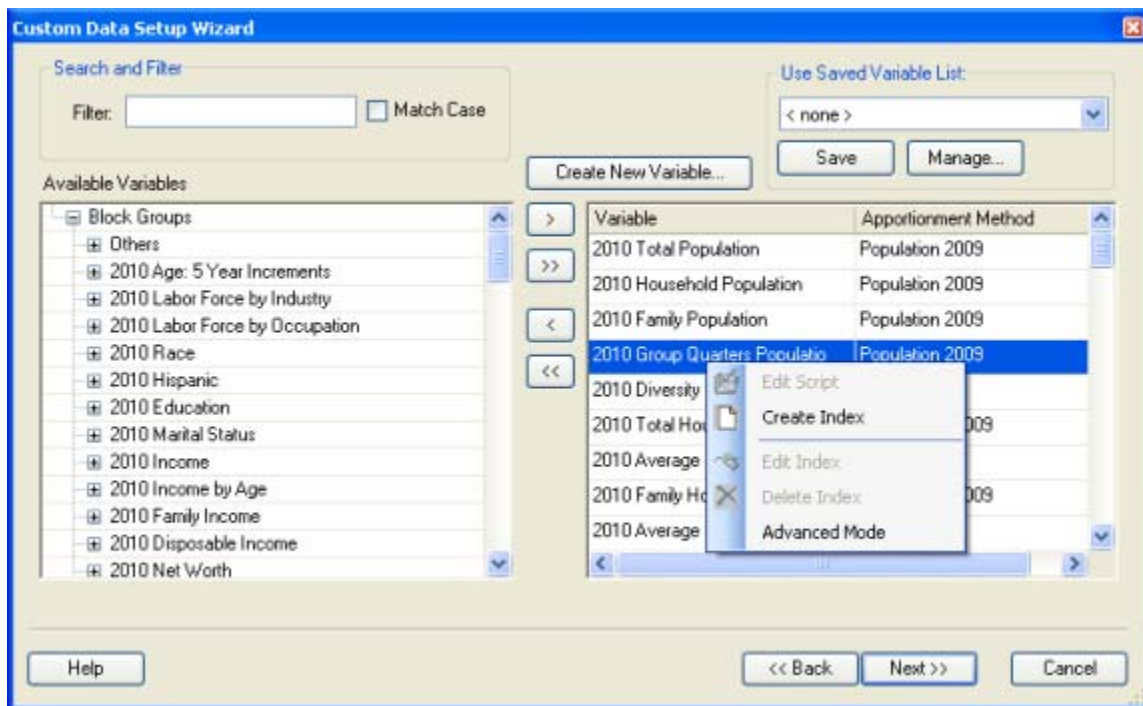
Territory Design

The **Territory Design** toolbar has been redesigned. The new workflow-based interface allows new and infrequent users to get started quickly and, at the same time, helps power users work more efficiently. Better territory editing options, faster balancing techniques, and a tool to import and convert legacy territory layers have been added.

