



IBM Smarter Analytics Roundtable

Wien, 14. März 2013

Location Analytics mit Esri Maps for IBM Cognos

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SynerGIS Wien, Esri Distributor Österreich

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Esri Schweiz AG



Intro Movie

“Your data has more to show you”



Esri

Weltweites Kunden- und Partner-Netzwerk

Führender GIS Technologie
Hersteller

80 Distributoren weltweit

350'000 Kunden

2'300 Partner

Weltweit einer der grössten
privaten Softwareanbieter




Esri Headquarter, California USA



A major initiative at Esri

80%

aller Daten haben
einen Raumbezug



Mobile Devices
Social Media

„Consumerization“ von Karten

Map Satellite Hybrid Terrain

Suggested trips:
17.9 km
23.0 km

A Cape Town, South Africa
17.9 km - about 17.9 km

1. Head northeast on 0.1 km Lower Plein St toward Castle St
2. Take the 2nd left onto Strand St 0.7 km
3. Turn right at Buitengracht St 0.7 km
4. Slight left at Eastern Blvd 0.8 km
5. Continue onto Table Bay Blvd 2.1 km
6. Take the exit toward Milnerton 0.7 km
7. Merge onto Marine Dr 11.7 km

Gap
Not what you want?
Also: Clothing - Women's Apparel - Mens Clothing

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- A GAP Express Delivery LLC**
3625 Tulane Dr, Kenner, LA (504) 338-9432
- B Rainbow T Shirts**
3700 Vannie Dr, Harvey, LA (504) 371-1111
- 1 Gap**
1 Poydras St, New Orleans, LA (504) 529-4962 - Website Directions - Streetside
- 2 Banana Republic**
333 Canal St, New Orleans, LA (504) 581-2478 - Website Directions - Streetside

World / United States / Louisiana / Orleans / New Orleans

Banana Republic
Write a review
333 Canal St, New Orleans, LA (504) 581-2478 - Website Directions - Save - Streetside

OpenCyleMap.org - the OpenStreetMap Cycle Map
Data and icons © 2011 OpenStreetMap contributors
Created by Andy Allan and Dave Brailsford
Sponsored by CloudMade

9:41 AM

Search of Address

OAKLAND
SAN FRANCISCO
SAN JOSE

9:41 AM

ETA 9:55 AM
14 min · 6.3 miles

0.5 miles
EXIT ONTO US-101 N

101
Bladen St
Lombard St

Business-Bereiche mit Mehrwert durch Nutzung räumlicher Daten

Asset Management

Business Intelligence
(BI)

Supply Chain
Management

Operational
Awareness

Customer
Relationship
Management (CRM)

