

Licensing the Esri
LOCATION PLATFORM



Transformational Opportunities

Chris French

Proposed Agenda

A plan for our 90-minutes together

- **Introductions**
- **Platform Context**
- **Licensing Models**

ELA elements

- **Unlimited vs Limited**
- **ArcGIS Online**
- **Enterprise Advantage Program**
- **Training**
- **Discussion of benefits**

- **Q&A**



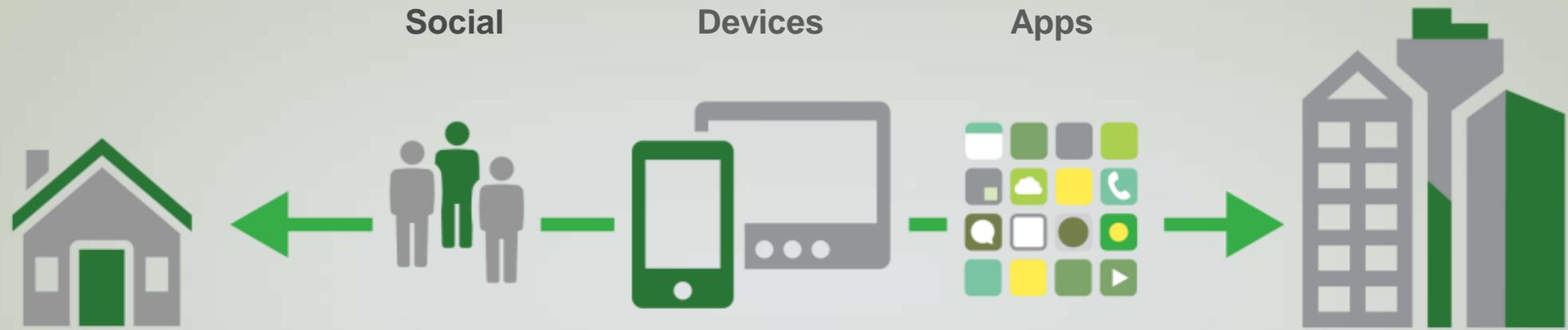
Is that **authoritative knowledge**
reaching the entire workforce?

Increased Demand ▶ For authoritative mapping and location-aware apps at work

Pew Research Center

74% of adults use their smartphone to get directions or other information based on their current location





