

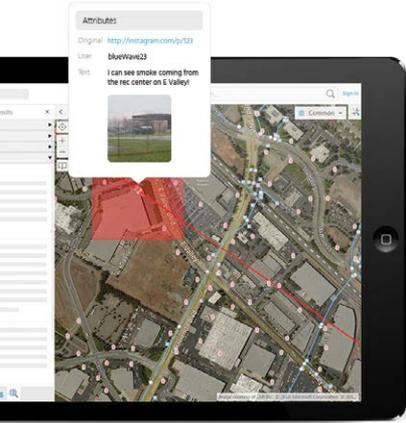


# Geocortex Active Operating Picture

Respond to emergency situations with a reliable, direct link to the field.

**Geocortex**<sup>®</sup>

# Communication



## Real-time Data

Geocortex Active Operating Picture (AOP) is engineered to support the display of self-reporting resources in real time, and HTML5 technology allows for updated, on-demand push notifications.

## Real-time Information Stream

Integrate real-time event feeds and use rules you define to detect and alert you of important events.

## Social Media Integration

Source additional intelligence from the public via the social media channel(s) of your choice, with out-of-the-box capabilities for Twitter and Instagram.

# Collaboration

## Shared Maps

Keep incident commanders and first responders on the same page, across devices, in emergency situations.

## Map-and-Marker Tool

Draw and push coordinates to the entire response team and plan clear, visual routes for better situational awareness. Changes to the map extent and mark-up are pushed to all users on the same channel in real-time.

## Field Photo Collaboration

First responders can take important, geo-located photos and upload them into the common view.

## Dedicated Communication Channels

Reduce confusion, track conversations and make critical decisions quickly.



# Data & asset management

## See Resources and Assets

Know the immediate area, including potential hazards, or buildings that can be converted into emergency shelters.

## Accurate GIS Data

Leverage geographic information to understand the severity and extent of a situation; what's in the affected area; and what areas may be affected next. Data is trusted and authoritative because it belongs to you.

## Area Briefing Book

Combine all available data in an area of interest into a mini briefing book, including key demographic information, which improves your ability to respond effectively.



# Gain control of the situation

## Incident Commanders

- Help protect lives and property by understanding the severity and extent of an incident.
- Keep field responders safe by monitoring their statuses, and stay well informed through map-based collaboration and decision making.
- Make timely decisions with confidence that you have the most relevant, accurate and up-to-date information, including observations from your eyes-on-the-ground responders.

## Field Responders

- Visualize and understand the current situation as it develops.
- Use high-quality printed map outputs for field reference.
- Collaborate with your team and incident commanders with virtual "map-and-marker" tools.
- Provide live information from the field.





# Geocortex leverages Esri's ArcGIS® Enterprise and modern Web GIS pattern

## We add value to core Esri technology

Our work is impossible without Esri's outstanding ArcGIS platform. Geocortex requires Esri GIS technology, and works exclusively with Esri technology.

## Geocortex is an alternative to problematic custom development

Geocortex is appropriate when custom capabilities are needed; it's an alternative to custom application development using core APIs and SDKs (which can become costly and time consuming).

We always recommend going with the simplest solution that works. If Esri's ready-to-go *Collector for ArcGIS* or an *AppStudio for ArcGIS* template can be configured to meet your requirements, leverage one of these options.

## Where does Geocortex fit?

Geocortex technology helps organizations achieve even greater success with Esri's modern ArcGIS platform. Esri technology evolves at an amazing pace, and we work on the front lines to help you accomplish even more - as broadly and deeply as possible - at your organization. Since 1999, our products have evolved steadily over time to ensure we continue to add compelling value.

We're all about maximizing alignment. Our mission is to help you make the most of your investment in Esri today, while keeping you optimally aligned for the future.

v2.0

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