Real Estate Planning

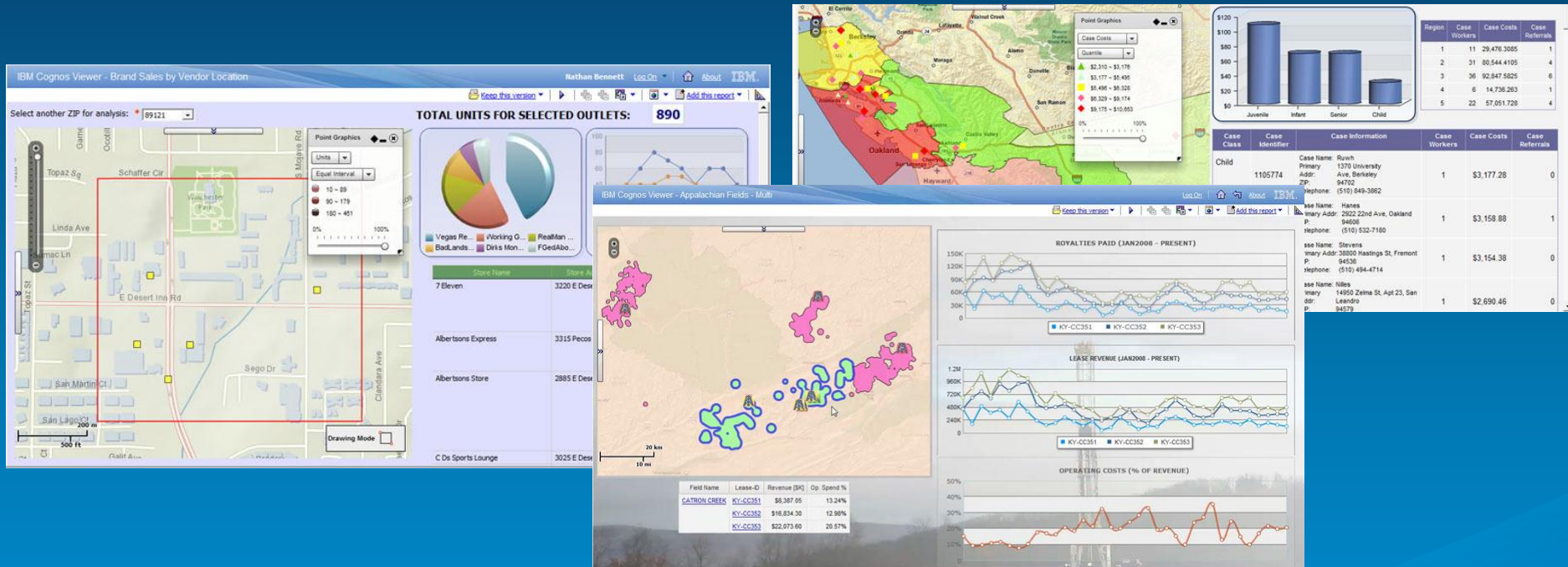
Risk Management

Enterprise Resource
Management

Field Workforce
Management

**Im Unternehmen sind vielleicht bereits
Geodaten aus anderen Bereichen vorhanden!**

Esri Maps for IBM Cognos Geographic Intelligence



IBM Beacon Award 2012
Best Industry Solution for Government
Esri Maps for IBM Cognos



