

Global Markets: Tools for Transatlantic Trade

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Understanding Esri

Enabling Geography as a Language...

... to address complex problems and challenges

Serving our Users . . .

... who are changing the World

Our Status

- 46 Years Old
- Growing / Successful
- Many Partners & Distributors

Our Users

- Hundreds of Thousands of Organizations
- Millions of Users
- Hundreds of Domains

Primary Activities in Europe

Business Development for the following markets:

Transportation/Logistics

Utilities/Telecom

Government

Health & Human Services

Education

Oil & Gas

Ports

Commercial

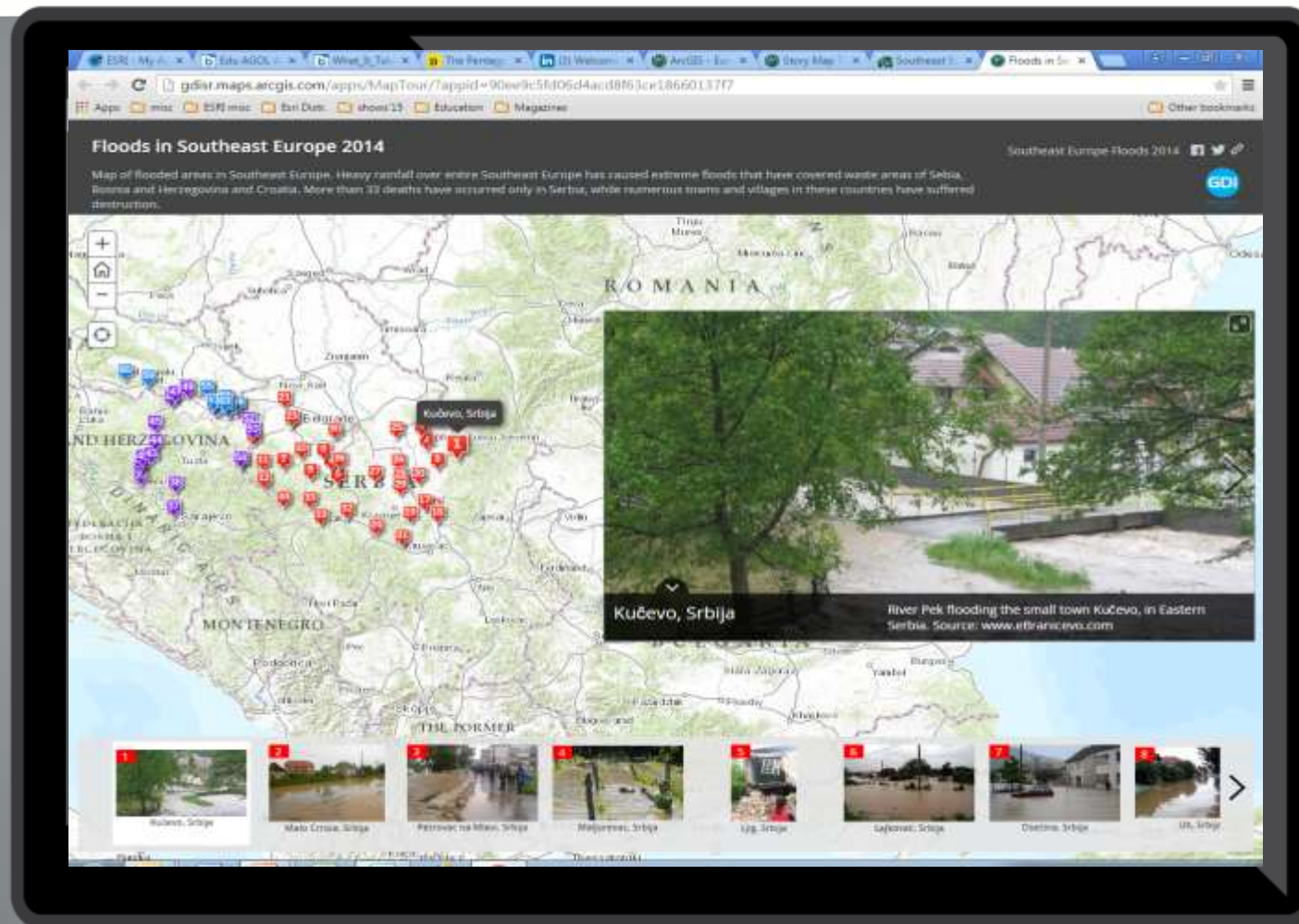
National Security

Public Safety

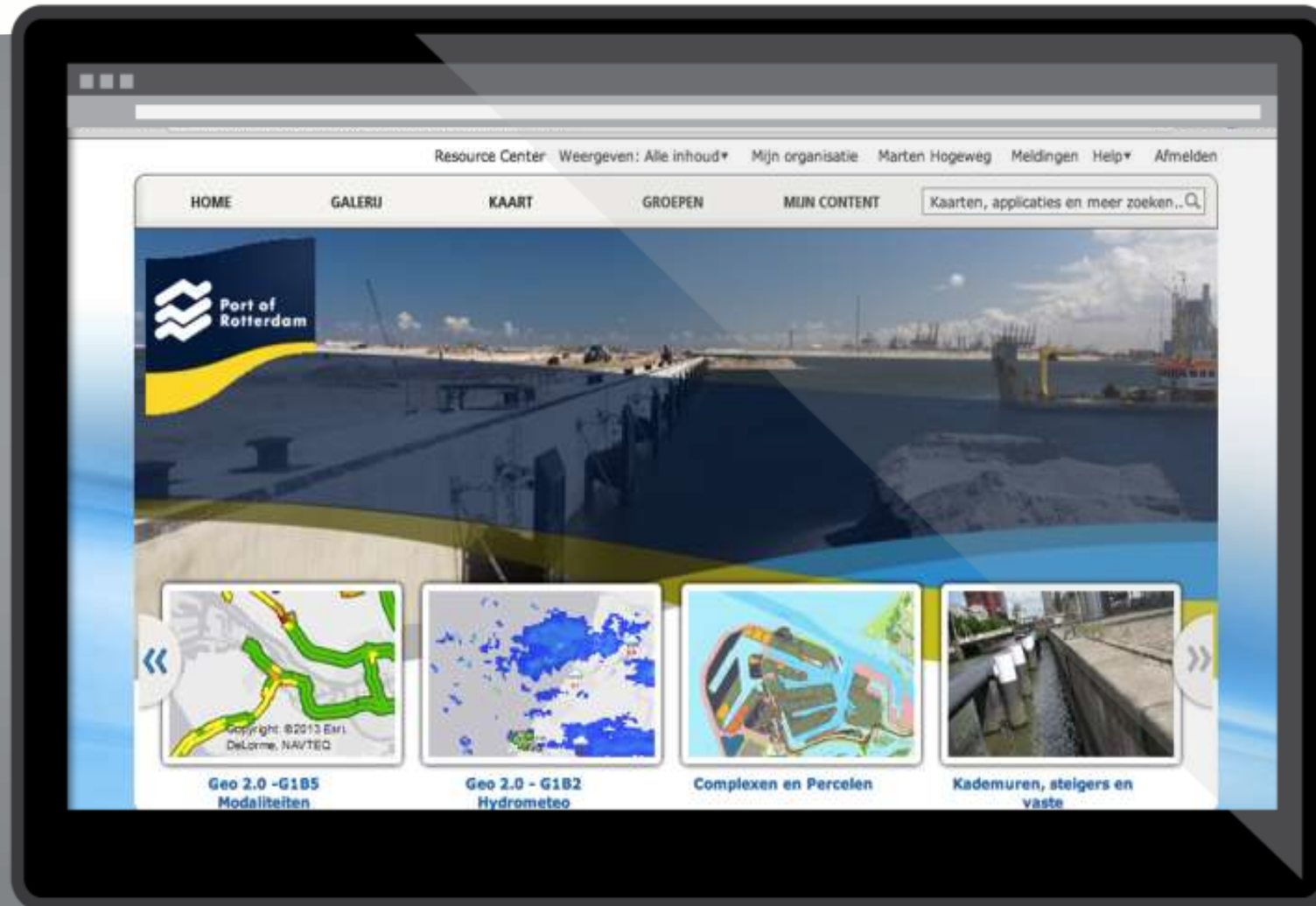
Esri is active in over 45 markets
Everything happens somewhere!