CONSUMERIZATION *of* IT

**Work used to
be a place**

**Now it's
everywhere**



one
corporate
system

no user
limitations

3-clicks
or less

uniformity
in all
their maps

as easy
to use as
their iPhone

▶ **At Work People Want...**

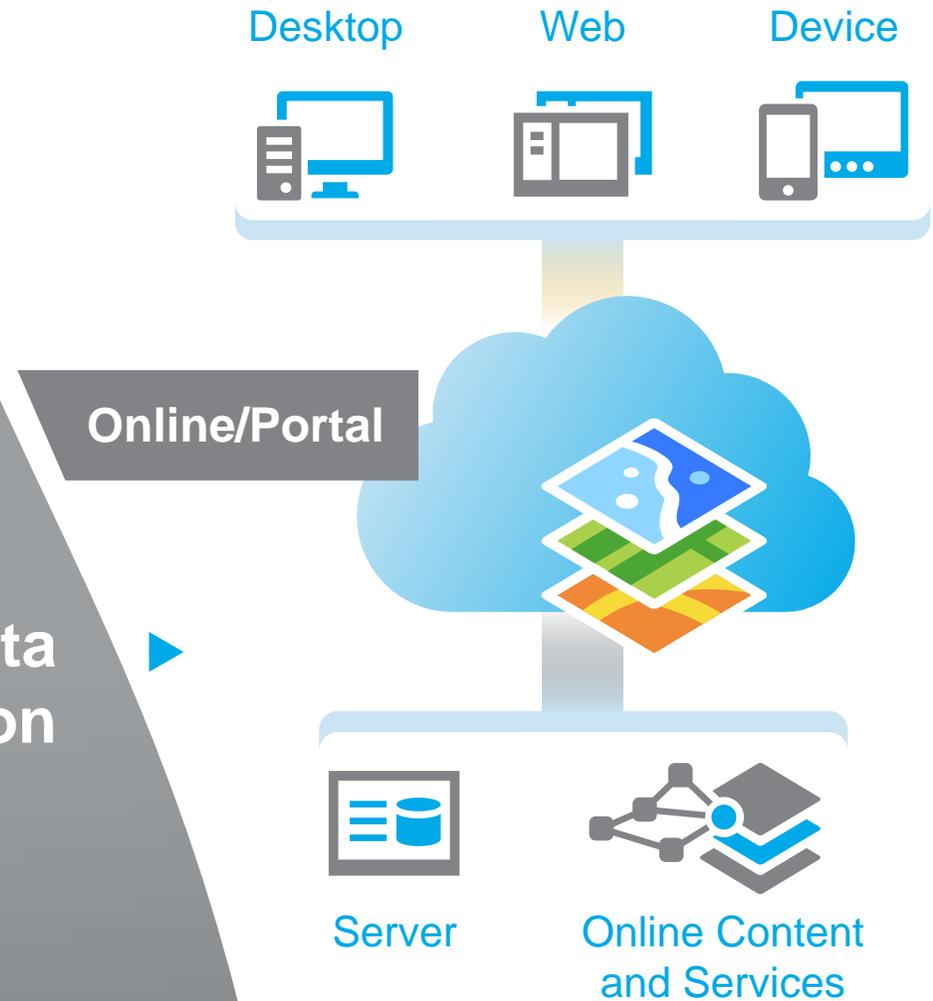


ArcGIS enables **every** employee and contractor to easily discover, use, make, and share maps from any device, anywhere, anytime.