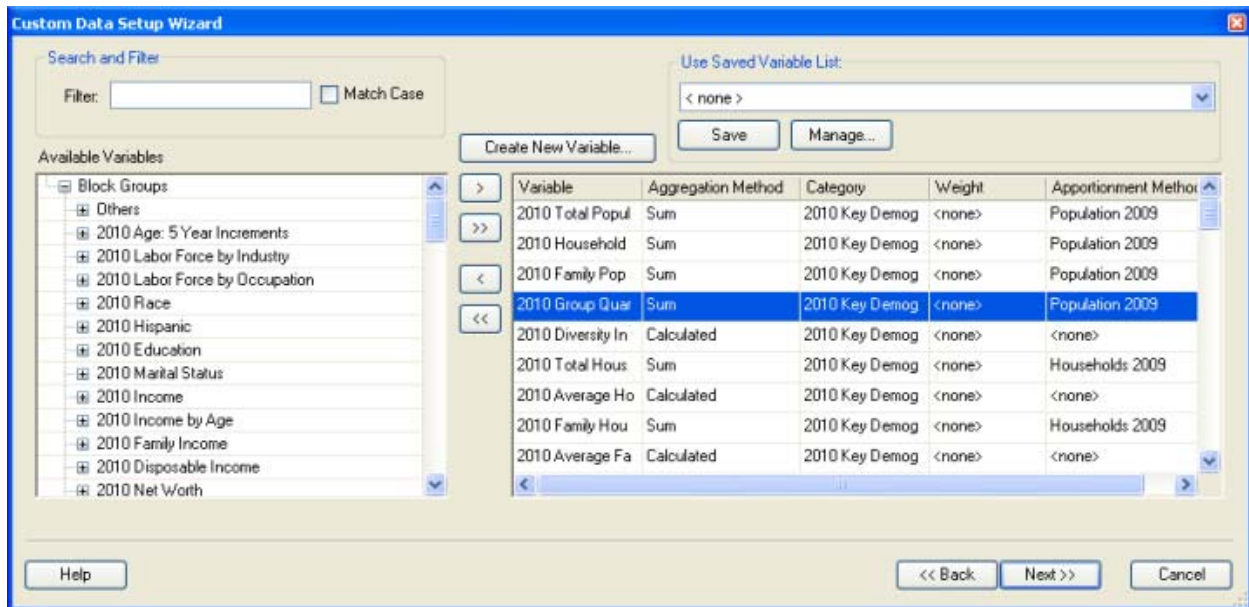


Streamlined Data Import

You can now get your custom data into Business Analyst more easily. The **Custom Data Setup wizard** (renamed from Analysis Layer Setup) has been placed directly on the Business Analyst menu so that it is easy to find. The workflow has been simplified for novice users.



More advanced options are exposed through right-clicking Advanced Mode. Here, users set up a Business Analyst data source (BDS) file that Business Analyst uses to communicate with custom data.

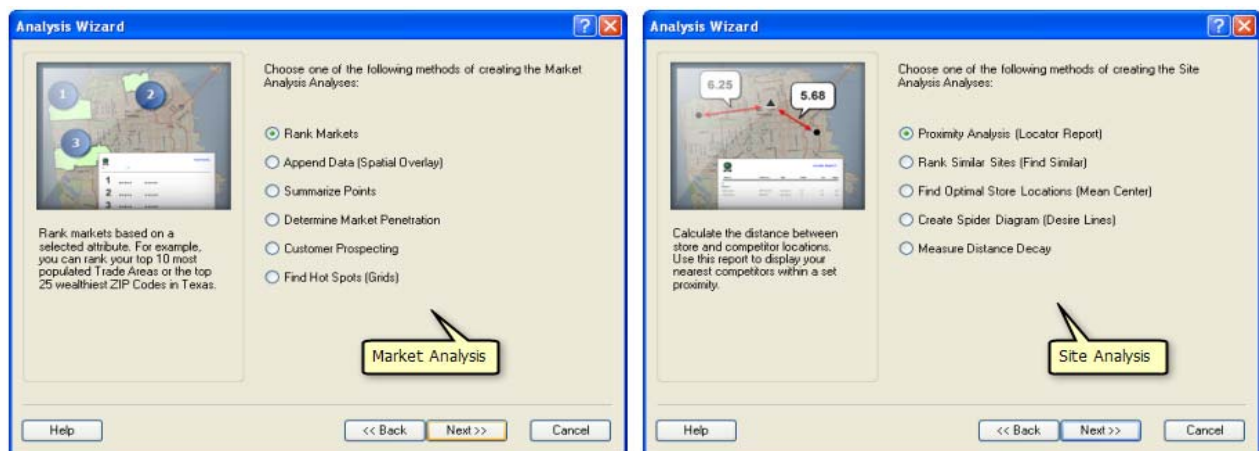


Reorganization of Analysis Wizard

Analysis has been divided into two categories: Market and Site level. Some methods have been given new names. (In those cases, the old name is still included.)

