

Maps for Office Extends Location Analytics

Esri has released Esri Maps for Office, an analysis tool that allows business professionals to visualise data by creating and sharing interactive maps directly within Microsoft Office. Esri Maps for Office is a downloadable add-in for Microsoft Office 2010 that helps organisations make better decisions through location analytics.

With Esri Maps for Office, business professionals can quickly create interactive maps from their data in a Microsoft Excel spreadsheet. These live maps, which can be based on any geographic component, such as customer locations or sales by ZIP code, can be simply added to Microsoft PowerPoint presentations or shared through Esri's ArcGIS Online. Maps shared through ArcGIS Online can then be distributed throughout an organisation or embedded into mobile or web applications.

The interactive maps and presentations business professionals create with Esri Maps for Office provide a powerful way of exploring issues ranging from gaps in existing service to opportunities for growth. Esri Maps for Office allows analysts to investigate their data as colour-coded maps, point maps, or heat maps, and provides full control over the way data is displayed on the map. Organizations can overlay their data on a set of standardised Esri background maps or search through the extensive library of geospatial content available through ArcGIS Online.

Esri Maps for Office is available as a free download to organisations with ArcGIS Online subscriptions.

<https://www.gim-international.com/content/news/maps-for-office-extends-location-analytics>
