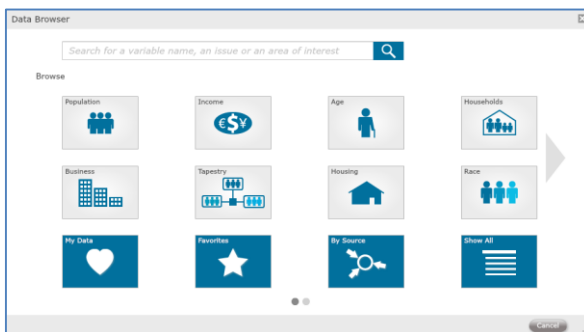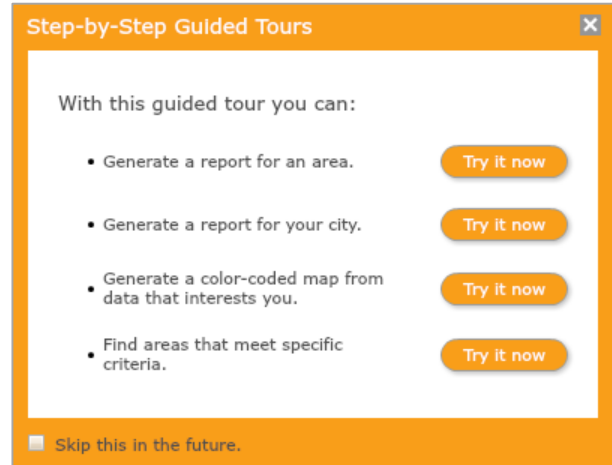# Benefits of the New Business Analyst Online

Log in [here](#) to try out these useful features.

Step-by-Step Guided Tours

Get started quickly and learn how to complete common tasks with guided tours that walk you through each step.
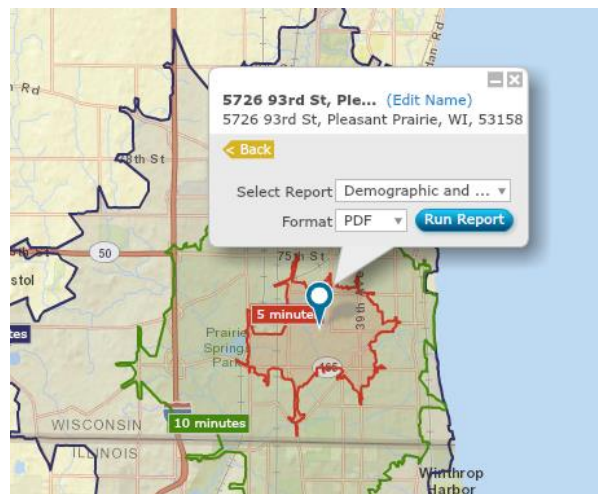

It's Easy to Find Data

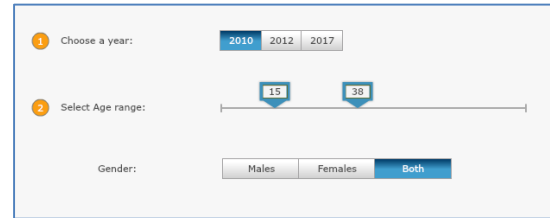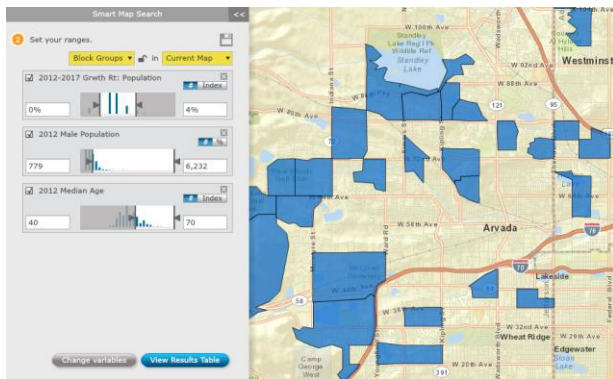The new data browser helps you quickly find the data you want to map and analyze.

Get Reports in Seconds

You can now create sites and run reports on the fly form a new streamlined workflow.