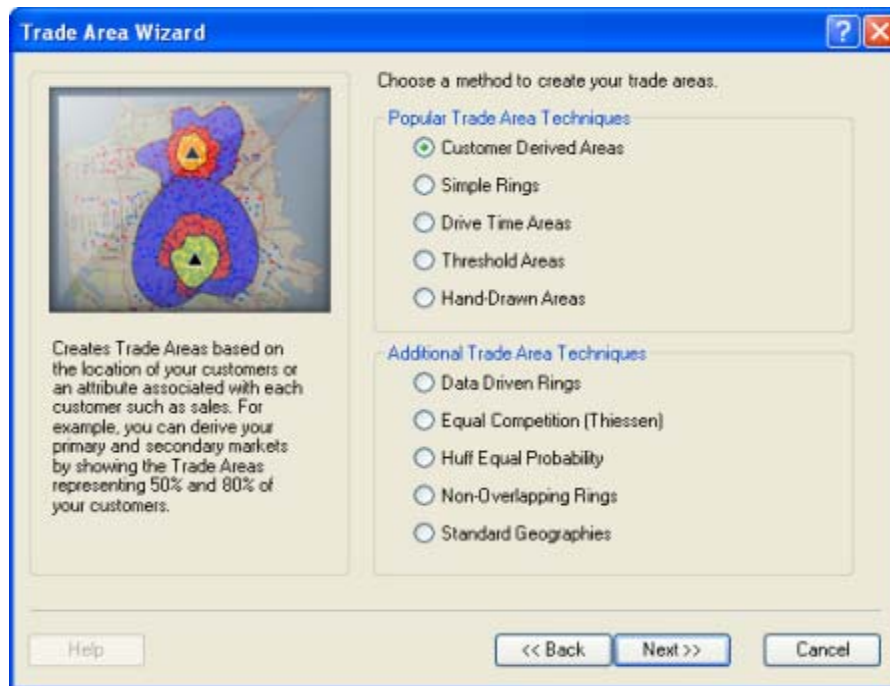
New to the Analysis wizard

- Summarize Points—Formerly in the Reports wizard
- Find Hot Spots (Grids)—Formerly in the Trade Area wizard
- Proximity Analysis (Locator Report)—Formerly in the Report wizard
- Measure Distance Decay—Formerly in the Trade Area wizard



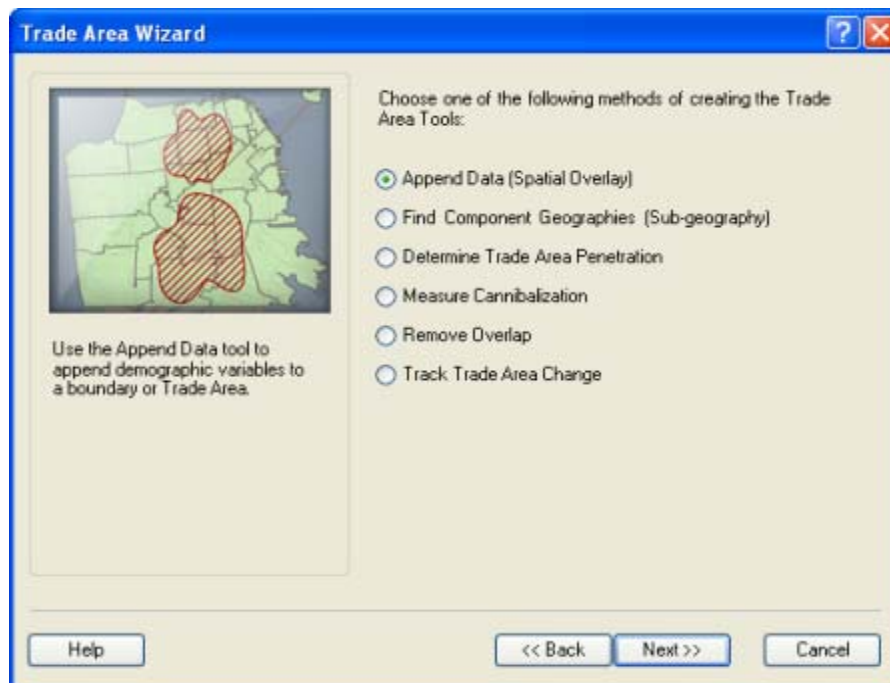
Reorganization of Trade Area Wizard

Trade areas have been reorganized into two groups, Popular and Additional.