Esri Maps for IBM Cognos bietet drei zentrale Funktionsgruppen



Visualisierung



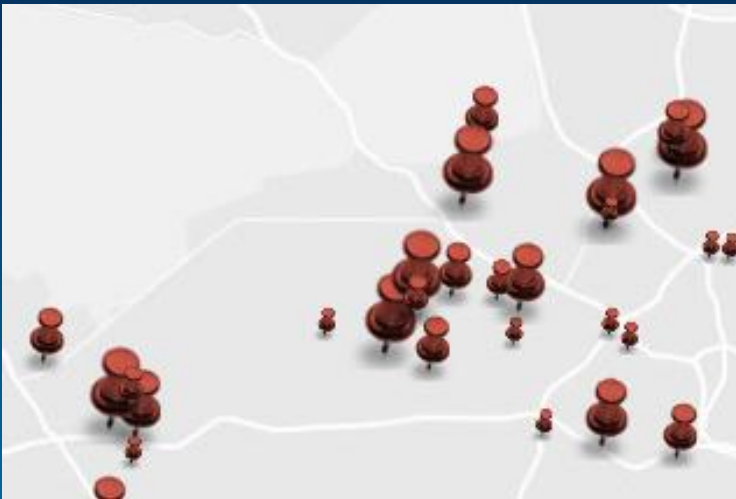
**Räumliche
Analyse**



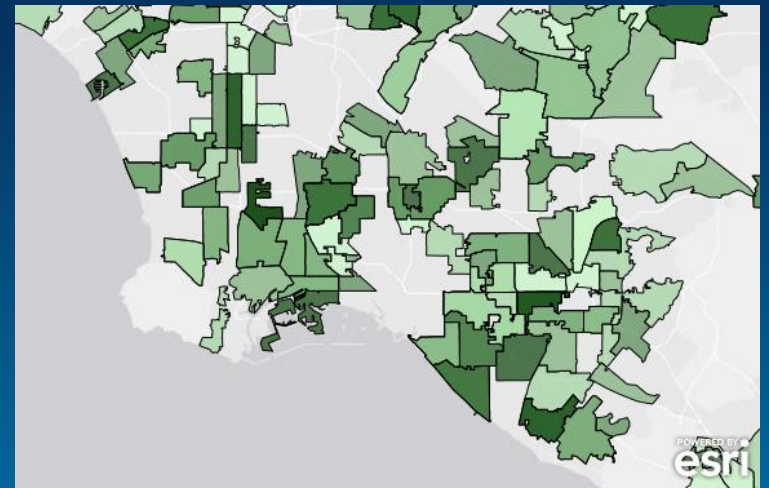
**Daten-
Anreicherung**



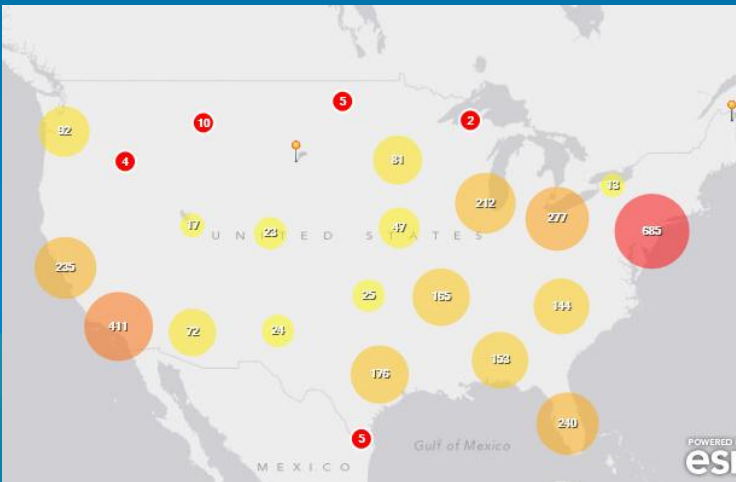
Visualisierung



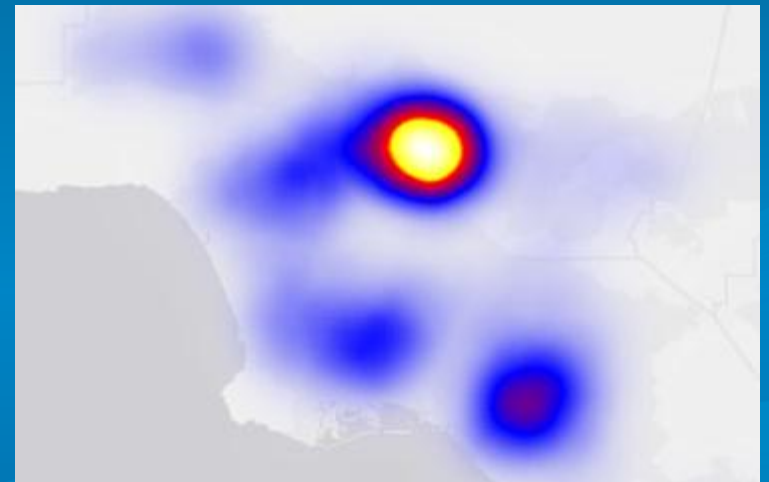
Punkte-Karten
(Point Maps)



Thematische Karten
(Color-Coded Maps)