ArcGIS

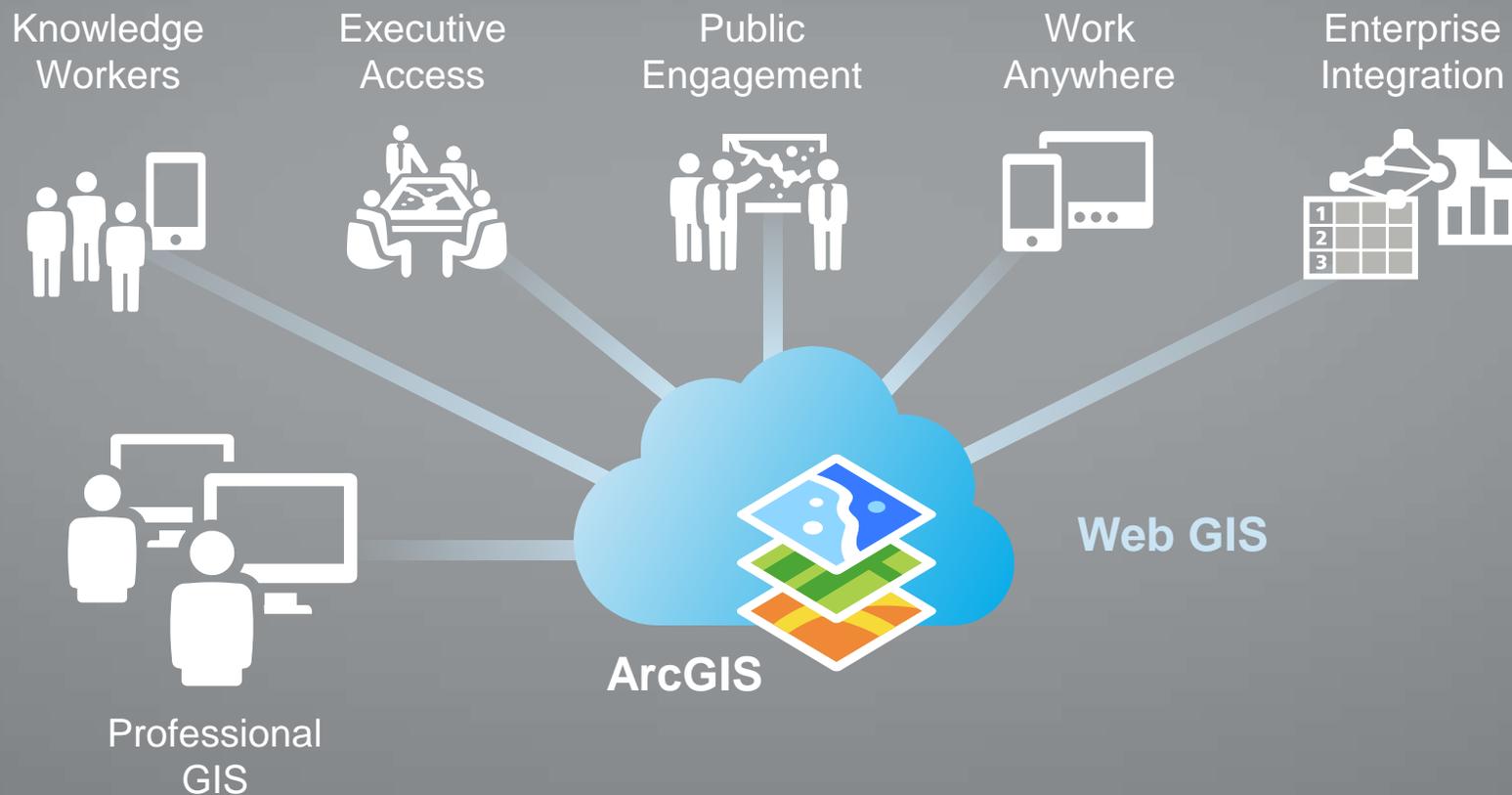
An Integrated
Web GIS Platform

Providing mapping, analysis, data
management, and collaboration



ArcGIS is a Platform

▶ Making mapping and location aware apps available across your organization



Identity ▶ Your “key” to accessing the ArcGIS Platform wherever you are



ACCESS	● ● ● ○ ○
SECURITIES	● ● ○ ○ ○
CAPABILITIES	● ● ● ○ ○



Kristin
Human Resources

Collaboration ▶ Enable people to work together by securely sharing data, apps, and knowledge



Naveen
Executive

ACCESS ●●●●○
SECURITIES ●●●○○
CAPABILITIES ●●●●●



Meghan
IT

ACCESS ●●●●○
SECURITIES ●●●○○
CAPABILITIES ●●●○○



Manny
Accounting

ACCESS ●●●●○
SECURITIES ●●●●●
CAPABILITIES ●●●●○



David
Field
Ops

ACCESS ●●●●●
SECURITIES ●●●○○
CAPABILITIES ●●●●○



Kristin
Human
Resources

ACCESS ●●●○○
SECURITIES ●●○○○
CAPABILITIES ●●●○○



Apps for Everyone

▶ A suite of easy-to-use apps that work on any device, anywhere, anytime



Apps that work



On any device



Advanced Tools for Your Analysts



Flexibility

▶ Deploy ArcGIS on-premises, in public clouds (PaaS), and/or use Esri's cloud (SaaS)