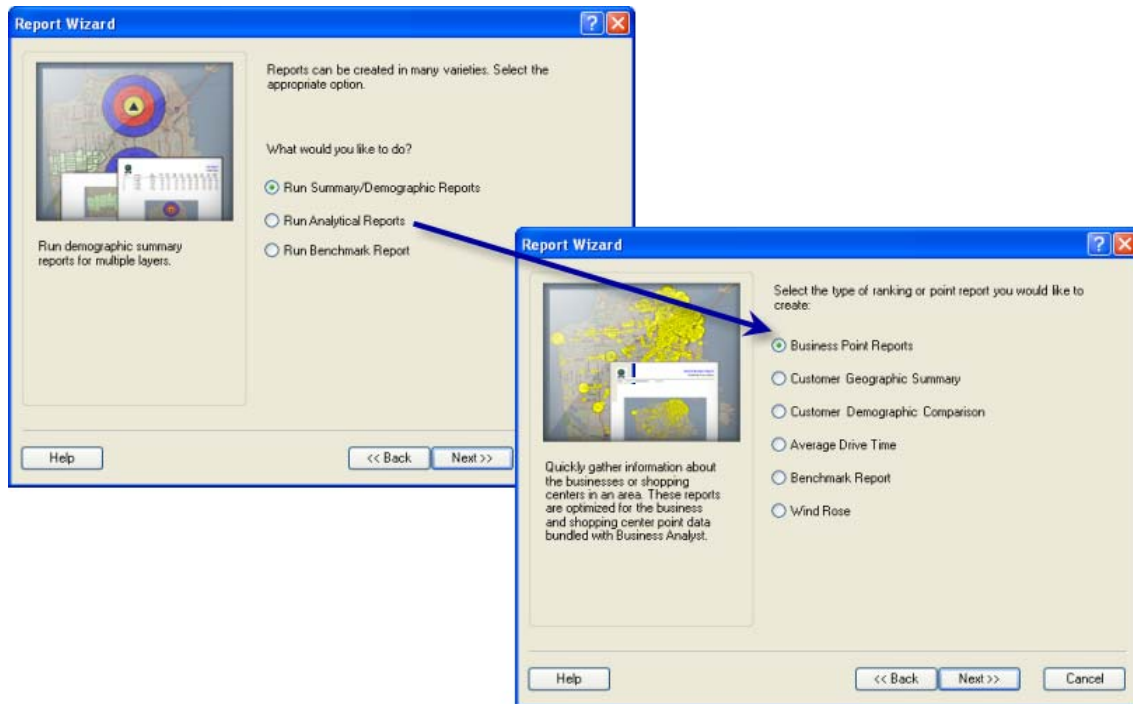
New to the Trade Area tools

- Find Component Geographies (Sub-geography)—Formerly in the Trade Area wizard
- Determine Trade Area Penetration—Formerly in the Trade Area wizard



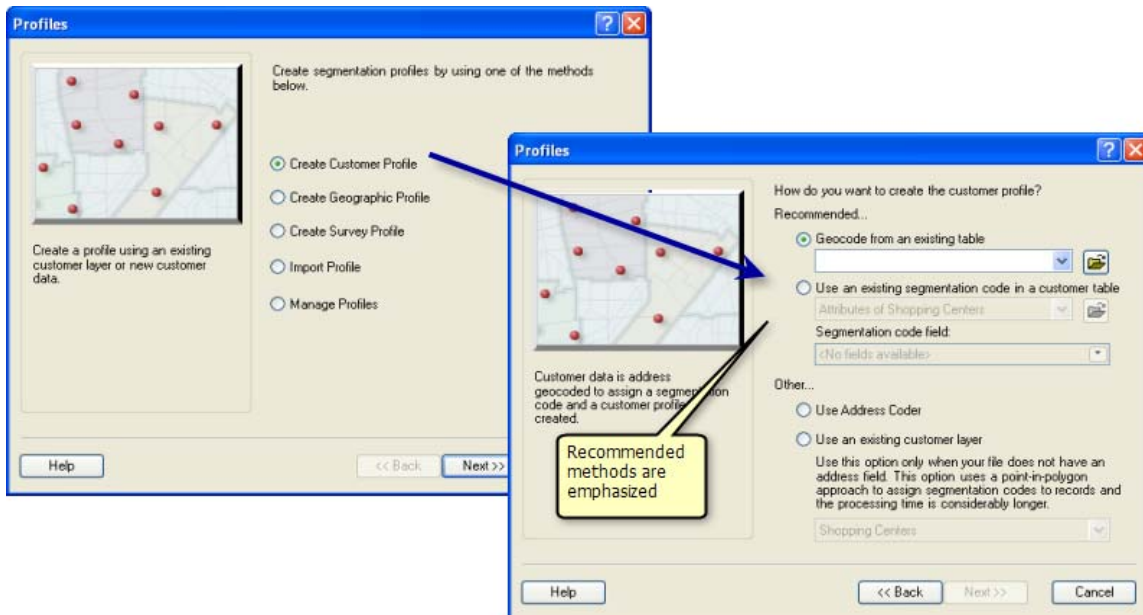
Reorganization of Report Wizard

The Report wizard has been reorganized into three groups: Summary/Demographic Reports, Analytical Reports (Business Point Reports, Customer Geographic Summary, Customer Demographic Comparison, Average Drive Time, Benchmark Report, Wind Rose), and Benchmark Report.