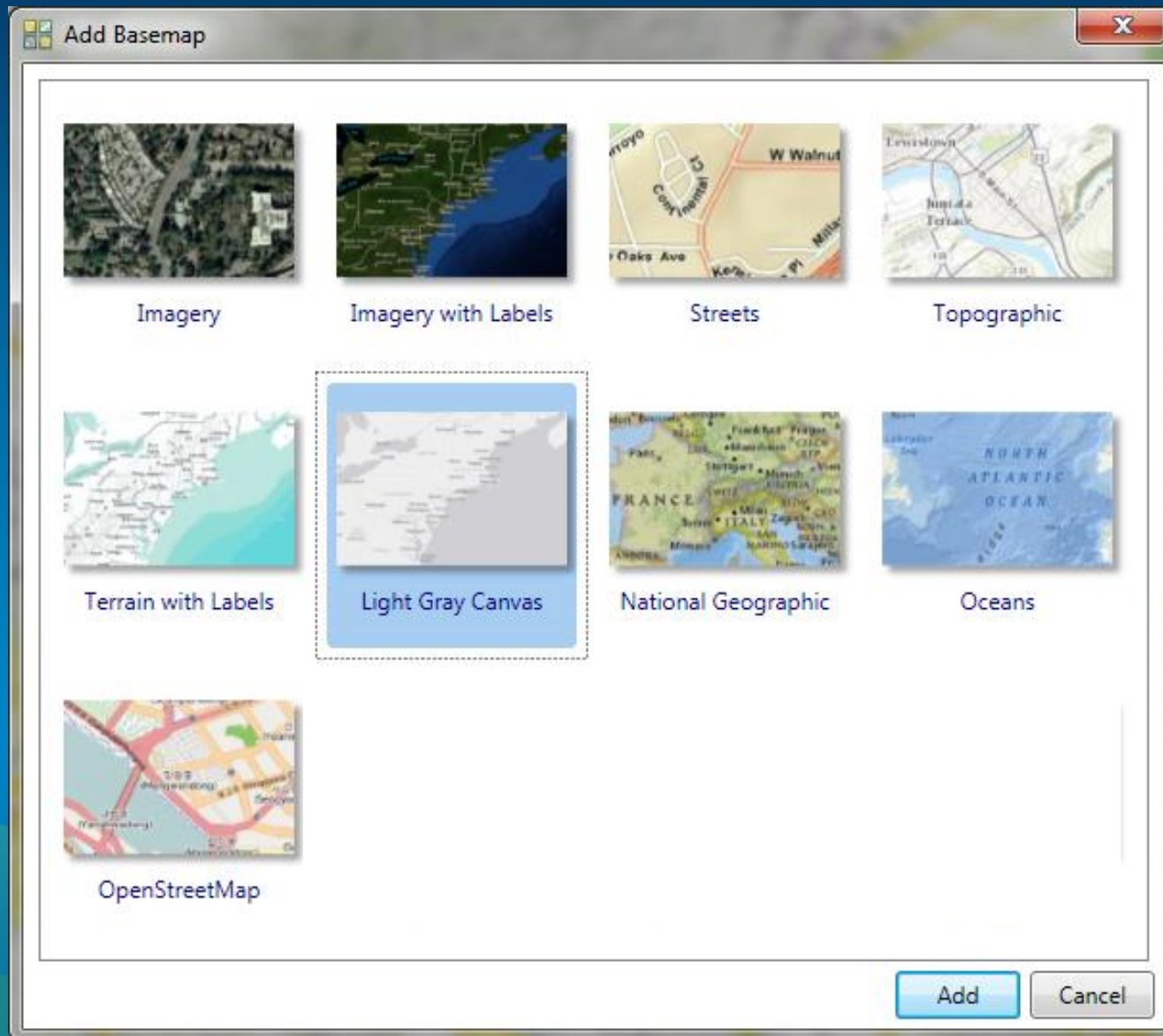


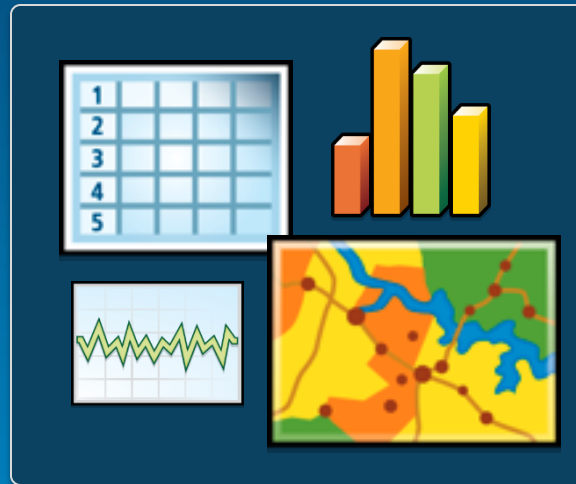
Geklusterte Punkt-Karten
(Clustered Point Maps)



Brennpunkt-Karten
(Heat Maps)

Hintergrund-Karten (Base Maps)

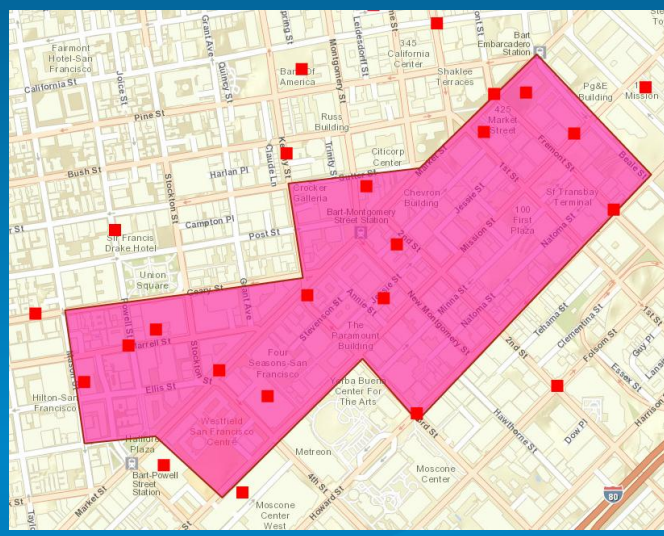
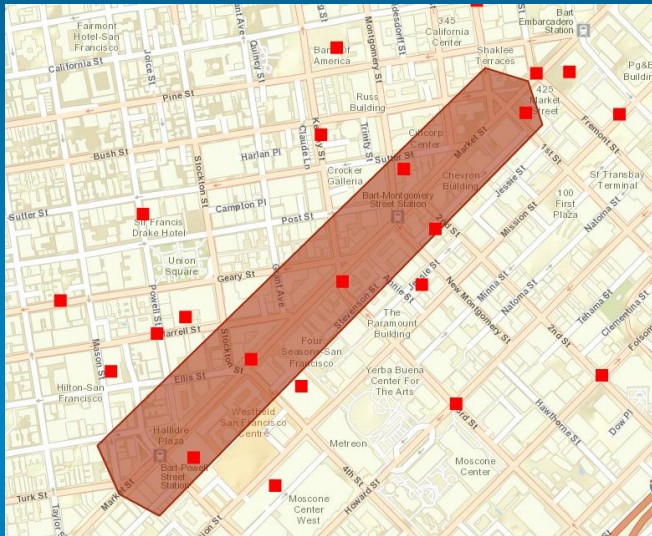
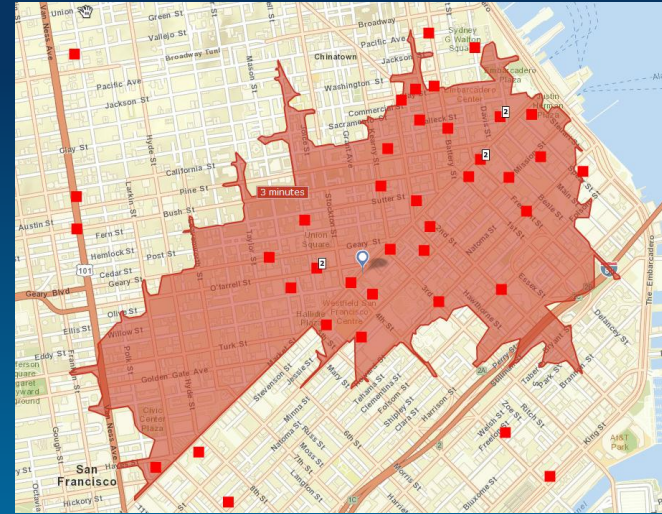
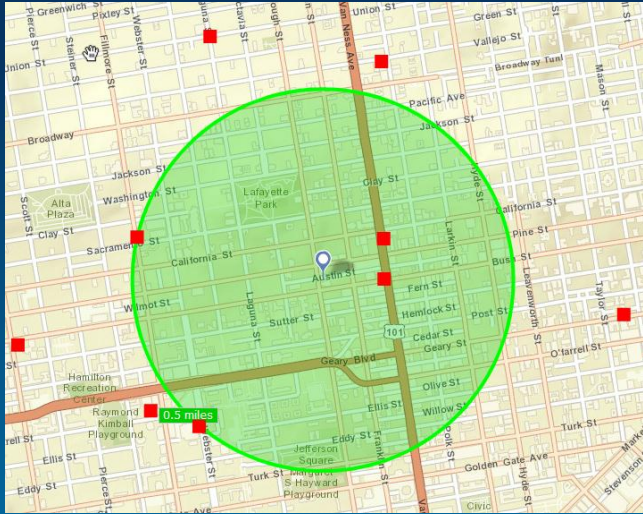




