

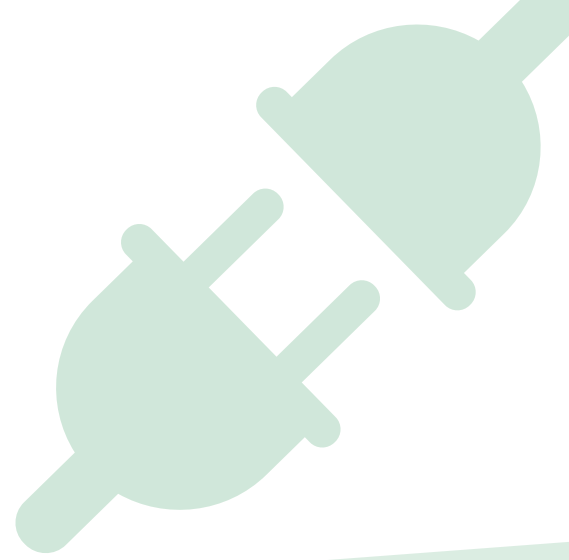


# How to Integrate ArcGIS® with Your Enterprise Systems

Extend the reach and capabilities of your applications.

**VertiGIS Studio™**

# Visualize and interact with your data



ArcGIS allows you to map and visualize data in meaningful ways, and expose patterns that can't be seen anywhere else. The challenge is that your most important business data likely lives in your ERP, asset/land management, business intelligence, and/or document management system(s).

## Get more out of your data

By integrating your mapping applications with the 3<sup>rd</sup> party systems and data sources in your organization, you can significantly extend their reach and capabilities.



### **Increase spatial awareness**

Gain the added element of spatial awareness, and take your business data to the next level by identifying patterns that can only be seen when visualizing it on a map.



### **Leave your data where it is**

Integrations make it easier to manage and maintain your data: you no longer need to replicate, move, or remodel it.