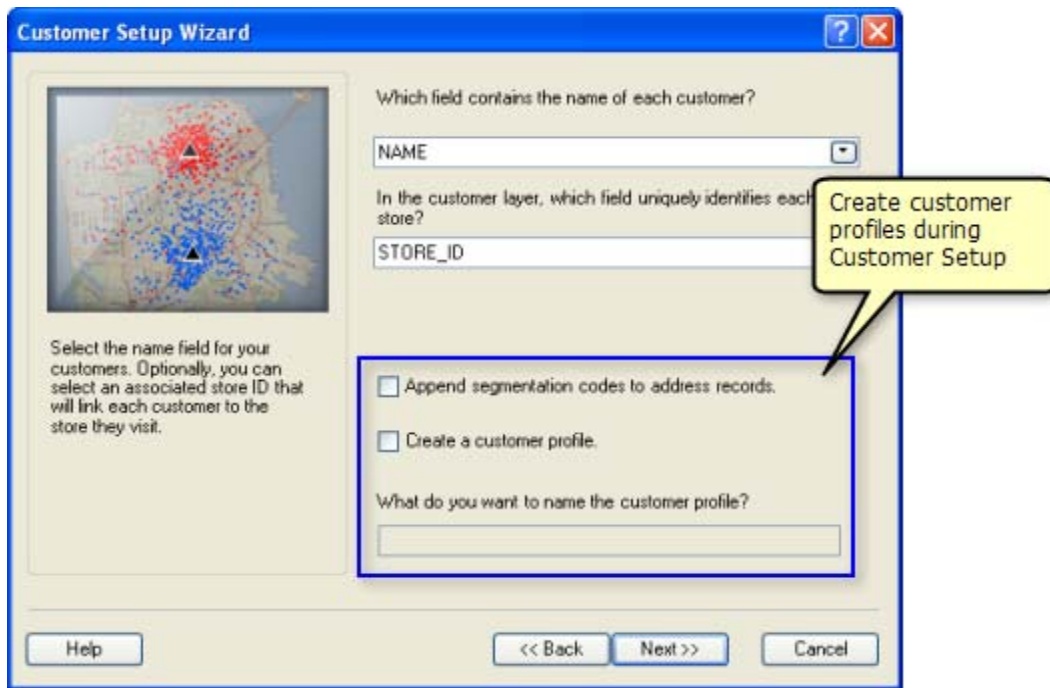


Reorganization of Create Profiles Wizard

There are now three main choices to create a profile using Tapestry segmentation data: with customers, with geography, and with survey data.

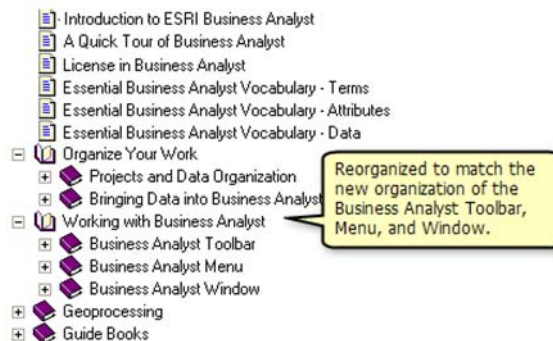


Further, creating profiles with customer data can now be accessed by Premium users in the **Customer Setup wizard**.



