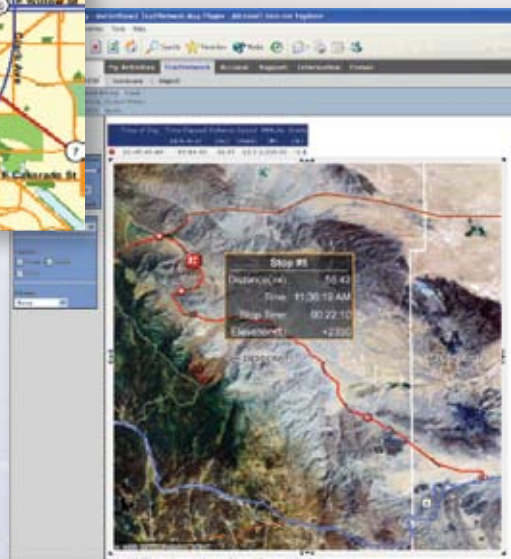
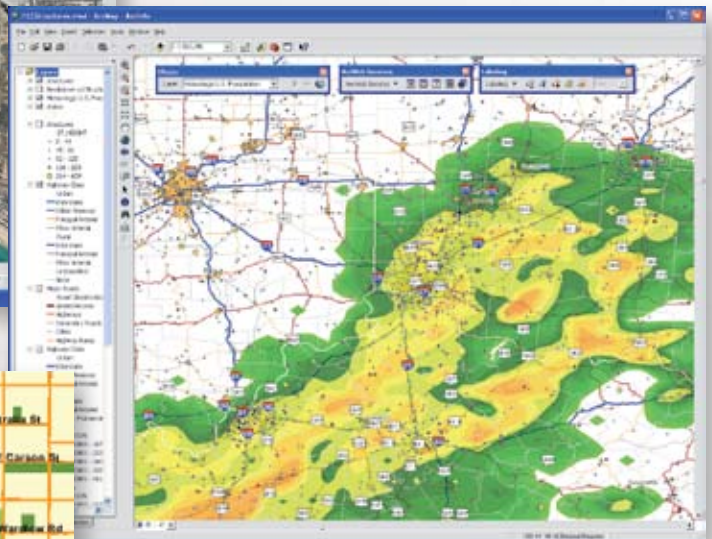
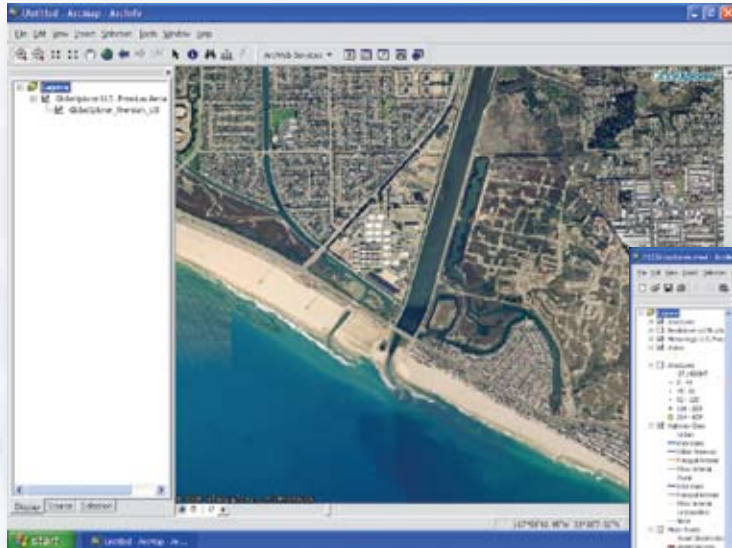