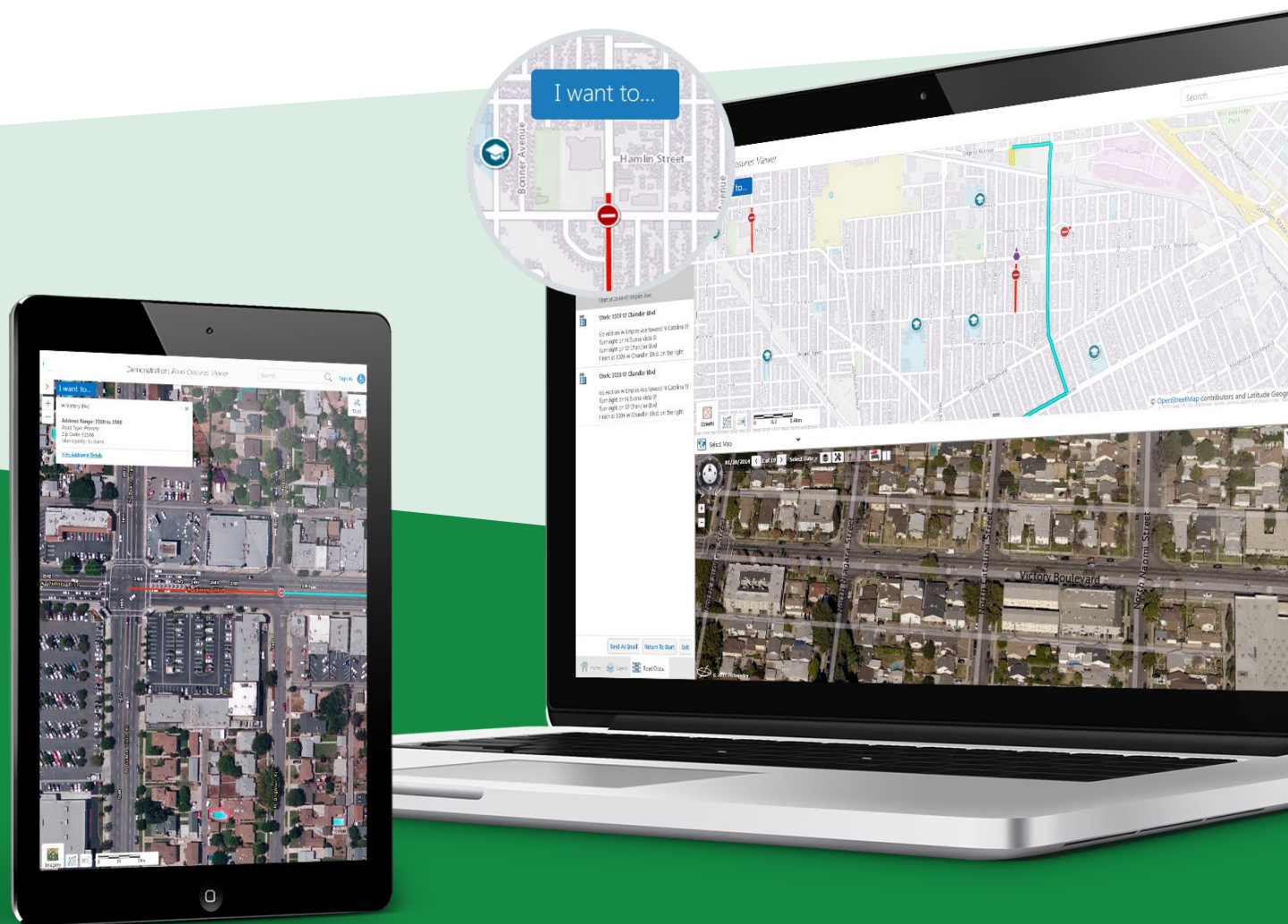
### **Streamline data access**

Break down departmental siloes and enable data to flow between systems seamlessly, providing a more efficient way to access the information you need to make important business decisions.



Integrations

# VertiGIS Studio



From ERP to asset management to business intelligence, VertiGIS Studio offers integration options that allow you to visualize and interact with key 3<sup>rd</sup> party business data directly in your ArcGIS applications.

With a range of out-of-the-box and custom options, you can integrate your applications with virtually any business system or data source that you're currently using.

Let's dive into the range of integration options offered with VertiGIS Studio, and provide some examples of different types of systems you may need to integrate with ArcGIS.

## Integrations

# A range of options

VertiGIS Studio integrations provide you with ultimate flexibility. There are numerous approaches that provide different levels of integration, and require different levels of effort.

- |                               |                         |
|-------------------------------|-------------------------|
| 1. Data Linking               | 5. Feature Hyperlinking |
| 2. Workflows                  | 6. Custom/API           |
| 3. 3 <sup>rd</sup> Party Maps | 7. Embedding            |
| 4. URL Parameters             |                         |

## Non-Spatial Data Linking

Not all data you need to interact with lives in a spatial database; key business information often lives in databases that are controlled and maintained by other departments. With VertiGIS Studio, you can pull this non-spatial data into your application and work with it on the map.

When applications leverage data linking, VertiGIS Studio quietly queries outside databases and displays relational data seamlessly alongside spatial data. This connection between your spatial and tabular database is executed in real-time and is invisible to the end-user.

No duplication or synchronization of data is required. All you need is an relational database with data that contains a shared key or attribute (e.g. parcel ID).

A great example of data linking in action can be seen in many local government applications, particularly applications that display tax parcel information. The spatial data often contains limited characteristics and doesn't include things like historic values. Creating a data link to the assessment database lets you see historic property values alongside the spatial attributes, all in real-time and in a way that is not intrusive.