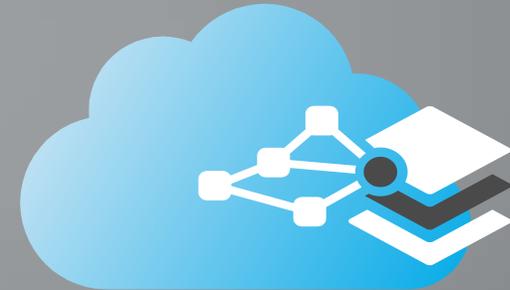


On-premises



Public Cloud

Amazon EC2
Microsoft Azure

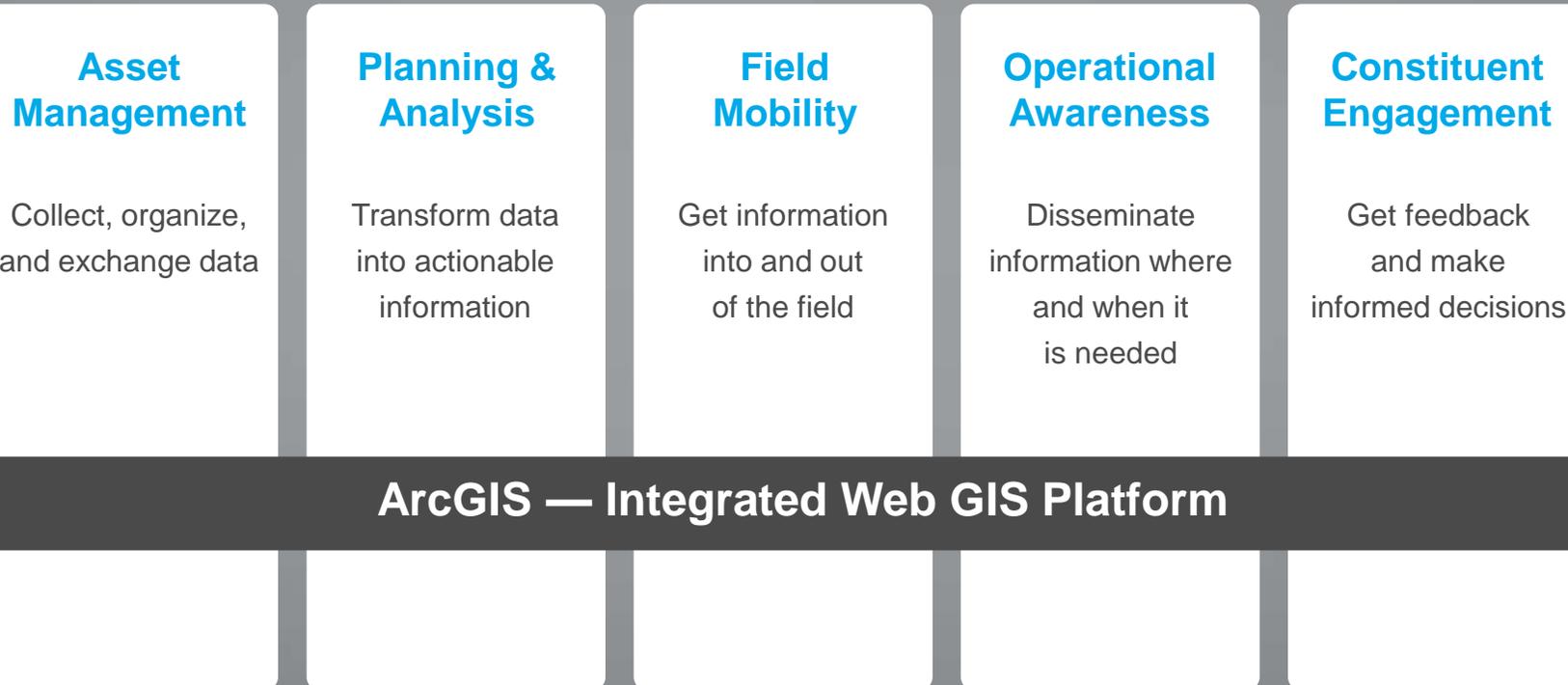


SaaS

Esri

A Complete Location Platform