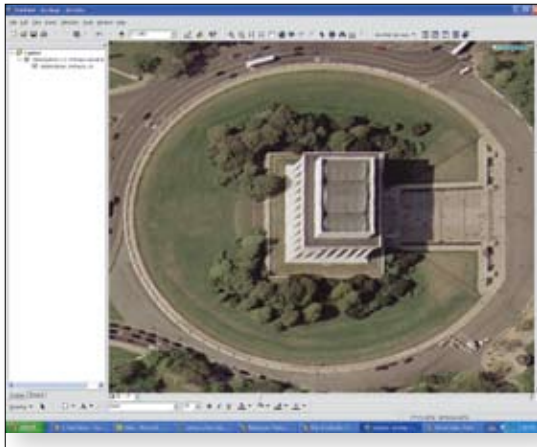
ArcWebSM Services

On-Demand Mapping and GIS via the Web



ArcWebSM Services

On-Demand Mapping and GIS via the Web



GlobeExplorer[®] image of the Lincoln Memorial, Washington, D.C., accessed via ArcGIS Desktop

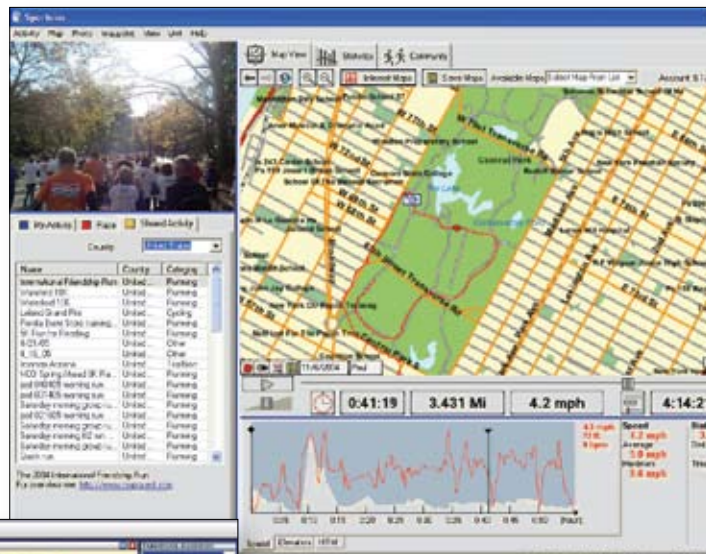
What Are ArcWeb Services?

ESRI[®] ArcWebSM Services are geographic information system (GIS) Web services hosted by ESRI. They give you on-demand access to a wide range of mapping and GIS capabilities and eliminate the overhead of purchasing and maintaining large datasets.

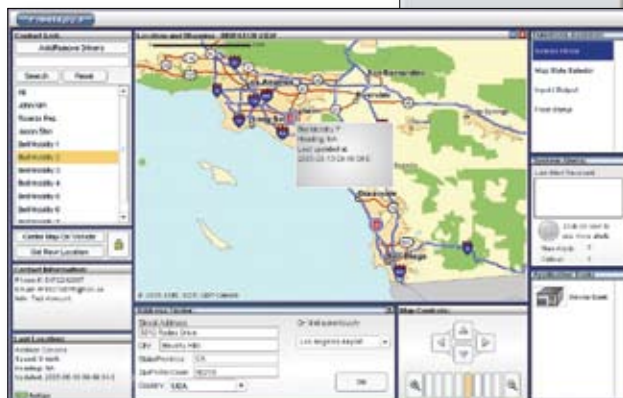
With ArcWeb Services, data storage, maintenance, and updates are handled by ESRI. You can access dynamic, up-to-date content and capabilities directly using ArcGIS[®], or you can use ArcWeb Services to quickly build and deploy unique, Web-based applications. ArcWeb Services data and capabilities can also be combined with your data to create highly customized maps and applications.

“Nothing beats a visual representation. Show a client a map, and they see exactly the targeting technique used. It is very powerful.”

Ken Gilford
GIS Project Manager
COX Target Media



Sportsim used ArcWeb Services to create this athletic performance tracking application.



Bmspy used ArcWeb Services to build Fleetspy, a fleet tracking application.

Why Use ArcWeb Services?