Create Custom Variables

You're no longer limited to predefined age or income brackets. You can select multiple brackets or define your own, such as households earning over $50K annually or men aged 25–75. Or use advanced options to create even more variables to map and analyze.
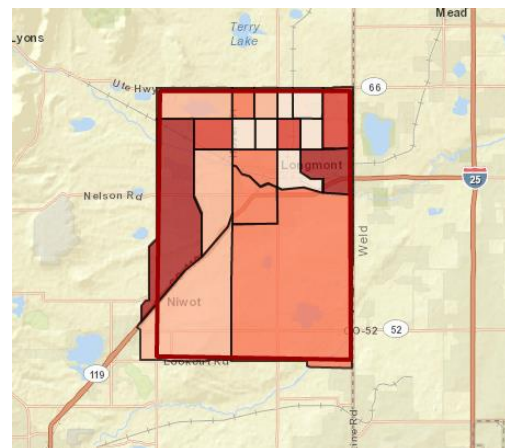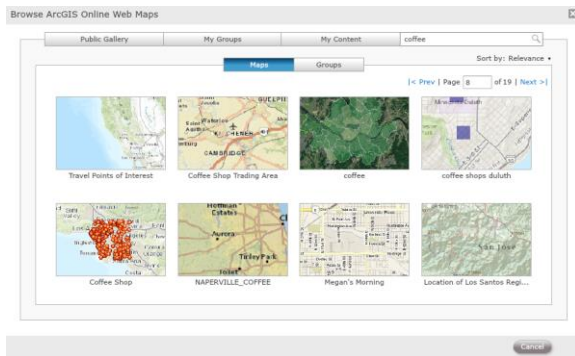
Responsive Smart Map Searches

Search results are now more interactive and responsive. You can see which areas match your criteria on the fly as you set your filters. Importantly, you can also see why areas *don't* match your criteria. You now can control the color of results and directly generate reports for the area that match your criteria.

Keep Your Audience's Attention

You can limit color-coded maps and Smart Map Search results to a site area you define so your audience won't get distracted by data outside of the area of interest.
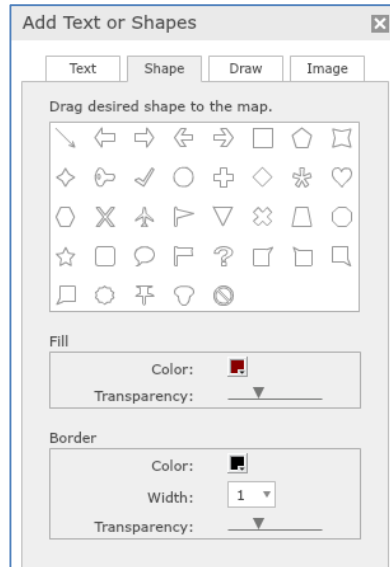
Access Unlimited Map Content

You can add map layers published by others on ArcGIS Online. Now you can find public groups more easily.
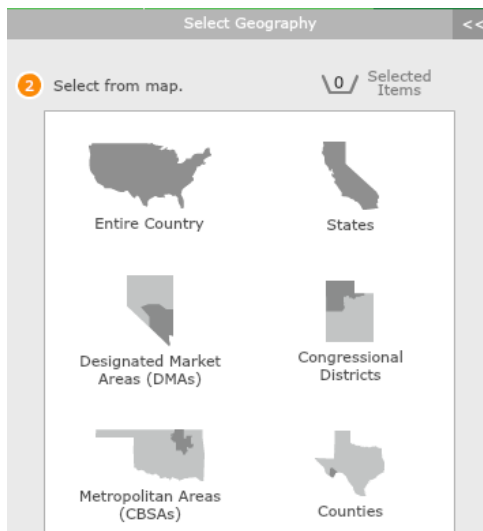
Add Notes, Pictures, and Labels

Your maps communicate even more when you use tools for adding labels, images and icons
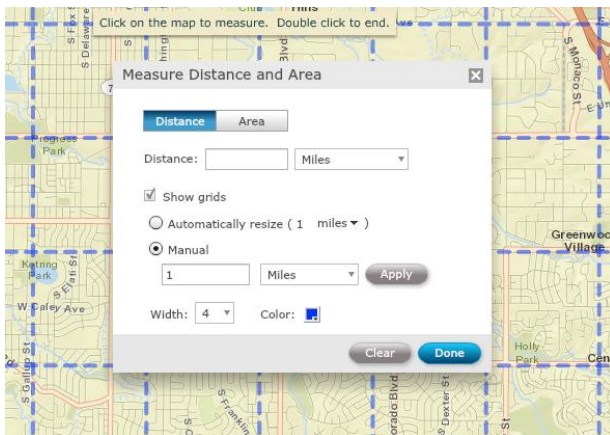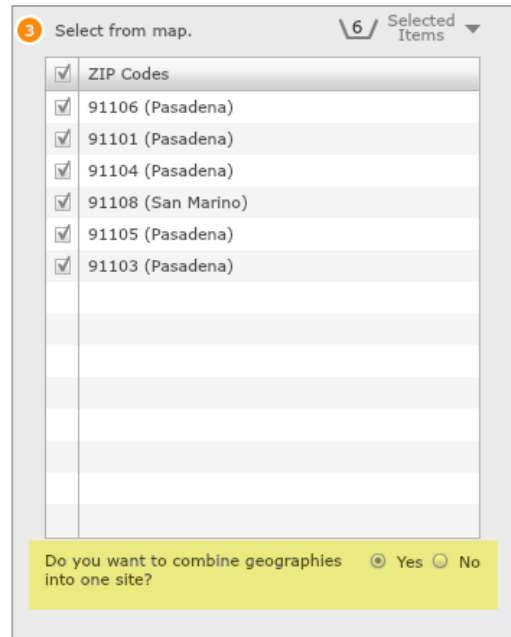
Select Geographies on Map

You can now click the map to select the geographies for which you want reports.

