

Week of 9/26

Press coverage:

Brand: **Microsoft** was the big news this week; we've curated the six biggest stories below. In other brand-related news, **People** magazine discussed Jeff Peters's remarks from last week's **Time** article and **Computerworld** mentioned Esri's participation in the R Consortium. This is the third consecutive week of **Computerworld** coverage.

Microsoft

- **Forbes:** Microsoft *also announced a new partnership with Esri, the GIS platform provider* founded by billionaire Jack Dangermond and his wife Laura in 1969. *Microsoft is integrating Esri's ArcGIS product into its Power BI suite, meaning that companies building products using Microsoft's business intelligence tools will be able to include GIS map visualization and spatial analytics.*
<http://www.forbes.com/sites/alexkonrad/2016/09/26/microsofts-partners-with-adobe-and-reault-nissan-to-boost-azure/#42e8947e4ae5>
- **Computerworld / CIO:** *Power BI gets robust mapping with ArcGIS: Microsoft Power BI is slated to get some serious mapping capabilities, as Microsoft yesterday announced ArcGIS for Power BI by Esri is on the way -- "most likely this calendar year hopefully a lot sooner than that,"* Esri product manager Scott Ball said this morning. In fact, he added, it might be as early as within a week. Users can create maps within Power BI now, but the existing functionality is rudimentary. *Esri will be adding some, but certainly not all, of its enterprise ArcGIS capabilities to Microsoft's platform. For example, Power BI users will be able to choose among four base maps, multiple themes and Esri's demographic reference layers that have data such as household income, median disposable income and median home value.*
<http://www.idgconnect.com/abstract/20986/power-bi-robust-mapping-arcgis>
- **Microsoft Power BI Blog:** Lukasz Pawlowski, senior program manager at Microsoft announces ArcGIS Maps for Power BI: *"Microsoft Power BI is unlocking new capabilities that let you take geographic information to a whole new level in collaboration with Esri, a leader in the GIS industry...Not only can you plot data points from Power BI, but you can also add reference layers. Layers include a selection of demographic layers provided by Esri and public web maps or those published into Esri's Living Atlas.* <https://powerbi.microsoft.com/en-us/blog/author/lukaszp/>
- **BlueGranite:** Reporter David Eldersveld begins: *"Power BI with ArcGIS Maps Closes a Critical Gap...With the recent announcement of ArcGIS Maps for Power BI and the collaboration between Esri and Microsoft, more advanced mapping capabilities are coming to Power BI. Microsoft has partnered with a leader in the GIS industry and will bring state-of-the-art geospatial analysis to its users this Fall... incorporating ArcGIS Maps is a colossal step forward for Power BI...A significant gap between Power BI and competing software has been addressed, and there is a bright future for plotting location data in Power BI."* <https://www.blue-granite.com/blog/power-bi-arcgis-maps-closes-a-critical-gap>
- **Winbeta.org:** According to writer to Kareen Anderson, *"Using ArcGIS Maps for Power BI enables users to apply advanced styling properties to maps that include detailed color preferences such as degrees of transparency or fill color of the map data points.* PowerBI users can also choose map themes while also selecting point based or shape based maps and adding



heat maps to clustered areas.” <http://www.winbeta.org/news/esri-announces-arcgis-maps-for-power-bi-preview>

- **SoCalTech: Editors write**, “Redland-based [sic] GIS software developer *Esri* said on Monday that it **has been selected by Microsoft, to offer up its GIS services for Microsoft Power BI and Microsoft Azure**. Esri said its ArcGIS platform will be integrated into Microsoft's Power BI (Business Intelligence), a set of business analytics tools. Esri will also offer up its ArcGIS Pro desktop application via Microsoft Azure.” http://www.socaltech.com/esri_supplies_microsoft_with_gis_service/s-0067323.html