ArcWeb Services allow you to quickly and easily add mapping and spatial functionality to your applications in a service-oriented architecture (SOA). Examples of how you can use ArcWeb Services include

- **Data Visualization**—View your data on a map to help spot patterns and trends that you may not otherwise have noticed.
- **Locators**—Help visitors to your Web site find store or office locations with clear maps and directions.
- **Geofencing and Tracking**—Locate and visualize any GPS-enabled device as well as certain cell phones. For example, you can track your delivery vehicles, sales force, or maintenance crews, and you can determine if vehicles have entered or exited a specific area.
- **Business Intelligence**—Perform sales and market analyses and site location using the most up-to-date, detailed demographic data.



Gambino Real Estate's Web site uses ArcWeb Services to help home buyers locate available properties.

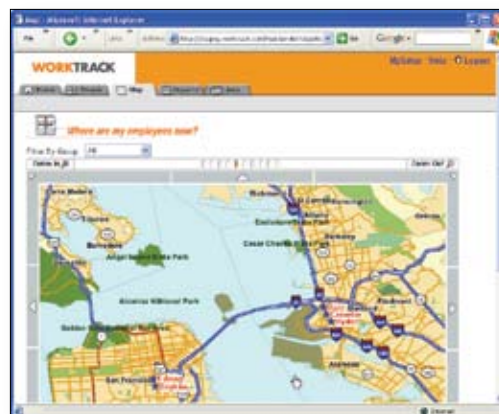
Who Uses ArcWeb Services?

ArcWeb Services are used by

- Commercial sector businesses that need location-based services such as facility locators, mobile work force management, and asset tracking as well as location analytics such as business demographic and market area analysis
- Information technology departments using SOA in need of standards-compliant Web services
- GIS professionals needing to augment and share data in a standards-based environment
- Local, state, and federal governments wanting to better serve the public by providing Web-based 311 applications, Megan's Law applications, office locations, and countless other Web-based services



The United States Postal Service uses this intranet application to determine the locations of its facilities.



DS Waters uses Aligo's WorkTrack application to view the location of field employees. WorkTrack uses ArcWeb Services for its mapping capabilities.

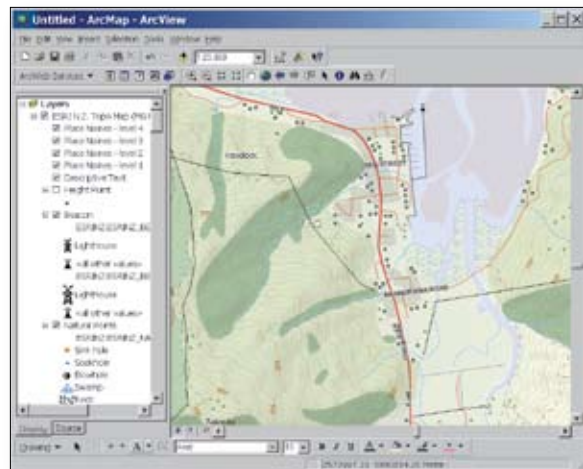
"I love hard-dollar savings and short returns on investment. This is how technology is supposed to work in a business."

Bob Bramski
Vice President and CIO
DS Waters

On-Demand Spatial Data

ArcWeb Services give you access to a wealth of data. In addition to street maps, you can access live weather maps, digital orthophoto quarter quadrangles, topographic maps, live traffic information, shaded relief imagery, flood data, and extensive demographic data. ESRI is continually adding to a lengthy list of data providers that includes Tele Atlas, NAVTEQ, Meteorlogix, GlobeXplorer, Pixxures, National Geographic, ESRI Community, and many more. ArcWeb Services allow you to reduce the overhead of purchasing and maintaining large datasets.

You can combine ArcWeb Services data with your own point, line, and polygon data to create maps and Web services that fit your specific needs.