Maps at Work ► Disaster recovery



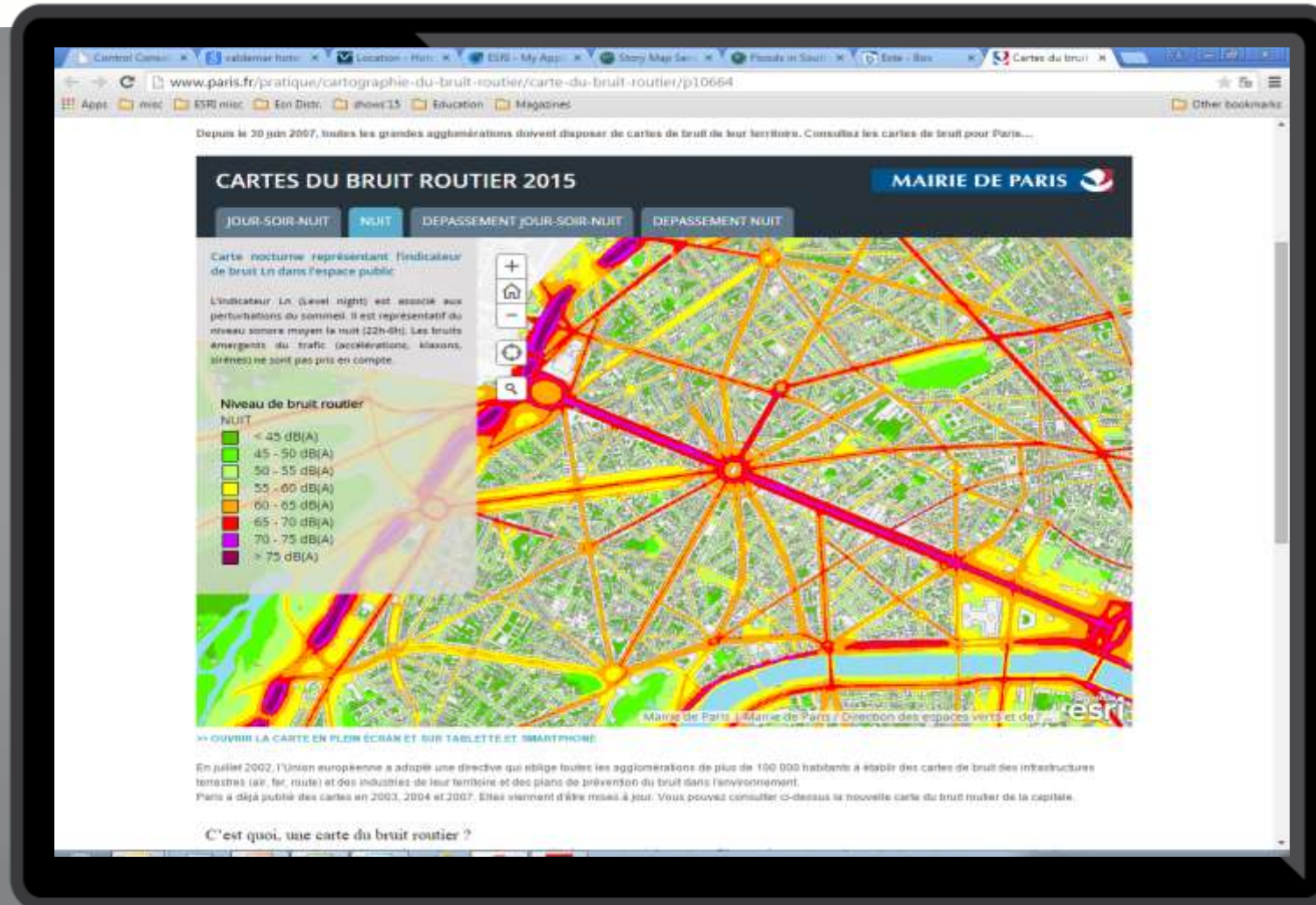
Maps at Work ► Transportation / harbor management



Maps at Work ▶ Smart Communities (Energy, Transport, Health, ..)

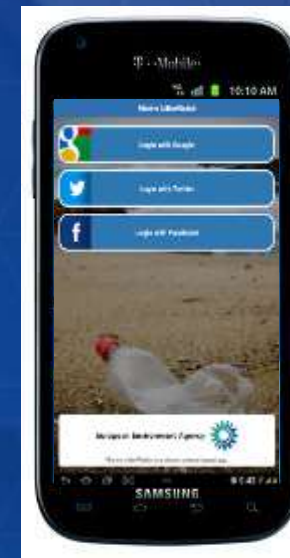
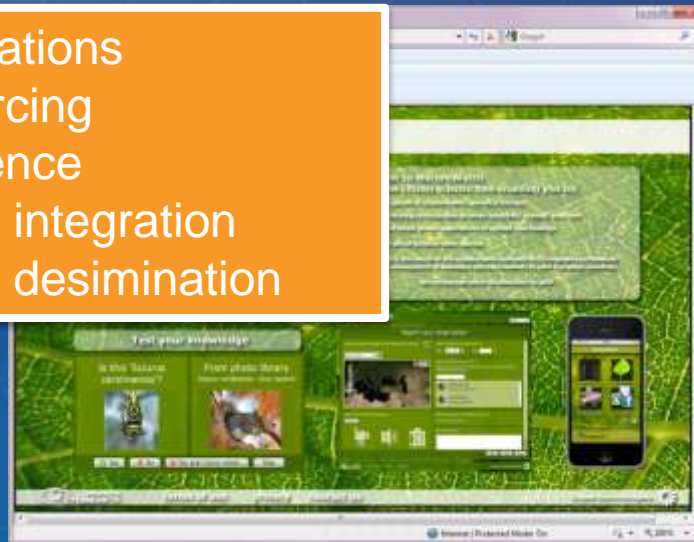