Additional Brand Coverage

- **People:** Covered the *Time* magazine article featuring an **interview with Esri’s Jeff Peters** describing Esri’s updated demographic data and what it could mean for the presidential election. “**Research from data-mapping powerhouse Esri** finds millennials, defined by them as ages 18 – 37, make up 33% of the voting-age population in Ohio and Pennsylvania, 36% in Nevada, and 37% in Colorado – all toss-up states where Clinton and her allies are making hard pushes.” <http://www.peoplenespanol.com/article/hillary-clinton-launches-aggressive-push-millennials>
- **Computerworld:** Author Sharon Machlis writes, “In another sign of R's push into the enterprise, **leading GIS vendor Esri has joined the R Consortium**, adding to a roster of tech companies that includes Microsoft, IBM, Oracle and Google...**The move potentially makes R more attractive as a tool for data work that involves geospatial analysis, since Esri is a key vendor in that market.** But it's also aimed at making Esri more appealing to analysts and data scientists who use R in their data workflow. ‘**Our support will help our customers take advantage of R’s deep analytic capabilities while also allowing R users to leverage Esri geospatial analysis and visualization,**’ **Esri President Jack Dangermond said.**” Esri’s Steve Kopp is also quoted: “**[Esri] provides a way for R-based analyses to be shared with a much larger audience of analysts who are familiar with GIS but who may not know how to program R.**” <http://www.computerworld.com/article/3123783/enterprise-applications/esri-joins-r-consortium.html>
- **InsideBIGDATA:** Journalist Daniel Gutierrez observes that “**smart mapping leader Esri revealed that it has been recognized in a new report by PwC as one of the 25 fastest growing cloud companies,**” and that **Esri’s ArcGIS Online delivers a cloud-powered universe of mapping and analysis resources that bring insight to complex data at speed and scale.**” <http://insidebigdata.com/2016/09/26/trend-line-industry-rumor-central-9262016/>
- **Livability.com:** Livability ranks the Best Cities for Liberals, Conservatives and Moderates using Esri data for their analysis. From author Matt Carmichael: “We started with data about the political leanings of each city. We looked at the split of Romney vs. Obama votes in each county. **Then we looked at the political data from each city’s residents, courtesy of our good friends of Esri.**” <http://www.livability.com/topics/community/the-best-cities-for-liberals-conservatives-and-moderates-2016>
- **Inman:** In a related article commenting on the previous story, reporter Jennifer Riner notes, “Measuring results from the 2012 election and political surveys from **data collection firm, Esri**, the results show that liberals take a bigger chunk of big cities, while conservative beliefs often dominate small southern towns.” <http://www.inman.com/2016/09/27/top-political-cities-ranked-livability/>
- **SJR:** According to Business editor Tim Landis, “A new geographic analysis of properties on a city demolition-delay list finds that more than 80 percent are in four of Springfield's oldest

neighborhoods, including in some cases Lincoln-era structures. ***The geographic information system (GIS) study could help slow the loss of potential landmarks*** or to determine whether a property is beyond saving....[using] a variety of online databases ***to crunch the numbers for Springfield neighborhoods, including Esri Community Analyst mapping and planning...***
<http://www.sj-r.com/news/20160924/more-than-600-properties-on-springfields-demolition-delay-list>

Data Mapping

- ***BizJournals.com***: Portland (OR) Business Journal Research Director Brandon Sawyer helped assemble this full-on look at the area's wealthiest ZIP codes. **Sawyer worked with Esri to assemble the information which includes an interactive map:**
<http://www.bizjournals.com/portland/news/2016/09/29/5-things-to-know-for-thursday-and-a-local.html> In a related story, ***Data visualization and story-mapping firm Esri, has shared...a deep view of wealth within the 99 ZIP codes in Portland's four-county metro area:***
<http://www.bizjournals.com/portland/blog/real-estate-daily/2016/09/is-your-zip-code-one-of-portlands-wealthiest-map.html>
- ***ColaDaily***: Covering a population boom in South Carolina's Lexington County, reporter Hal Millard writes: ***"Based on Esri's projections, Lexington County alone will account for 35.5 percent of the total Columbia MSA population through 2021 and will account for nearly half of the entire MSA's growth over the next five years.*** All those people will have significant impacts on everything from housing, to traffic, to schools, to infrastructure, to vital town- and county-level services such as police, fire, and EMS response, local officials have warned."
<http://www.coladaily.com/2016/09/29/boom-lexington-county-spurring-midlands-population-growth/>
- ***KCCI, Des Moines***: An Esri map provides evacuation details in this news story about the Cedar Rapids flooding. <http://www.kcci.com/news/evacuations-start-this-weekend-in-cedar-rapids/41810908>
- ***WalletHub***: Esri demographics data were used to analyze the best cities for coffee lovers in honor of National Coffee Day on September 29: <https://wallethub.com/edu/best-cities-for-coffee-lovers/23739/>