Time Saving Geography Selection

You can now select multiple geographies at one time, and then choose whether to combine them into one site or keep them separate for reporting purposes.
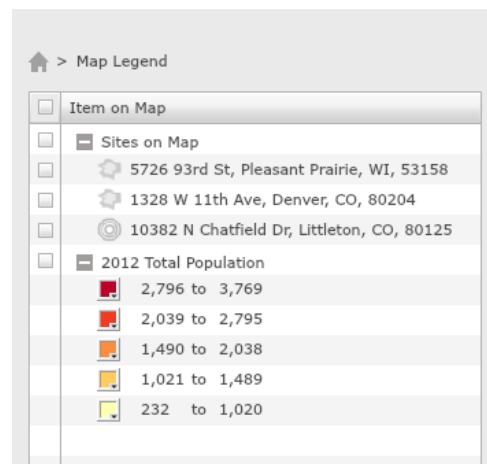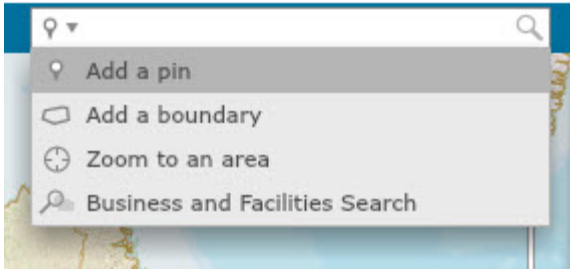

Measure Distance and Area

Find the distance between locations or calculate the square area for an area you specify. Or overlay a grid in order to judge distance anywhere on the map.

New Map Legend

View and control what is on the map easily in one place.

Improved Search Bar

A new search bar allows you to enter an address so you can navigate to a location quickly. A boundary option allows you to put a geographic boundary (such as a city or county border) on the map instead of a pin. The "Zoom to an area" option allows you to zoom to an area without have a pin put on the map.

International Data (Coming Soon!)

Subscribers will have access to international data for any country as it is added to the application.

ArcGIS Online

Business Analyst Online now uses ArcGIS Online Organization subscriptions. This means you get all of the sharing benefits built into ArcGIS Online. It also provides the ability to organize your own groups of content that can be used in Business Analyst Online or other Esri apps.
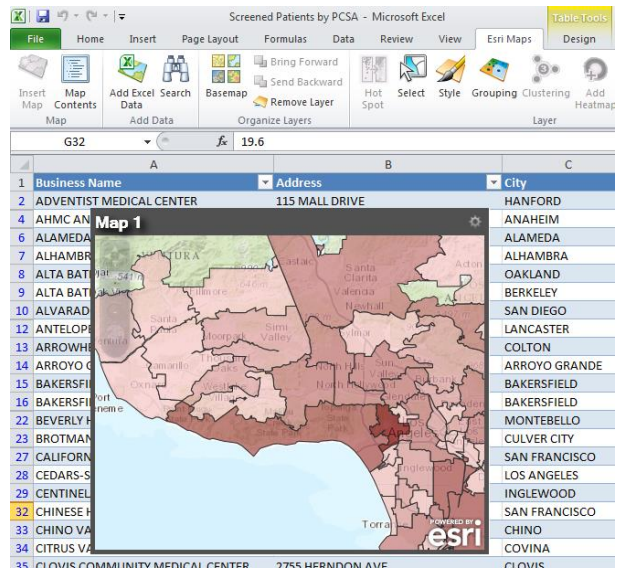

5 Users Included

Five subscriptions to the application are included with the lowest pricing tier. Pricing is available for additional users.
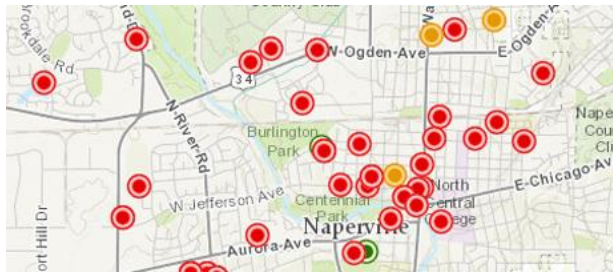
Access to Esri Maps for Office

Your also get access to Esri Maps for Office. You can create maps in Excel, and then reuse them in Business Analyst Online.

Other Esri Apps Included

You can also use other Esri apps as part of your subscription, such as Esri Maps for SharePoint and the Collector for ArcGIS