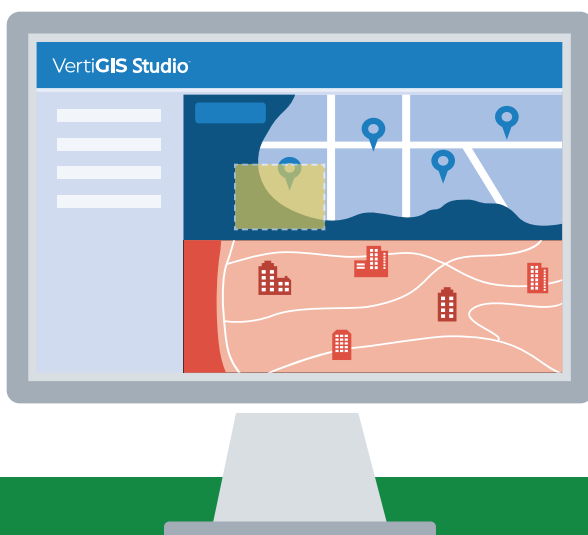
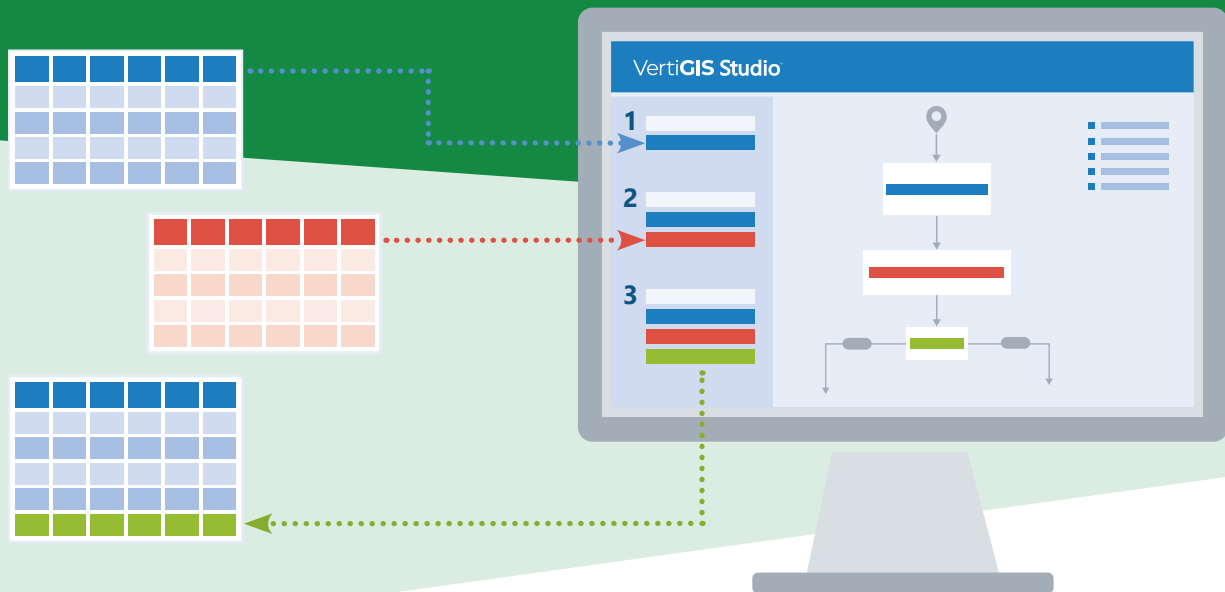
## Automated Workflows

VertiGIS Studio workflows can collect data from basically anywhere with any method, compile that information, and take action based upon the result. 3rd party data can be combined in any way to tell the workflow what to do.

A great example would be if you are using *Oracle® Care & Billing*, *Cityworks®* and *VertiGIS Studio*. Let's imagine an application you've built is required for field crews to track and manage water meter installations,

and the crew needs to view and update 2-3 pieces of information about the meter/location that lives in Oracle and Cityworks.

A workflow would expose a simple form in your application that prompts the field crew to update the required information. Upon completion of the form, the workflow pushes the new data to its appropriate location, whether it is inside Oracle or Cityworks.



## 3<sup>rd</sup> Party Maps

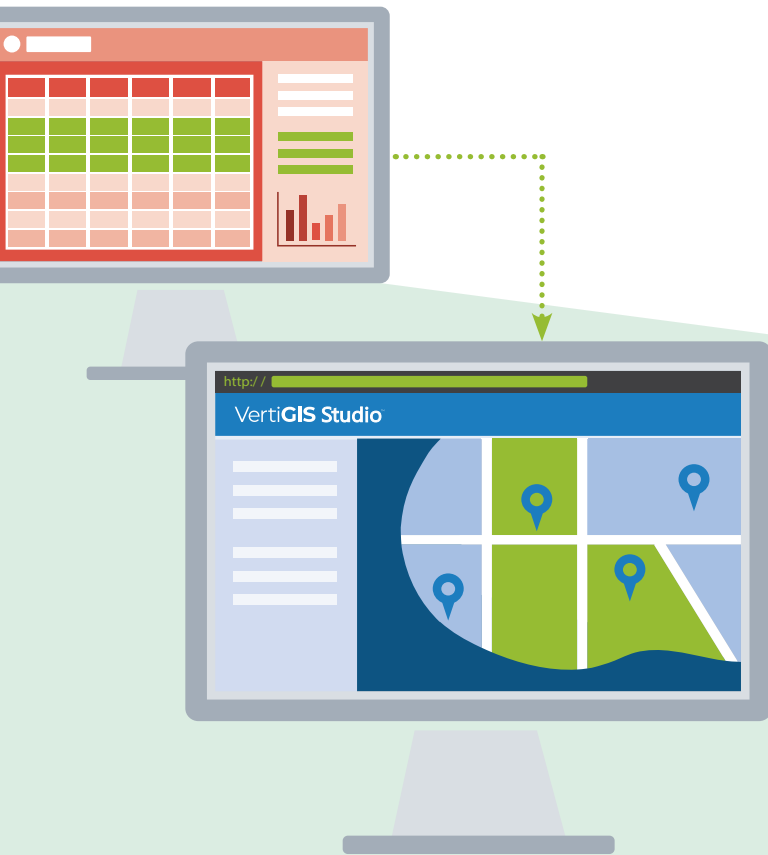
VertiGIS Studio allows you to integrate 3<sup>rd</sup> party maps into your applications.