Topographic map of Havelock, New Zealand, accessed via ArcGIS Desktop

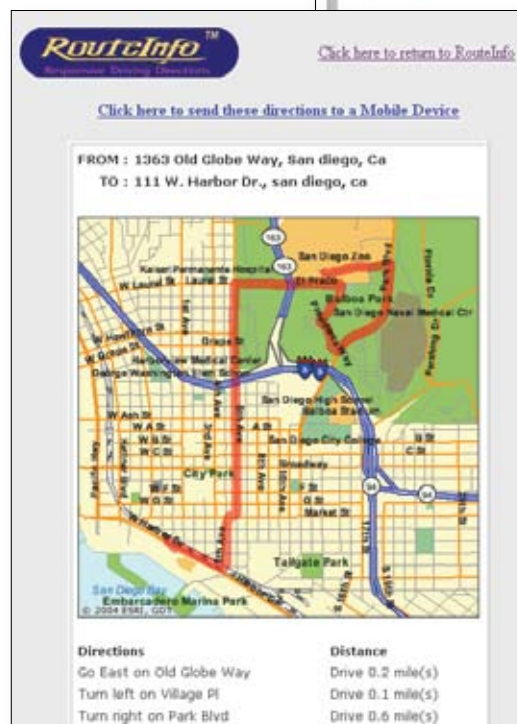
Access ArcWeb Services as a Developer or through ArcGIS

If you are a developer, you can easily integrate ArcWeb Services with any application and serve GIS and mapping capabilities to targeted communities on the Web. ArcWeb Services are deployed through standard Web protocols and languages including SOAP and XML.

If you are an ArcGIS Desktop (ArcView®, ArcEditor™, or ArcInfo®) user, you can use ArcWeb Services to enrich your work with capabilities, such as routing and geocoding, as well as dozens of datasets from the world's leading commercial data providers.



Hikehound uses ArcWeb Services to route bikers to trailheads and provide weather reports for biking areas.

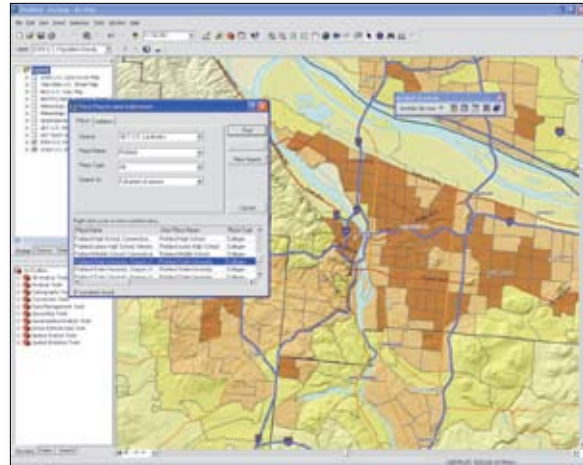


Trafftools created its RouteInfo application using ArcWeb Services.

Available Services

The following services are available with ArcWeb Services:

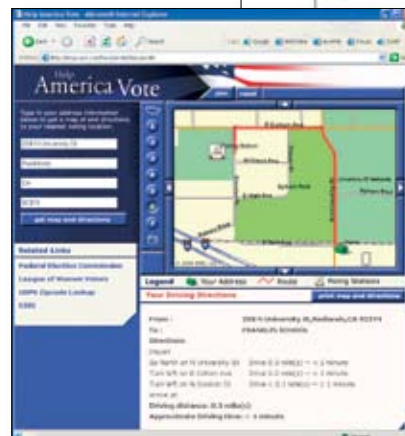
- **Find Services**—Find the location of an address, city, place, phone number, or Internet Protocol number. Use these services to get the street address closest to a particular location and perform batch geocoding on large volumes of data.
- **Map and Route Services**—Get a map of an area or generate multipoint driving directions. You can choose from a wide variety of map types, or you create a custom map service using a combination of your data and ArcWeb Services data. You can also create optimized driving directions or use the available traffic information to find routes around traffic.
- **Spatial Query Services**—Perform query and proximity searches such as “find nearest,” “find within a distance,” and “tell me about this area.”
- **Data Management Services**—Upload and manage your own point, line, and polygon data as well as associated attribute information. You can then combine this data with ArcWeb Services data to create your own custom map services or use the data in conjunction with the Spatial Query Services.
- **Wireless Services**—Determine the current location of a cellular phone and send a text message to the phone or find out if the phone is switched on or off.
- **Report Services**—Create a wide variety of demographic reports, site reports, and thematic maps for a specific area.
- **Utility Services**—Give you everything you need to manage your ArcWeb Services account. Utility services also provide a set of useful geometric functions that you can use throughout your application—everything from map projection conversion to geometry creation to distance calculations.