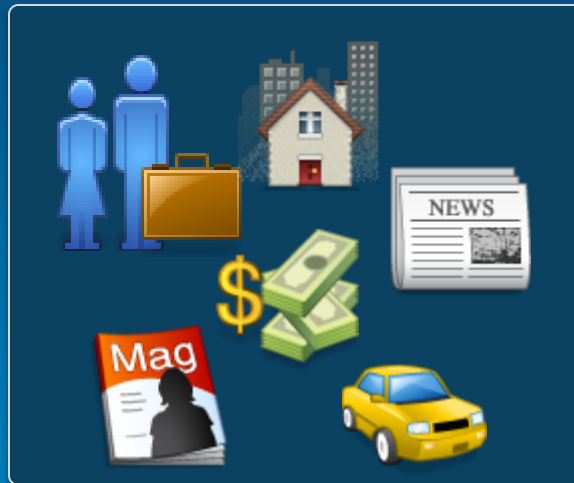
Räumliche Analyse



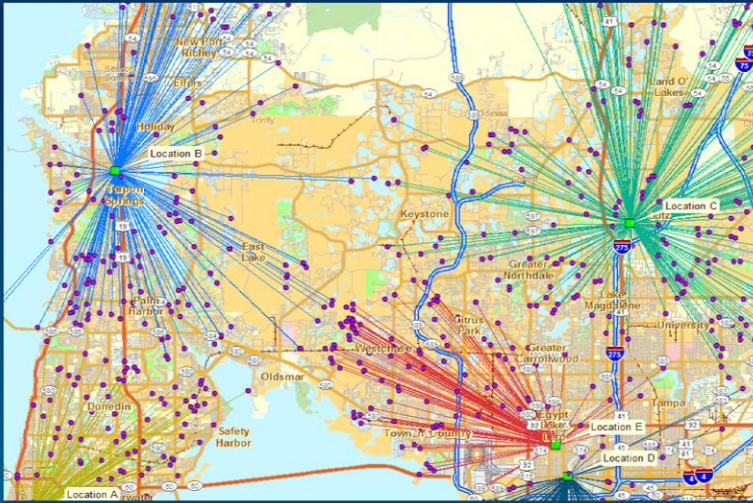
Bi-Direktionale Verbindung zwischen Karten und Daten