Reorganization of Help

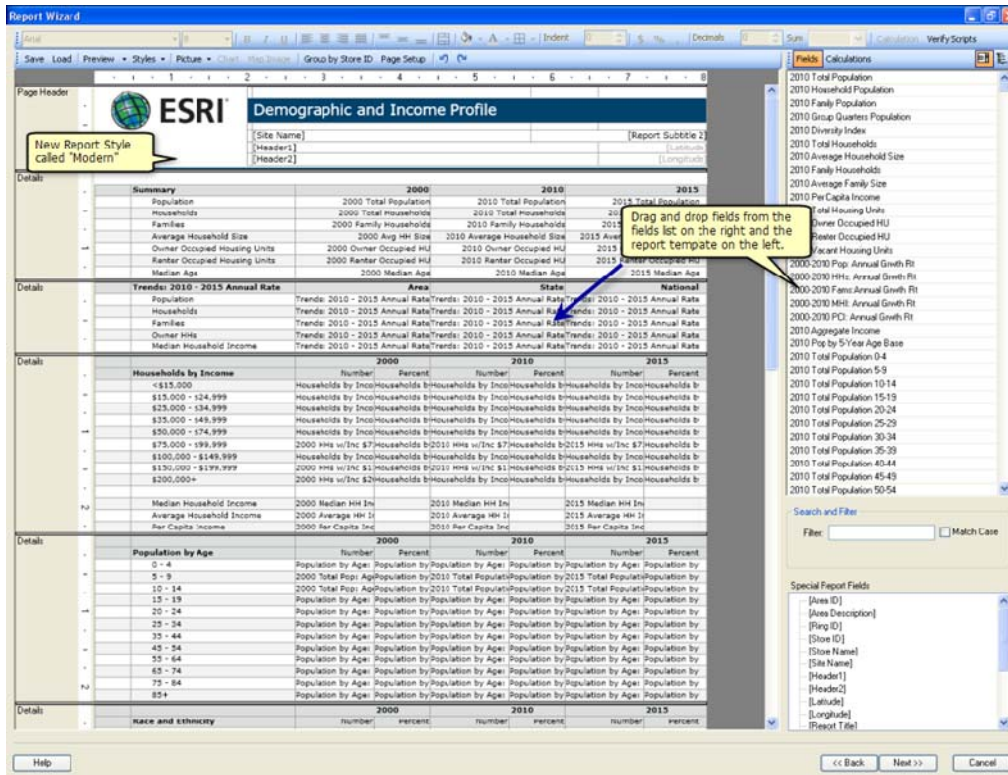
This has been reorganized to match the new organization of the Business Analyst toolbar, menu, and window. Every Help button opens the ArcGIS Desktop Help system directly, your source for the best, most relevant content.



Reports

Even More Advanced Report Authoring

Crystal Reports software is no longer required. A new report authoring tool has been included in Business Analyst 10. It's easy to use; incorporates the new report look and feel being introduced across the Business Analyst product line in 2010; and lets you export your reports to PDF, CSV, Excel, HTML, or XML format. Users with custom report templates developed with Crystal Reports software can still use those templates in Business Analyst 10. However, any edits to those report templates must be done in Crystal Reports software.