Education: ***The Daily Progress***: Middle school teacher Andy Dojack's efforts to bring GIS education to kids as covered by reporter Terry Beigie: "[Dojack] and Donna Shifflett at Ruckersville Elementary School **recently earned a grant from Esri, a GIS mapping software company, to help teachers find ways to include (GIS) in their lessons** for teachers in Greene and surrounding counties of Orange, Madison and Culpeper." http://www.dailyprogress.com/greenenews/news/dojack-showing-students-the-world-of-gis/article_979fdc46-871d-11e6-9519-0b51980b5d12.html

Government:

- ***GovTech***: Staff writer Jason Shuleh writes that ***"today flooding is so pervasive FEMA reports it as the most common natural disaster in the U.S. To alleviate impacts and improve recovery, Baton Rouge, La., and GIS mapping firm Esri partnered to launch a series of apps cities might consider to track flooding and inform residents during major weather-related events.*** Among these are a tracking app that offers near real-time mapping of flood zones, an app that locates open businesses and a "swipe map" that visualizes before-and-after images of inundated areas."
Baton Rouge Director of Information Services Eric Romero adds, "Now, with Esri ArcGIS Online, we're still entering in that data, but as soon as we enter it in, it's immediately available." The story continues by noting that Esri's disaster response program has ***"aided Baton Rouge and the***

state in their efforts to combat the flood. In addition to the swipe map, the business map and a precipitation map, the primary service provided was the ability to collect, combine and interpret the data.” Esri’s own Chris McIntosh is also quoted in the article.

<http://www.govtech.com/data/Baton-Rouge-Innovates-Through-Flooding-Aftermath.html>

- **SoCalTech:** Redland-based [sic] *Esri, which develops geographical information management (GIS) and mapping software, says it will donate \$80,000 in software to winners of the Environmental Protection Agency’s (EPA) Smart City Air Challenge.* The EPA’s challenge looks to spur communities to provide real time data collection from networks of air quality sensors. Esri said that its offer is open to all US city and county government agencies, and **it will offer two, geospatial software licenses worth \$40,000 each to the two winners of that EPA effort.** Agencies must apply for the software and used Esri’s ArcGIS software in their grant proposal to the EPA.
http://www.socaltech.com/esri_offers_up_free_software_to_winners_of_epa_challenge/s-0067371.html
- **Software Advice:** Reporter Taylor Short writes, “Location-based tracking gives users a way to **see exactly where assets are in a facility or throughout a campus.** But what about buried infrastructure assets spread across an entire city, such as water or wastewater pipes or utility distribution assets? In this scenario, accurate location data becomes much more crucial. **A GIS serves as a repository of location information and asset details, based on a web map with layers corresponding to various systems that can be updated and shared in real-time with workers in the field.** GIS platforms are gaining adoption as they become more affordable and feasible for local governments to implement. Increased smartphone use is contributing to this growth.” Esri’s David Totman, is quoted throughout.
<http://www.softwareadvice.com/resources/optimize-utility-asset-management-with-gis/>
- **Route Fifty:** Reporter Trisha Brush Staff speaks with Esri and Kenton county, Kentucky, about using ArcGIS for intelligent mapping to provide citizens with data intelligence. **“LINK-GIS enhances the partnership’s enterprise GIS based on an ArcGIS platform. The self-service site allows users to explore, connect with, and download the county’s geospatial data – provided by various municipalities and agencies – using any smart device to search for and access information.”** <http://www.routeifty.com/2016/09/kenton-county-kentucky-gis/131892/>
- **Commercial UAV News:** Journalist Jeremiah Karpowicz discusses erosion along North Carolina’s Outer Banks: “In May of 2016, **officials in Wrightsville Beach, North Carolina connected with Esri and McKim & Creed to conduct a ‘proof of concept’ beach-mapping project that involved imagery data collection from a drone.** After further exploring the processes which were utilized on this project, **it became clear that drones and tools like Esri’s Drone2Map have and will make a major impact around the approach geospatial professionals can take for projects like beach re-nourishment surveys, especially when compared to traditional procedures.”** Esri’s Kurt Schwoppe was interviewed for the article. <http://www.expouav.com/news/latest/impact-drones-geospatial-professionals-beach-re-nourishment-survey-projects/>
- **The Bellingham Herald:** Writer Robert Mittendorf covers the ways ArcGIS was used by Whatcom Community College history instructor Anna Booker and her students for an online project to portray the Bellingham, Washington waterfront as it appeared in the mid-1800s. He writes, “In building the interactive display, **Booker and her interns used ArcGIS software, scanning and digitizing maps and aerial photographs. Some maps are layered with the current shoreline so users can follow a chronological timeline.”**
<http://www.bellinghamherald.com/news/local/article105036241.html>