For example, you can integrate *Bing Maps Bird's Eye View™*, *Pictometry®* (satellite imagery), or spatially referenced video (e.g. a plane flying along a telecommunications line).

## URL Parameters

Sometimes you need to start an application in a certain state (e.g. zoomed to a specific geography and highlighting specific features). VertiGIS Studio allows you to add various parameters to the end of an application URL and tell the application to launch in your desired state.

URL parameters are typically used when launching a VertiGIS Studio application from within another system. For example, you may be looking at a report in your business intelligence system and would like to view the subset of data on a map. By setting the proper URL parameters, you can tell your application how to focus on the data when it opens, so you don't have to spend time panning and zooming around the map to find what you're looking for.



## Feature Hyperlinking

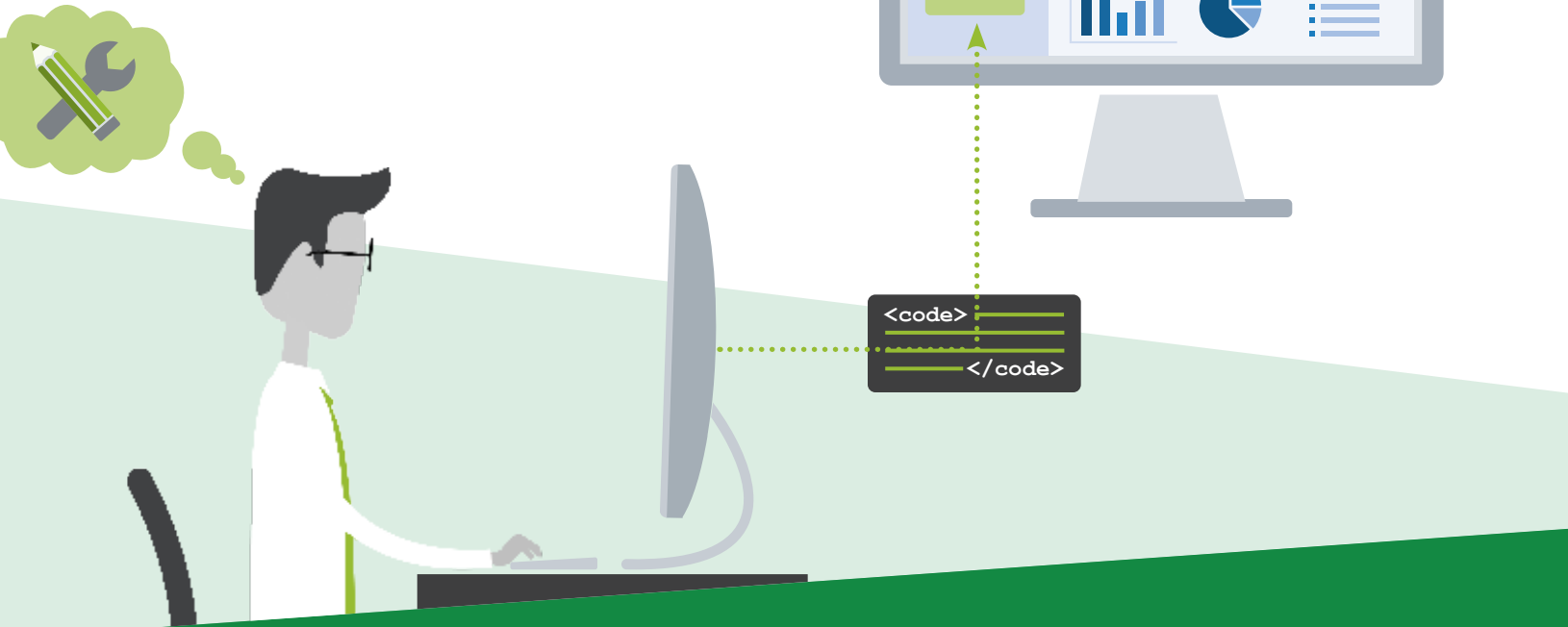
The inverse of URL parameters, feature hyperlinking lets you open an external, 3<sup>rd</sup> party system in a certain view, based upon the context in your VertiGIS Studio application.