Online Access

Message Center

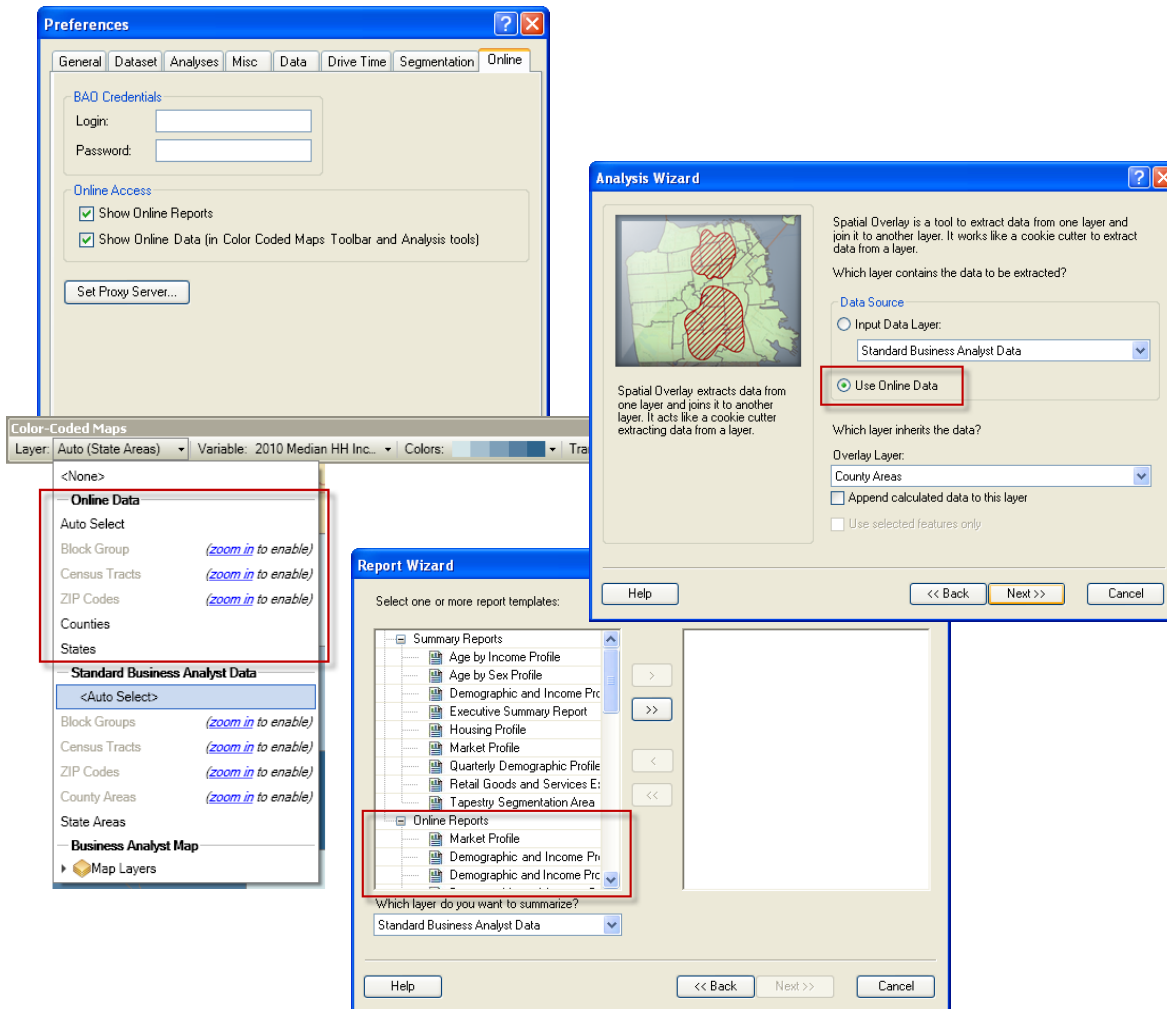
Putting product news and key information at your fingertips, the **Message Center** launches with Business Analyst and provides quick access to a wealth of information and resources including the Business Analyst blog and video gallery.

The screenshot shows the Esri Business Analyst Desktop Message Center interface. It is divided into several sections: Recent Project & Map Documents, News & Information, Software & Data, and Help, Support & Tutorials. Callout boxes provide detailed information about each section:

- Recent Project & Map Documents:**
 - Recent Projects:** Access recently used projects. Choosing a project opens the underlying mxd map document it was last associated with. Click *more* to access a larger list.
 - Recent Map Documents:** Access recently used mxd map documents. Click *more* to access a larger list.
- News & Information:**
 - ESRI Business Analyst Products Blog:** See the latest news about Business Analyst with a direct feed from the Business Analyst blog.
 - Videos:** See videos to help you with common tasks in Business Analyst. *See complete list...* takes you to the full list on the Business Analyst Resource Center.
- Software & Data:**
 - Data License Status:** OK
 - Online Services Account:** Iguerra (Change)
 - Check for Software Updates:** See what version of Business Analyst and build number you have installed.
 - Version:** 10.0 - Premium - Build 77
 - Don't show again
- Help, Support & Tutorials:**
 - Business Analyst Help & Tutorials:** quick access to Business Analyst Help
 - Business Analyst Resource Center:** access to the Code gallery, videos, Knowledge Base, Patches and Service Packs, White Papers, System Requirements, installation guides, and the Business Analyst forum.
 - Send Us Feedback:** click here to send your suggestions to the Business Analyst product team.

Access Online Data

Get access to Esri demographic updates earlier than ever before. Business Analyst Desktop now leverages the Business Analyst API to bring reports and data from Business Analyst OnlineSM (BAOSM) to desktop users. Because Esri demographic data updates are typically released on BAO in June, this means that Business Analyst Desktop users can access updated Esri demographic data earlier than ever before. Online access to updated data and reports is available through the Reports wizard, the Analysis wizard, and thematic mapping. Any trade area in the table of contents can be used to create reports, data, or maps, without requiring that any data be installed locally.



Every licensed user of Business Analyst Desktop qualifies to receive a subscription to Business Analyst Online. This subscription also provides online access to the reports and data directly through Business Analyst Desktop as mentioned above. The subscription is for the length of your maintenance term.

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