▶ Providing mapping, analysis, data management, and collaboration

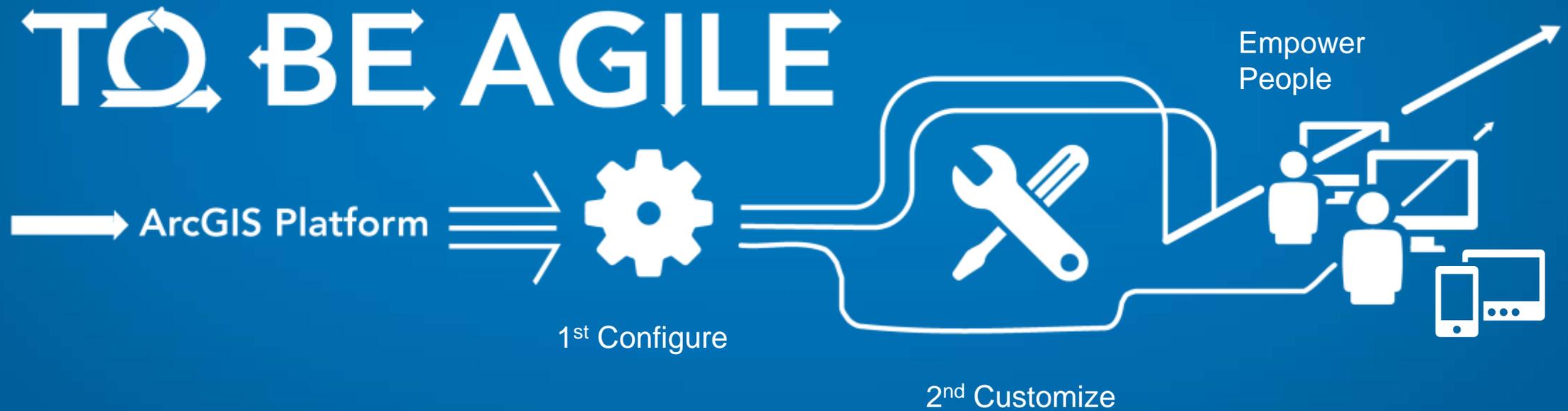


ArcGIS for Your Organization

► Transforming how people use information and geography to do their work through maps and apps