Entfernungs-Tools



Daten- Anreicherung

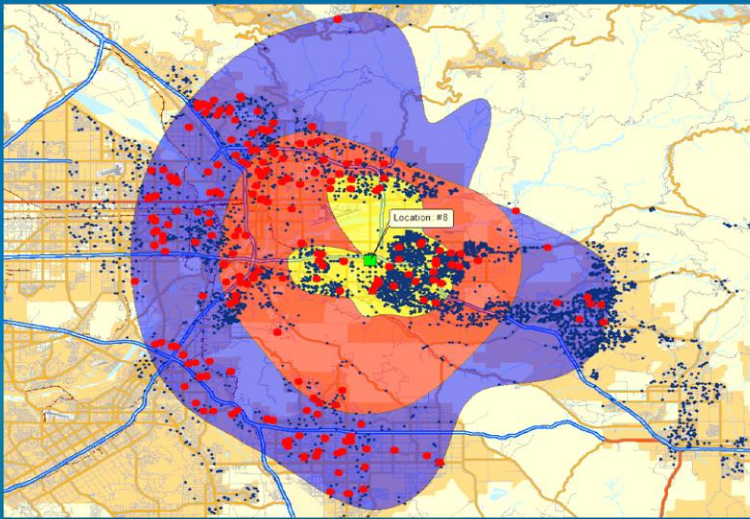


Luftlinien-Distanzen

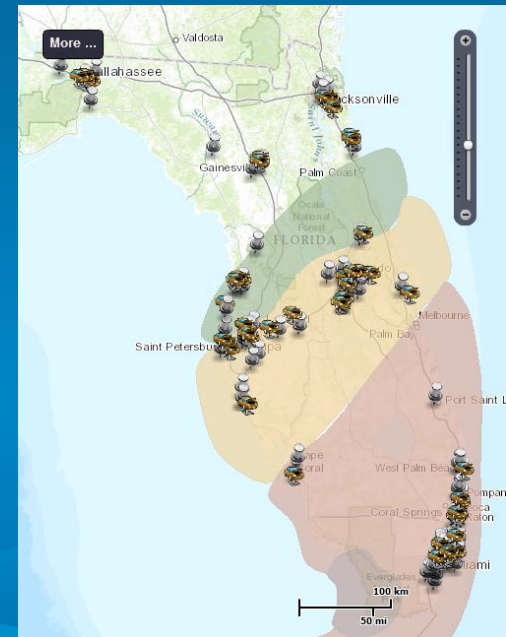


Social Media

Wetter



Erreichbarkeits-Zonen



Naturfahrten-Zonen

Location Analytics für wen?

- **Business Professionals / Analysten**
- **BI Director/Manager, CIO**
- **BI-Administratoren**
- **BI-Report-/Dashboard-Nutzer**
 - > **Marketing, Sales, Operations etc.**

Für alle, die mit BI-Daten zu tun haben

Vorteile Esri Maps for IBM Cognos

- ✓ **Einfach zu integrieren und zu bedienen**
- ✓ **Wirkt motivierend auf BI User**
- ✓ **Neue Sichtweise auf die Daten**
- ✓ **Externe Daten über den Raumbezug ins BI holen**
- ✓ **Verbessert Ihr BI – ROI**

Zitate zufriedener Kunden

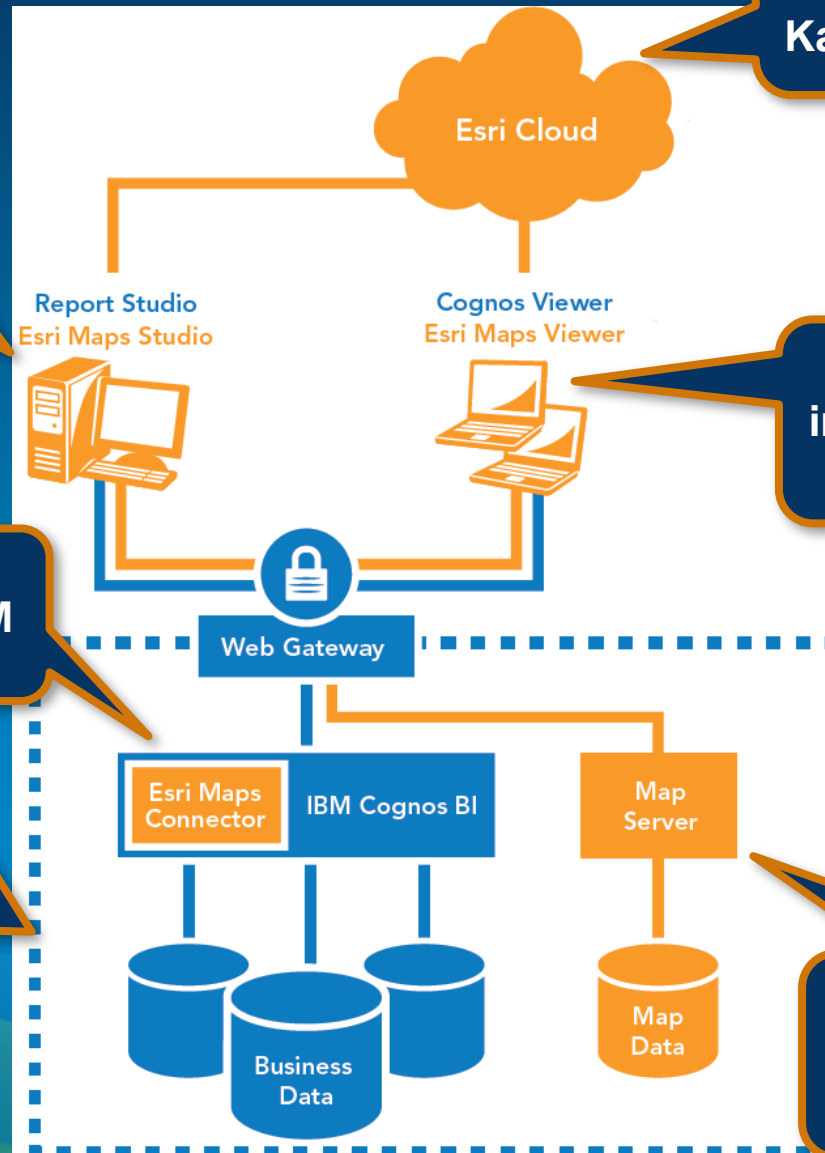
“... es wurde möglich, unsere räumlichen Daten mit unseren Business Daten zu verlinken und kritische Business-Fragestellungen zum ersten Mal überhaupt zu beantworten. Diese Informationen helfen uns, die Distribution unserer Produkte und unsere Händler-Beziehungen besser zu managen.”