Example of using the ArcWeb Services place-finder service in conjunction with ArcGIS Desktop



GreenRide application built by Ecology & Environment, Inc., uses ArcWeb Services to help people form carpools.



ArcWeb Services software-based application for helping citizens locate the nearest polling place

Lamar Advertising

Lamar Advertising Company is one of the largest and most experienced outdoor advertising companies in the United States. It currently operates 152 outdoor advertising companies in 43 states and is a leader in the highway logo sign business. Lamar provides clients with targeted placements for their outdoor advertising. Finding vacant billboards in the best areas for various products requires managing vast amounts of data including the actual location of billboards and demographics of areas where billboards are located. Using ArcWeb Services, sales staff can enter an address location requested by a client and perform a search radius in miles to find all available billboard panels within that radius, displaying them on a map. A sales staff of 1,200 requests an average of 132,000 map proposals each day.

“ESRI was the only vendor that could accommodate the requests of Lamar’s sales staff and clients. ArcWeb Services were also easy for our Management Information Systems Department to implement.”

Tom McNamee, Chief Information Officer,
Lamar Outdoor Advertising

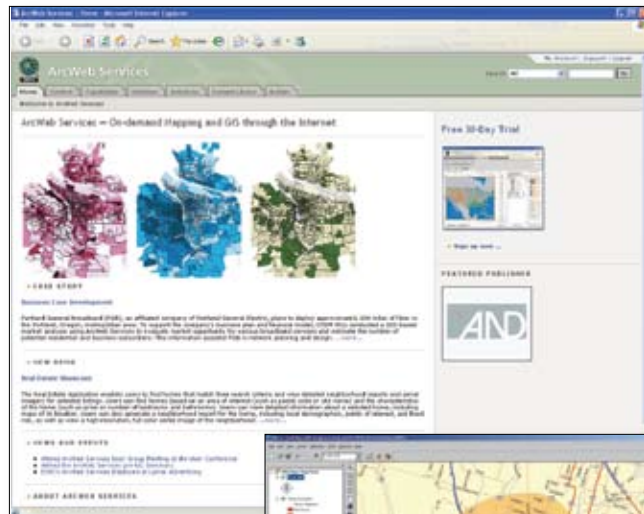


Easily Create, Customize, and Administer Services

When you subscribe to ArcWeb Services, you can take advantage of a Web site that gives you everything you need to get started. Through this Web site, you can easily search the library of available services and data; use Web-based wizards for uploading, geocoding, and managing your own data; and access easy-to-use tools for creating, managing, customizing, and publishing your own services. This Web site also includes all the resources you need for managing ArcWeb Services users within your organization and monitoring your account usage.

Adherence to Standards

ArcWeb Services communicate using SOAP, an international standard, making them compatible with any programming language, Web services toolkit, or Internet-enabled device. You do not have to learn new programming languages or environments to use ArcWeb Services, so you can rapidly deploy your applications.



Use the ArcWeb Services Web site to access everything you need to get up and running.



This plume modeling map combines local data with ArcWeb Services.