Maps at Work ► Smart Cities: decision making in planning

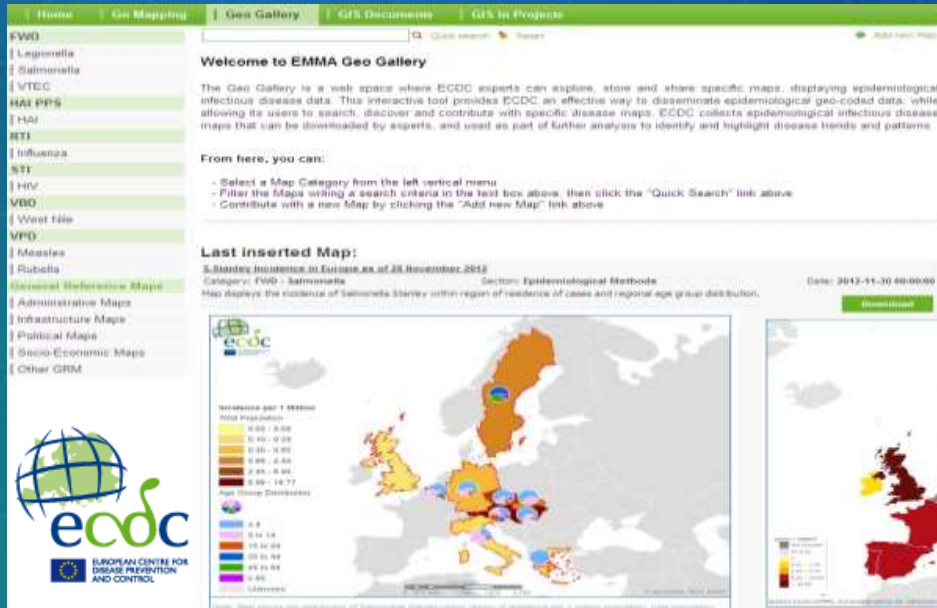




Web applications
Crowd sourcing
Citizen science
Information integration
Information dissemination



EMMA – Mapping and Multilayer Analysis



- Enterprise solution for disease mapping and sharing
- Back End:
 - Enterprise data
 - Geoprocessing services
 - Map services
 - Procedures & standards
- Front End:
 - Web GIS client (interactive maps)
 - Add disease data from local file
 - Connect to other data layers (eg. Eurostat data)
 - Customized analysis tools to deal with case-based and aggregated disease data
 - Export maps to corporate layouts and share



Developing A Global Network

- Began developing relationships early with like-minded companies:
 - Germany
 - Japan
 - Australia
 - Canada
- Formed the foundation for today's larger international distributor network
 - Sell software
 - Provide professional services
 - Training
- 2000+ partner relationships
 - Include GIS in their solutions





118 Countries Worldwide

30 European Distributors
50+ Offices

2400+ Employees
250+ European Partners

Challenges

- Cultural Differences
 - Language (including the software)
 - Approach to the sales cycle (eg. Variation in the importance of personal relationships to closing a deal)
 - Marketing messages may be very different to gain greatest successes
- EU Regulations
 - data privacy, open data, etc.
- Economic Downturn of 2008

That's why Esri has locally operating distributors in each country: they know the business the best.



Methods

- **Distributors and Partners have specific eligibility requirements**
- **Partners – 3 program tiers**
 - Silver
 - Gold
 - Platinum
- **Partner benefits**
 - Commission on Esri software sales
 - Training discounts
 - Advertising discounts
 - Annual Partner Conference
 - Co-marketing
 - Exhibitor opportunities



Methods

- One Esri Bootcamp
 - Annual distributor training
 - Ensure knowledge transfer / alignment with corporate developments and messages
- International User Conference (July)
 - 15,000 + Attendees in San Diego, California
 - 1 week for users
 - 2 weeks for distributors



Opportunities

- Lots! Growth opportunities in every country and in every market
- Geography underpins nearly all economic activities
- GIS platform can be used throughout the enterprise, enabling employees and contractors to discover, use, make, and share maps from any device, anywhere, anytime
- Consumerization of IT brings GIS into each office and home
- EU Regulations (water directive, INSPIRE, etc.)



CONSUMERIZATION *of* IT

Thank You

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