Grosses, nordamerikanisches Wein- und Spirituosen Unternehmen

“...Unser Finanzdepartement trifft andere Entscheidungen, weil es jetzt unsere operativen Informationen auf einer Karte darstellen und analysieren kann.”

Fortune 100 Company

Systemarchitektur



Hosting von Hintergrundkarten, allg. Karten (Länder, PLZ, ...)

Drag & Drop Wizard zur Integration von Karten in Reports

Interaktive Karte integriert in bestehende Reports

Nahtlose Integration in IBM Cognos

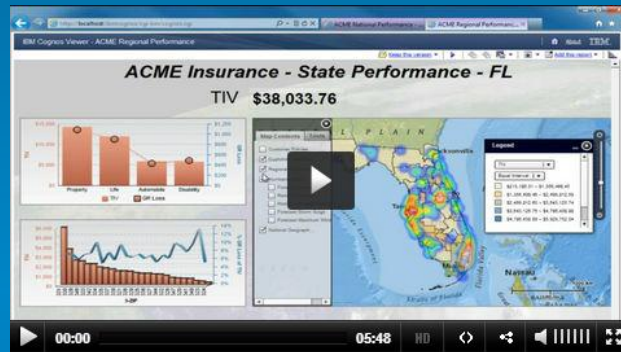
Nutzung sämtlicher IBM Cognos BI Enterprise Features incl. Security, Deployment, Skalierung

Hosting eigener Karten (z.B. spezifische Vertriebsregionen)

Demo

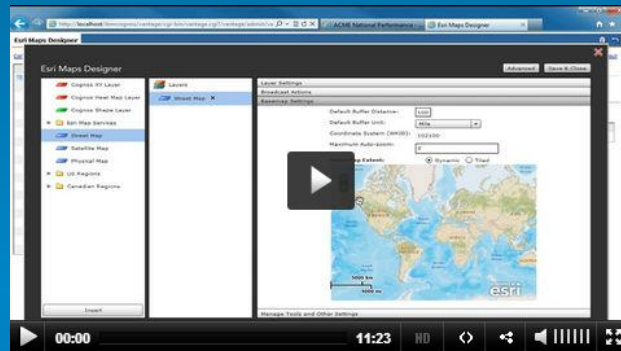
Demo Movie

“ACME Insurance”



Demo Movie

“Integration von Karten in Reports”



Maps for Cognos in Report Studio

The screenshot displays the Cognos Report Studio interface. The main workspace shows a report titled "ACME Insurance - Key Regional Metrics". A large "Esri Map" is visible, showing a world map with data points. To the right, a "Vantage Combination Chart" is displayed, showing a bar and line chart with data points. Below the chart is a table with columns: REGION, TV [\$\$], GR LOSS [\$\$], NT LOSS [\$\$], and REVENUE [\$\$]. The table contains data for three regions (abc) and an overall summary row.