American Suzuki Motors Corporation

American Suzuki Motors Corporation (ASMC) has implemented a dealer locator on its Web site that is powered by ArcWeb Services. ASMC knows the automotive business well but did not want to have to become an expert in GIS technology. ASMC provided its store locations in digital format to ESRI, which then geocoded these locations. Dealer locations can be viewed on a street map at www.suzuki.com. When a visitor to the Suzuki Web site types in a ZIP Code, an ArcWeb Services query returns a list of Suzuki automobile dealers within a 50-mile radius. Along with a list of dealers, the query also returns hyperlinks to dynamic map displays and driving directions.

“When we compared the cost of hosting and maintaining the geographic data ourselves, it became clear that ArcWeb Services were the superior solution. Subscribing to ArcWeb Services is a great way to help our customers find and route themselves to our stores for a minimum cost.”

David Harris, Internet Development Manager, ASMC



Reliable Support

A key advantage of subscribing to ArcWeb Services is the support that ESRI provides. Our hosting services are reliable and available 24/7. To ensure consistent and dependable uptime, ESRI maintains a redundant site at a remote location. Also, ESRI offers technical support to ArcWeb Services subscribers via phone, fax, and e-mail. Additional assistance is available through in-depth, online help including samples, tutorials, discussion forums, and much more.



ArcWeb Services come with extensive online help.

Learn More

To learn more about ArcWeb Services or sign up for a free 30-day evaluation, visit www.esri.com/arcwebservices.



For more than 35 years ESRI has been helping people manage and analyze geographic information. ESRI offers a framework for implementing GIS technology in any organization with a seamless link from personal GIS on the desktop to enterprise-wide GIS client/server and data management systems. ESRI GIS solutions are flexible and can be customized to meet the needs of our users. ESRI is a full-service GIS company, ready to help you begin, grow, and build success with GIS.

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(1-800-GIS-XPRT)

or contact an ESRI reseller near you.

Send e-mail inquiries to

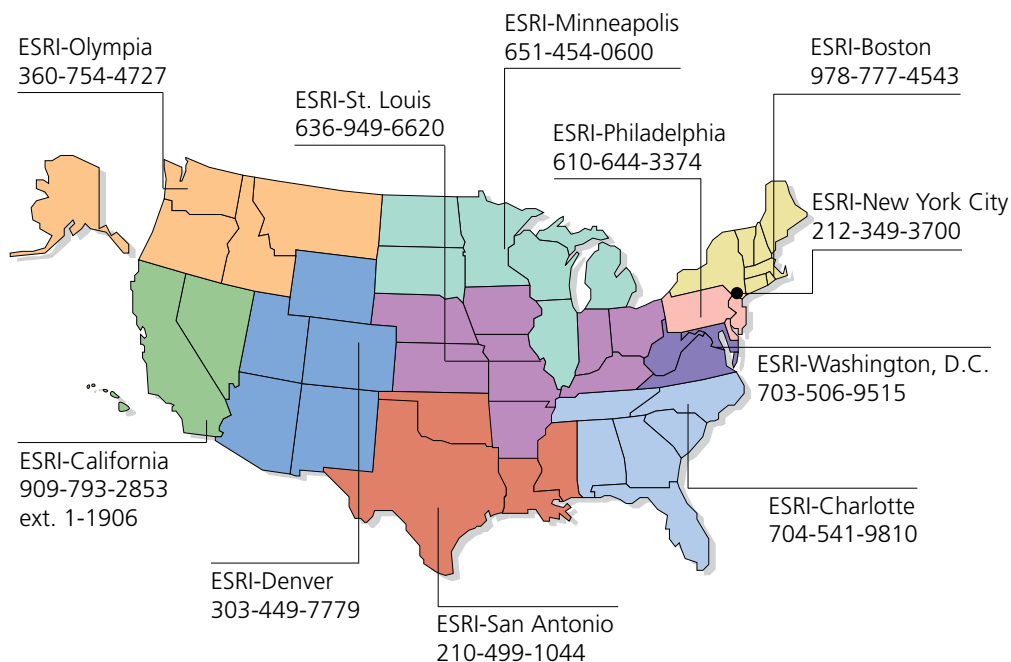
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