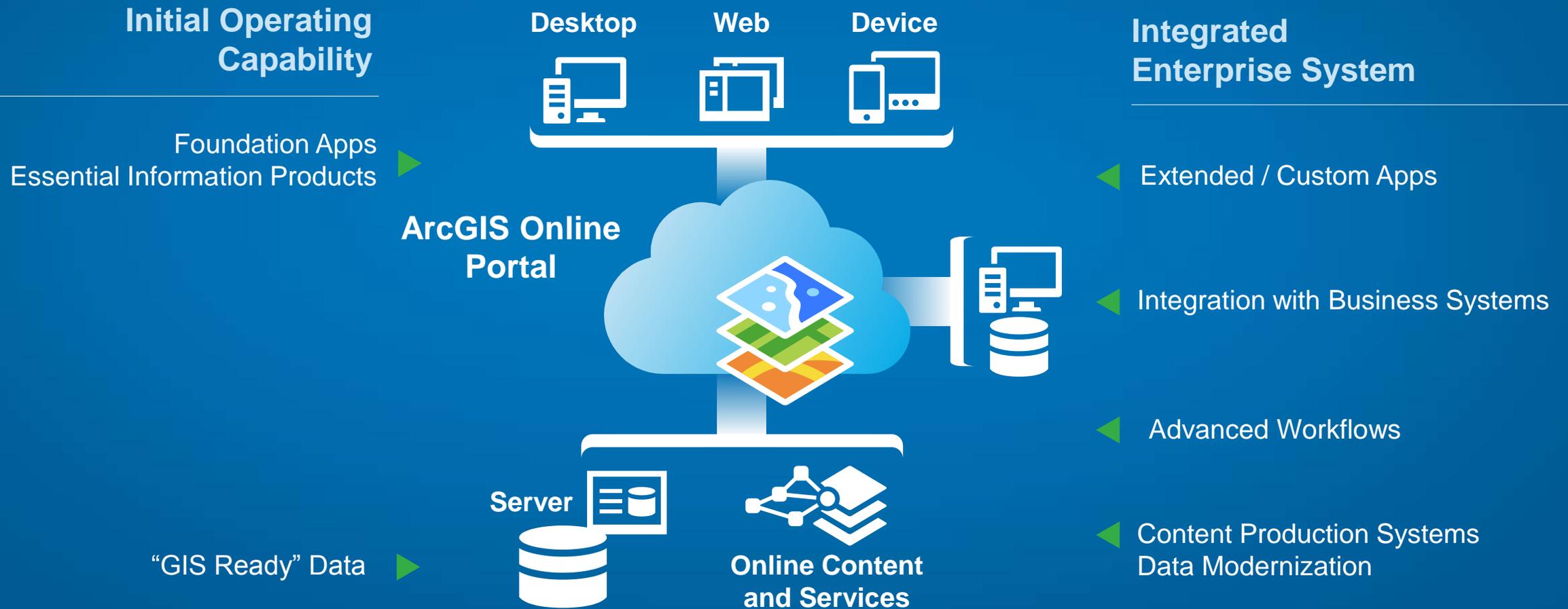


Key Principle ► Employing the agile methodology will deliver immediate value to your business today and into the future



Common Approach

Rapidly deploy initial operating capability to everyone then develop custom apps and integrate with other systems



Partners Extend the Platform



Providing an array of products, services, and domain expertise that delivers value

IMPLEMENTATION SERVICES

DEVELOP APPS

CONSULTING SERVICES

PROJECT MANAGEMENT

INTEGRATE WITH OTHER PLATFORMS

GUIDANCE & TRAINING

DELIVER CONTENT



Esri Services Ready to help you successfully leverage the ArcGIS Platform for your organization

Tech Support Analyst



Software Maintenance

Latest software and technical support



Technical Advisor

Esri Enterprise Advantage Program

Reach your GIS vision



Project Manager

Projects

Transforming business

Premium Support

Prioritized incident management



Premium Support Analyst



Training Consultant

Training

Enabling the workforce



Technical Consultant

Jumpstarts Rapid productivity

Licensing Options

- **Perpetual, Term, SaaS/Subscription**
- **Esri Commercial List**
- **Master Purchase Agreement**

- **Enterprise License Agreement**

Ideal candidates for an ELA:

- Make broad use of GIS across their organization, and some mission-critical needs
- Regard GIS technology as key to their organization's success
- Regard GIS as an enterprise technology used to enable and extend existing systems
- Intend to centrally manage the administration of GIS

ELA Program

Key Features

- **Negotiated Agreement**
- **Single procurement**
- **3 Year Term w/Annual Payment**
- **Access for Employees & Contractors**
- **Unlimited Use**
- **Maintenance (Tech Support & Upgrades)**
- **Enterprise Advantage Program**
 - Strategic assistance, consulting & training



ELA Includes

UNLIMITED

- ArcGIS for Desktop, all levels plus Extensions
- ArcGIS for Server, all levels plus Extensions
- ArcGIS Runtime, ArcGIS Engine

CAPPED

Specialized Extensions

(e.g. Esri Roads & Highways, GeoEvent Processor, ArcGIS for Aviation, etc)

- Data Interoperability Extension
- ArcPad
- Esri Developer Network (EDN)
- User Conference Passes

ArcGIS Online Subscription – Level & Credits

Esri Enterprise Advantage Program (EEAP)

Annual Subscription

Includes the following components per year for three years:

- ✓ **Up to 100 technical advisory hours**
- ✓ **Annual 1-day planning session**
- ✓ **Quarterly technology webcasts**
- ✓ **100 Learning and Services Credits for:**
 - Consulting: e.g. Arch. Review/Health Check; AGOL Jumpstart; Roads & Highways prototyping
 - Staff development : Instructor-Led classroom or online training. Training plan development.
 - Premium Support Services: prioritized incident management and all-hours technical support.
- ✓ **Assigned technical advisor, annual GIS strategy and account review**