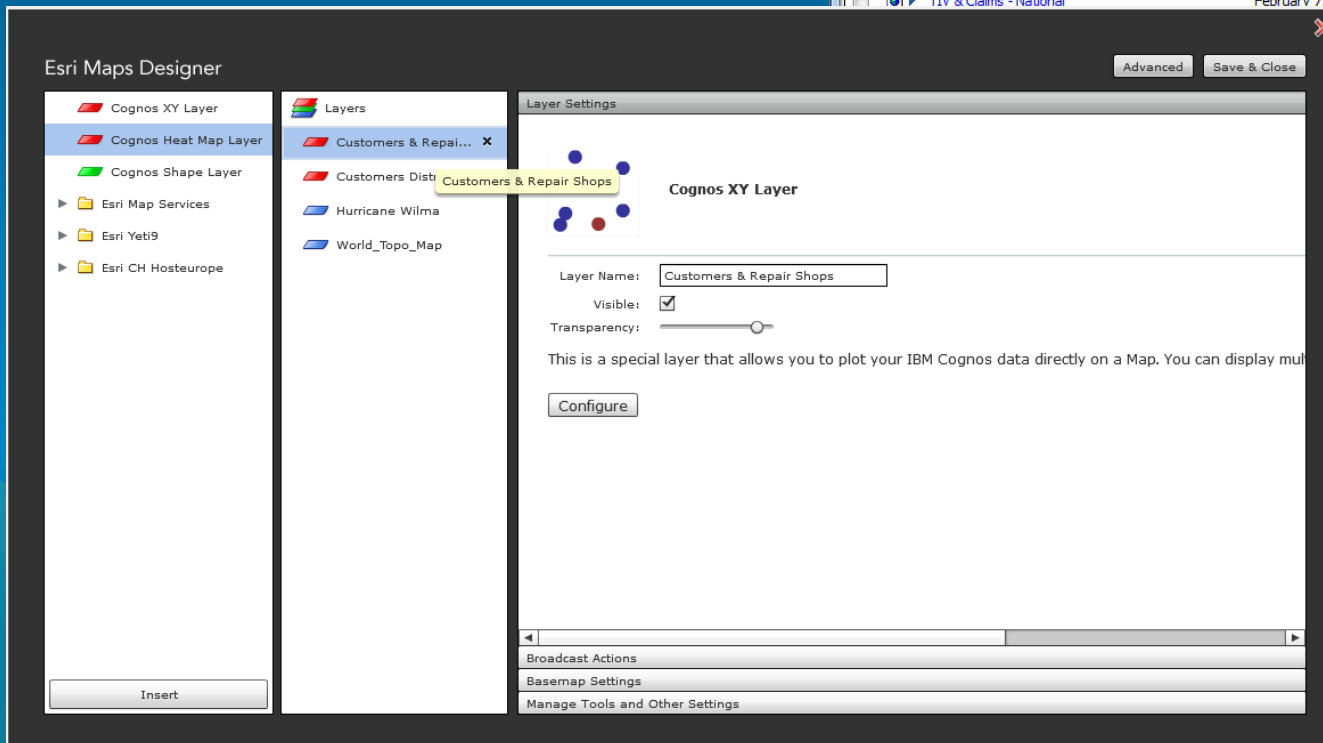
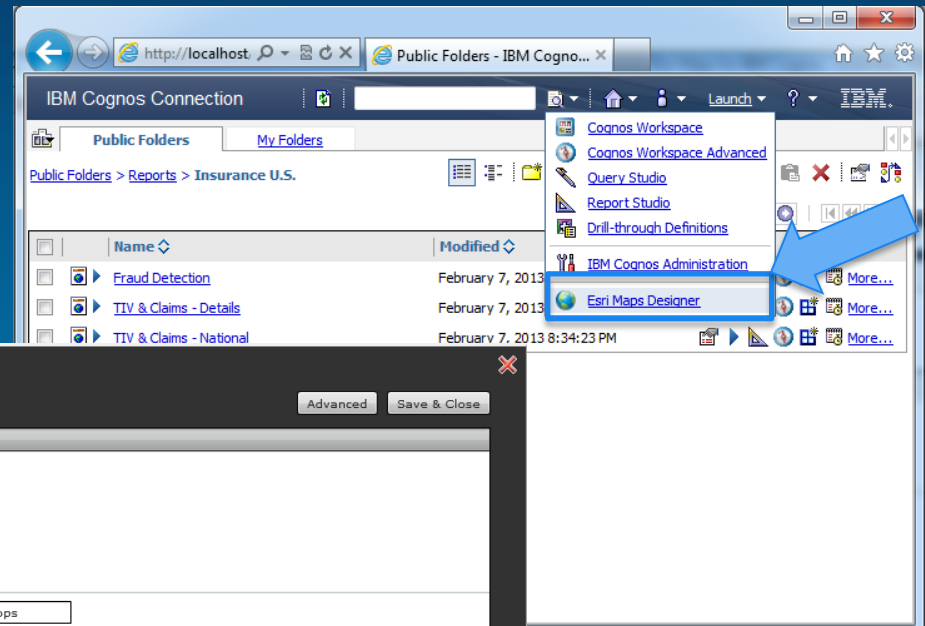
REGION	TV [\$\$]	GR LOSS [\$\$]	NT LOSS [\$\$]	REVENUE [\$\$]
<-3-ZIP>	<TV>	<GR Loss>	<NT Loss>	<Annual Revenue>
<-3-ZIP>	<TV>	<GR Loss>	<NT Loss>	<Annual Revenue>
<-3-ZIP>	<TV>	<GR Loss>	<NT Loss>	<Annual Revenue>
Overall	<Total(TV)>	<Total(GR Loss)>	<Total(NT Loss)>	<Total(Annual Revenue)>

The interface includes a menu bar (File, Edit, View, Structure, Table, Data, Run, Tools, Help), a font toolbar, and a toolbox on the left. The toolbox contains various prompts and the Esri Map icon. A blue arrow points from the Esri Map icon in the toolbox to a callout box.

Callout Box:

- Interval Prompt
- Tree Prompt
- Generated Prompt
- Prompt Button
- Esri Map

Maps Administration





esri

Leader in Location Analytics