- **Gillette News Record:** Local newspaper reporter Jonathan Gallardo gives accolades to two Gillette, Wyoming GIS employees for winning Esri SAG Awards at this year's UC. He notes that the **"employees have been honored by ESRI, the market leader in GIS technology, for special achievement in their field.** Annie Mayfield, GIS manager for the city of Gillette, and Doug Ninas, senior GIS analyst, received the recognition..."
http://www.gillette news record.com/news/local/article_55cf166e-e1a2-5ad1-82c8-02c131ca90a9.html
- **ExecutiveBiz:** Reporter Scott Nicholas interviews Esri after the NOAA Weather-Ready Nation (WRN) announcement that announces Esri's participation in a program designed **"to prepare U.S. citizens and bolster infrastructure against extreme weather threats."** The Ambassador program unites various organizations "in an effort to **establish preparedness for scenarios during extreme weather.**" The reporter goes on to state that according to Esri **"geographic information systems have helped mitigate the impact of weather and that [Esri] continues to provide data and mapping services to support NOAA's nowCOAST weather data portal.**
<http://blog.executivebiz.com/2016/09/esri-designated-ambassador-of-noaa-nws-weather-preparedness-program/>
- **Eco-Business:** The Esri South Asia team published an article in Eco-Business to showcase that the Future Cities Laboratory (FCL) – a research centre set up by ETH Zurich and the National Research Foundation in Singapore focusing on sustainable future cities – has used advanced location-based analytics technology to assess how walkable Singapore is today and evaluate strategies to improve walkability in the future. The note that Esri Collector enabled the FCL team **"to collect data and integrate it onto their central database in order to create compelling visualisations of pedestrian networks,"** which in turn helped them "arrive at well-informed recommendations for policy makers...**FCL mobility researcher Tanvi Maheshwari also used Esri City Engine, an advanced 3D city design application for creating, editing and sharing digital 3D building models to effectively model Singapore's streets.** Esri Singapore CEO Thomas Pramotedham is also quoted. <http://www.eco-business.com/press-releases/future-cities-lab-explores-singapores-walkability-with-smart-map/>

Insurance: SwissRe Open Minds blog: SwissRe's Peter Hausmann Esri user recently attended the Geo Risk seminar in London hosted by SwissRe and organized by Esri, to discuss the opportunities that Geo Intelligence provides to improve specific business processes in risk and portfolio management. **More than 100 experts attended and discussed the importance of Geo Intelligence in the insurance space.**
<https://openminds.swissre.com/stories/1104/>

Oceans

- **Meritalk:** Reporter Jessie Bur interviews Esri's Dawn Wright and Keith VanGraafeiland on Ecological Marine Units (EMUs). Wright states that people should use this freely available app to explore the oceans, and **"that it is a part of the government's mandate to make data free and open,"** while **Suzette Kimball, Director of the U.S. Geological Survey** remarks: "The map is presented in the form of volumetric global ecological marine units (EMUs) that, combined, **provide a three-dimensional perspective of the ocean's staggering dimensions and complexity.**" The EMUs are part of a larger set of commissioned data initiatives by the Group on Earth Observations, which Wright describes as a kind of United Nations for ecological data. **Reporter Bur** notes, **"There already exists a map on ecological land units, and Esri will also be working to create maps on ecological coastal units, as well as ecological freshwater units."**
<https://www.meritalk.com/articles/new-app-uses-government-data-to-understand-the-worlds-oceans/>

- **Ocean News & Technology:** Reprint of the press release announcing Esri's partnership with the XPRIZE Foundation. **Esri will donate its award-winning ArcGIS Online platform to support the \$7 million XPRIZE competition.** "We are incredibly excited and grateful to have Esri as a partner..." said Dr. Jyotika Virmani, senior director of XPRIZE's energy and environment group and prize lead of this competition.
<https://www.oceannews.com/news/2016/09/26/esri-partners-with-xprize-foundation-to-map-the-ocean>