Training Pass

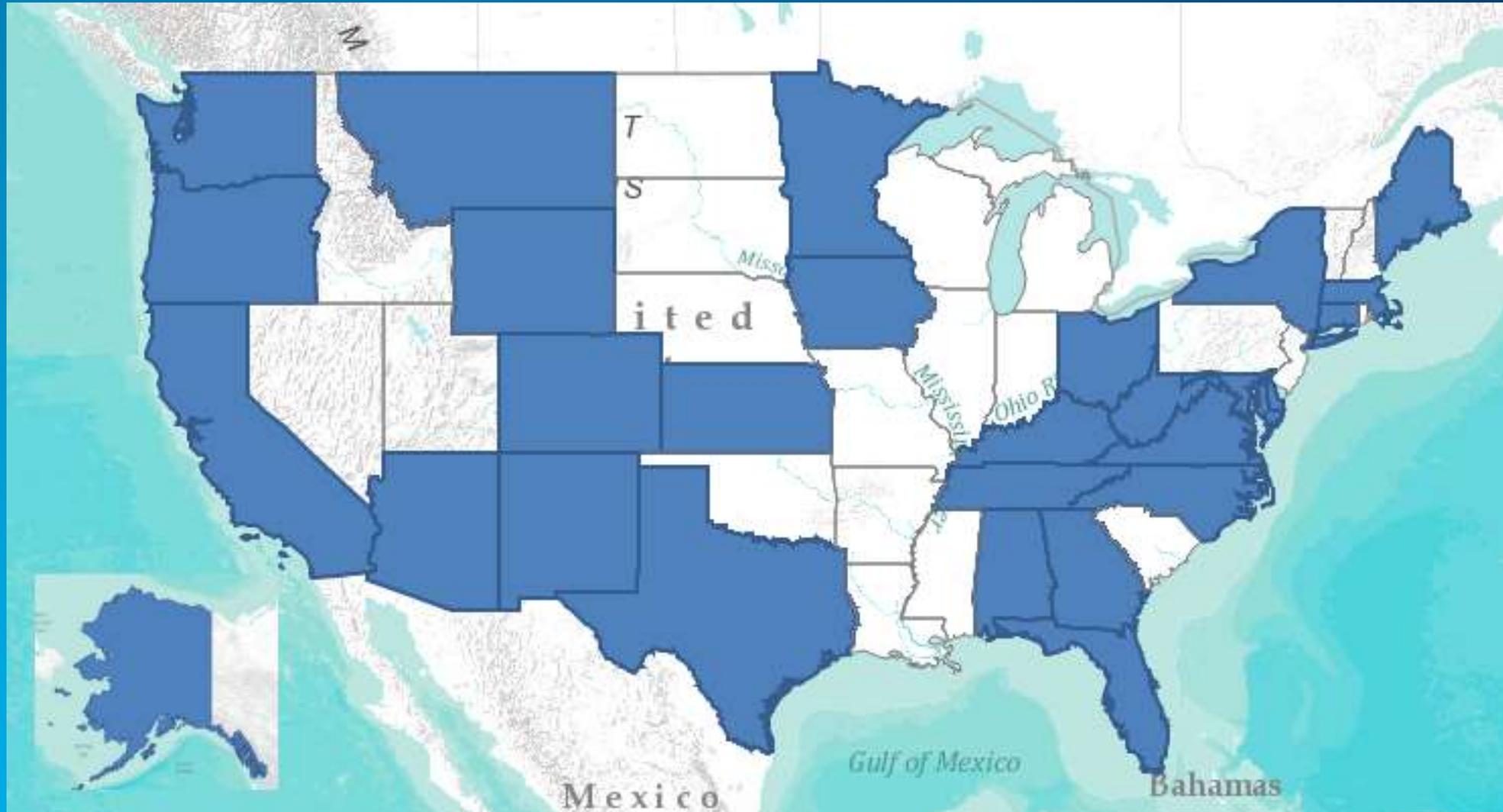
- Partner w/Esri training consultant
- Purchase pre-determined number of training days
- Redeem when needed
- Simplifies planning & budgeting

ELA Benefits

- **Flexibility - deploy when and where needed**
- **Ensures access to current software, support, training & consulting**
- **Ability to support IT best practices**
- **Single procurement; Lower software cost per unit**
- **Reduced administrative costs**
- **Removes uncertainty over access to software and fluctuating budgets**
- **Maintenance for all Esri software deployed**
- **Capitalize on your GIS investments**

States with ELAs

Includes Statewide Agreements or Departmental ELAs



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- **Q&A**
- **Next steps...understanding business priorities and GIS alignment**



Understanding our world.