What's New in Esri® Business Analyst™ Server 10

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Table of Contents

Welcome to Esri Business Analyst Server 10

Overview

Esri® Business Analyst™ Server 10 is a major release that includes updates to the data and platform. Built on the ArcGIS® Server 10 platform, Business Analyst Server improvements include quality enhancements to the product with a focus on performance, developer support, and the use of custom projects and reports.
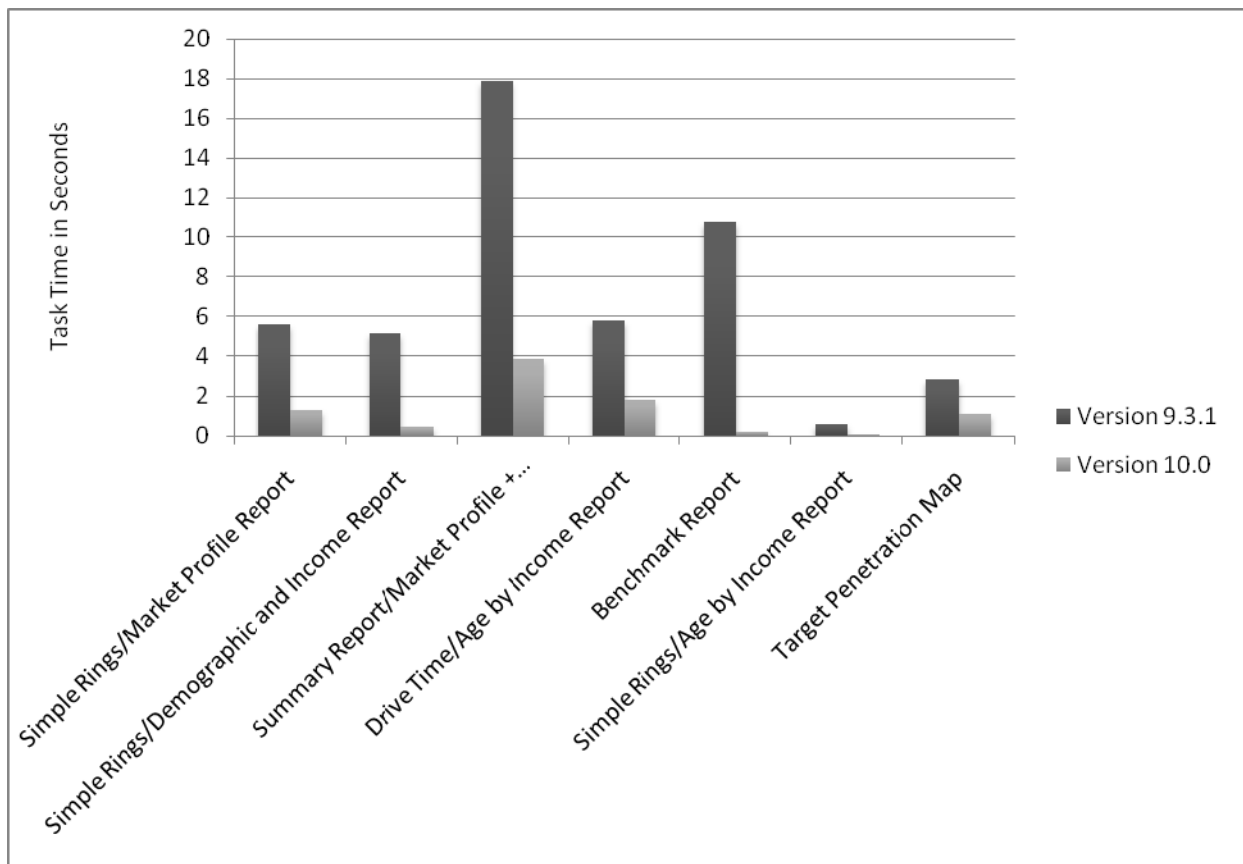
This document provides a summary of what is new and improved in the Business Analyst Server 10 release.

Business Analyst Server Data—2010/2015 Esri Data

Reflecting the recent economic turmoil, the 2010/2015 data release accurately accounts for the significant changes and trends that occurred in the United States in 2010. Built with numerous sources by a team of economists, statisticians, and demographers with over 100 years of combined experience, this data release is vital to making location-related decisions.

Improved Performance

The performance of Business Analyst Server 10, when compared to previous versions, is significantly improved. Business Analyst Server 10 returns results twice as fast as Business Analyst Server 9.3.1. This is possible due to performance improvements with the underlying Web services.

The chart above shows times that tasks took to execute and return a report in Business Analyst Server 10 compared to the same task with the same parameters at Business Analyst Server 9.3.1.

New Flex and Silverlight APIs

A complete set of developer objects that encapsulate the REST API for Business Analyst Server is available on the Resource Center. By leveraging ArcGIS API for Flex™ and ArcGIS API for Silverlight®, developers can create applications that capitalize on the advanced functionality of Business Analyst Server through

integrated development environments (IDEs) such as Microsoft® Visual Studio® and Adobe® Flex/Flash® Builder™. This gives developers access to code autocompletion and advanced debugging, which accelerate and simplify the application development process.

Silverlight and Flex Samples Explorer

Each developer object has fully functioning examples that illustrate the proper usage and expected output. After viewing, studying, and using the interactive samples, the complete and well-documented source code can be downloaded to leverage the examples in applications. The source code is provided and easily incorporated.

New API Methods

Workflows in Business Analyst Server 10 have been simplified through the addition of new API methods:

- o *Add Business Listings* (Flex, Silverlight, REST)—Easily query for business listings based on geographic extent, SIC or NAICS codes, business name, number of employees, or sales ranges.
- o *Customer Demographic Comparison* (REST)—Compare multiple trade areas and examine the differences in raw numbers, percentages, or index values. The method also supports multipart trade area polygons.
- o *Thematic Mapping* (Flex, Silverlight)—Use dedicated methods for creating color-coded maps based on data loaded by the customer or the demographic data that is included. These methods offer high-performance server-side processing.

Improved REST/SOAP API Documentation

API documentation has been significantly updated to incorporate more details about the various concepts and methods and includes more illustrations, clearer descriptions of the parameters, and improved examples.

New Reports and Improved Formatting

Many new reports have been created that utilize the data supplied with Business Analyst Server. The Customer Demographic Comparison report allows users to contrast the demographic attributes of one set of customers against another. Comparison is possible between a selected subset of customers and the entire layer or between two separate customer layers.

Along with having new report templates, the layout and formatting have been redesigned to present a more modern and professional appearance.

Additional Resources

To get additional information regarding Business Analyst Server 10, including knowledge base articles, help documentation, blogs, and support, visit the Business Analyst Server Resource Center at
resources.arcgis.com/content/esri-business-analyst-server/10.0/about.