This might involve linking to a relevant file that lives inside your document management system. Instead of digging through all your documents, the feature hyperlink will open the specific record you're interested in.



## Custom/API

Beyond out-of-the-box, VertiGIS Studio provides complete development flexibility so you can write custom code to integrate if needed. We don't limit your ability to customize integrations – you can write code against our API(s) to enable real-time, bi-directional exchange of data and commands.



## Embedding

VertiGIS Studio applications can be embedded in almost any HTML page. This may be done to provide spatial context about a piece of data in your 3rd party system, without having to leave the page.

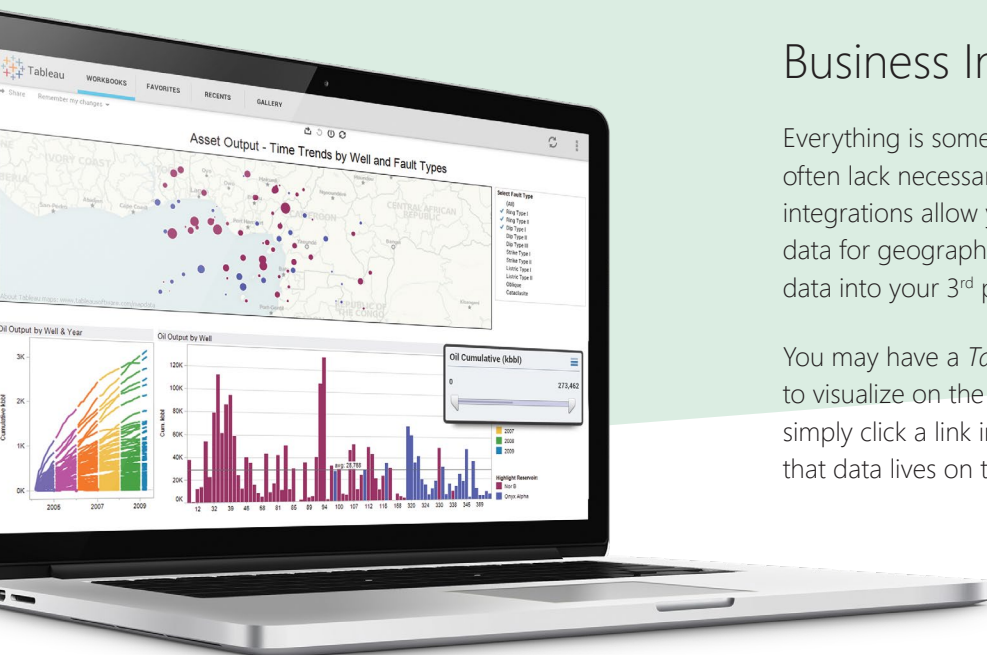
Certain 3rd party applications can also be embedded within your VertiGIS Studio viewer.



## Integrations

# Types of systems

Now that you've discovered the the ways to integrate ArcGIS with your business systems and data sources, let's explore a few examples of different types of systems that create additional benefits when integrated with your web mapping applications.



## Business Intelligence

Everything is somewhere, and business intelligence systems often lack necessary spatial context. VertiGIS Studio integrations allow you to visualize key business intelligence data for geographic areas of interest, push relevant spatial data into your 3<sup>rd</sup> party system, and so much more.

You may have a *Tableau*® report, for example, that you'd like to visualize on the map. By integrating with ArcGIS, you can simply click a link in Tableau and be taken directly to where that data lives on the map.