Open Data

- **Huffington Post:** Huff Post bloggers Janet Ranganathan (vice president of science and research for the World Resources Institute) and Francis Gassert mention Esri in a list of Partnership for Resilience and Preparedness (**PREP**) **collaborating partners** in a story exploring ways data can combat climate change http://www.huffingtonpost.com/janet-ranganathan/preparing-for-a-changing-b_12138186.html
- **GCN:** In a report covering the Commerce Data Usability Project, **Tyrone Grandison, former deputy chief data officer at Commerce remarks, "Even though there's this wealth of data, getting to it and using it is highly specialized. It's not completely open to everybody...It's now a community initiative.** You have a groundswell of people who are using multiple different datasets from Commerce in different ways now **wanting to share knowledge.**" Reporter Stephanie Kanowitz notes that **"now the project is a public/private partnership with companies and academia. Esri, Microsoft and Columbia University have produced tutorials to show how they use Commerce data."** Finally, **Star Ying, a data scientist at Commerce,** says, "In my mind, there is a **difference between data being open and data being usable.** People assume that by fulfilling the former they automatically fulfill the latter. **By making federal data more usable, we increase both usage of that data and quality of the data insights derived."**
<https://gcn.com/articles/2016/09/29/dig-it-cdup.aspx>
- **WRAL TechWire:** Coverage of NC DataJam, the kickoff to the NC Datapoolooza open data competition, where community members compete for prizes for the best use of Esri technology. Winning the best use of Esri technology was team Wake Forest NC Open Data, who built a hub collecting existing open data from the Town of Wake Forest.
<http://wraltechwire.com/wake-county-team-wins-nc-datajam-prize-money/16053692/>

Retail: Retail Touch Points: Reporter Adam Blair writes that "Smartphones, beacons and geofencing have made location-based data top-of-mind in recent years, but **retailers have only begun to scratch the surface when it comes to leveraging location data.**" He goes on to quote Esri's Gary Sankary: "Without location data, you really don't have the ability to have a 360-degree view of the enterprise. **If you don't know where transactions are happening, or you don't know where your customers are and where your products are, you don't have the ability to be as relevant as you could be.**"
<http://www.retailtouchpoints.com/topics/omnichannel-cross-channel-strategies/how-to-use-new-marketing-tools-and-analytics-to-boost-customer-engagement-rsp16-on-demand>

Startups:

- **Yahoo! Finance:** Coverage of Esri Startup DroneDeploy, a leader in cloud-based drone software, and their announcement of a new solution that addresses drone data portability challenges in remote areas that have Internet bandwidth constraints. **One of the key features called out includes smaller export file size which makes it easier to import into standard industry software such as Esri ArcGIS.** <http://finance.yahoo.com/news/dronedeploy-speeds-drone-mapping-remote-130000861.html>

- **USAWeekly** also covered the announcement: <http://uasweekly.com/2016/09/27/dronedeploy-speeds-drone-mapping-remote-users-limited-internet-connectivity/>

Telecommunications: GIS Lounge: Reporter Mark Altaweel discusses telecom networks and the placement of cell towers. He writes, *“Mapping telecommunication networks is of great importance to both urban and rural regions, particularly as telecommunication networks become even more vital for our daily lives...Terrain, vegetation, urban regions, and other potential interference are often assessed together and GIS tools such as ArcGIS have developed into an industry standard for forecasting cellular tower locations.* Furthermore, data are not always static, as some interference may be temporary, long-term, or recurrent.” <https://www.gislounge.com/using-gis-map-telecommunications/>

Interviews conducted:

- Computerworld – ArcGIS and R with Steve Kopp
- Computerworld/CIO/ITWorld – PowerBI with Scott Ball
- SDX Central - PowerBI

Activity next week:

- White House Initiatives:
 - Opportunity Project (continuation), October 6
 - ConnectedED White House Demo with Charlie Fitzpatrick, October 7
- Prepitching Waze/Esri partnership announcement (announcement on Tuesday, Oct. 12)
- Microsoft:
 - Continued pitching – PowerBI is available, Chic Fil A quote for trade and industry press
- Dawn Wright – Geological Society of America (GSA) Award – continued pitching of ArcGIS for Science to national, trade and tech press
- GovLoop – first of 12 weekly blogs for Jeff Peters will publish on Tuesday, October 2