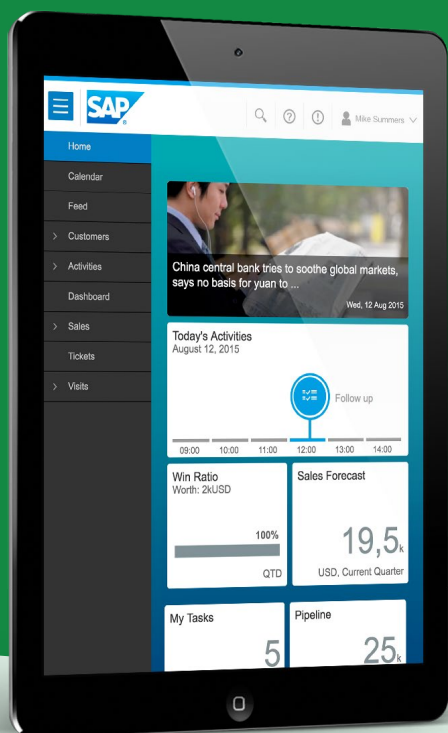


## Enterprise Resource Planning (ERP)

ERP systems like SAP® and Oracle® are critical to an organization. They often house financial, development, manufacturing, sales and marketing, and human resources data that is important to day-to-day operations.

In many cases, this data needs to be viewed - or even updated - from within your mapping application. Similar to the earlier workflow example, VertiGIS Studio allows you to collect your ERP data from various locations, make changes to it, and push the updated data back to where it belongs.

For example, some VertiGIS Studio customers have integrated ArcGIS with their ERP to visualize land development and financial information inside an application, and then make necessary updates to that information without leaving it.



## Asset & Land Management

Many assets (and land, of course!) are inherently spatial and require periodic inspections and changes to their attributes. By integrating your asset and land management applications with VertiGIS Studio, you can view and update asset attributes in your application, allowing your organization to operate more efficiently.

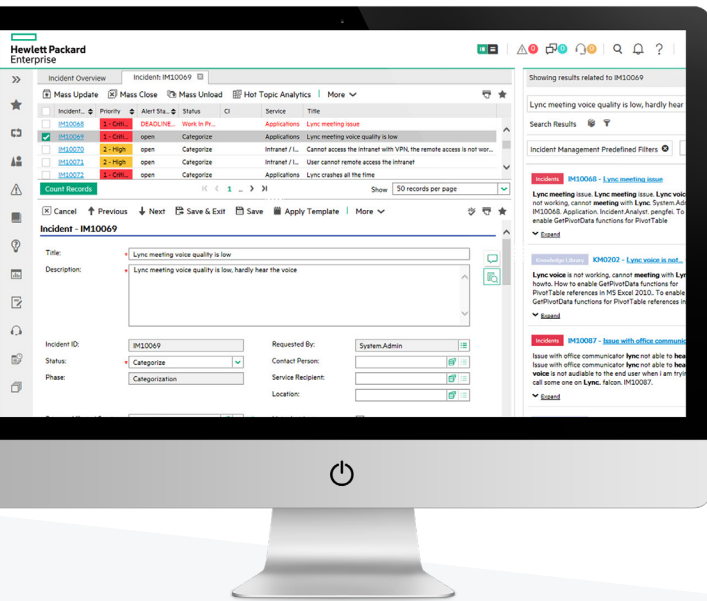
By visualizing the assets inside your mapping application, inspection crews, maintenance technicians, and other staff members can plan routes and work plans more efficiently.



## Document Management

Document management systems are great for storing and organizing important information, but if you're trying to access documents related to features in your mapping applications, it can be difficult and time intensive to track down what you need.

When important documentation lives in a 3<sup>rd</sup> party system, quick and easy access is not always possible. VertiGIS Studio integrations allow you to link directly to documents stored in your 3<sup>rd</sup> party system that are related to a geographic feature. Query, download, and upload to your document management system from within ArcGIS, and aggregate access to important records.



Insert your  
system here

Don't see an enterprise application you're using listed? It still likely integrates with VertiGIS Studio.

If you'd like to learn how VertiGIS Studio can integrate ArcGIS with your critical business systems or data sources, get in touch with us.

[Learn More](#)



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### **We add value to core Esri technology**

Our work extends what's possible with Esri's ArcGIS platform. VertiGIS Studio requires and works exclusively with Esri GIS technology.

### **A history of success**

Since 1999, we have guided our customers through major shifts in technology and engineered our products alongside Esri's Geospatial Cloud.

### **Our customers are innovators**

Our mission is to help you accomplish even more with your Esri investment. Our customers are recognized as leaders who build applications that tackle complex problems to make a meaningful difference in the world.

**[www.vertigis.com/studio](http://www.vertigis.com/studio)**

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**VertiGIS Studio™**

#### **VertiGIS**

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