



Case Study

“GEO Jobe brought GIS knowledge and deep experience with the ArcGIS ecosystem to complement our expertise in computer vision. The ArcGIS Online application that came out of our collaboration resonated well with our existing customers and resulted in unprecedented interest from new leads.”

Janine Yoong, Head of Business Development at Mapillary

Mapillary ArcGIS Integration with GEO Jobe

In 2015 Mapillary joined the Esri Startup Program, an avenue to build on the ArcGIS ecosystem and develop solutions for the ArcGIS user base. Mapillary has grown in use over the years and is now accessible to hundreds of thousands of users of ArcGIS Online who have access to the application via the ArcGIS Marketplace.

The Challenge

Mapillary has been growing steadily in functionality and use, however, there was a need for an integration with ArcGIS Online to enable users to add, edit, and manage features within ArcGIS. Additionally the solution was required to be made available to users via the ArcGIS marketplace.

GEO Jobe

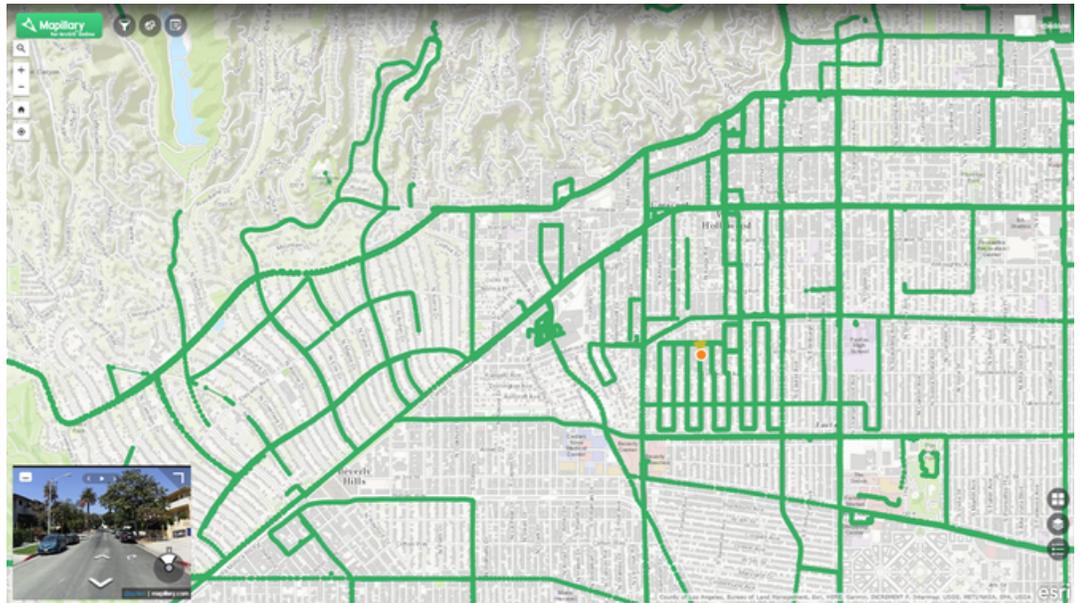
The company has been providing GIS applications, solutions, and services since 1999. Additionally, GEO Jobe is the developer of several leading applications for ArcGIS Online available via the ArcGIS Marketplace. Their flagship application, Admin Tools, a powerful toolset for administrators within ArcGIS organizations, is an award winner and has gained wide recognition as the top free app in the marketplace. GEO Jobe has worked with Esri business partner companies to provide knowledge and technology to support their path to entry into the marketplace. Their years of experience in this domain made them a powerful resource to support Mapillary in getting accepted into the marketplace.

The Solution

Mapillary required the development of a web application to facilitate feature layer editing by GIS professionals using a technology stack including Mapillary data and Esri's ArcGIS Online platform. The intended outcome of this development was to be an interface that is familiar and intuitive in workflow to GIS professionals who typically work with the ArcGIS Platform. This interface would allow for Mapillary street level imagery to be used as reference for data management, allow for users to view the location of their map data inside Mapillary street-level imagery, and would also harness the advantages of the ArcGIS Marketplace to allow for trial periods as well as subscription services to the application.



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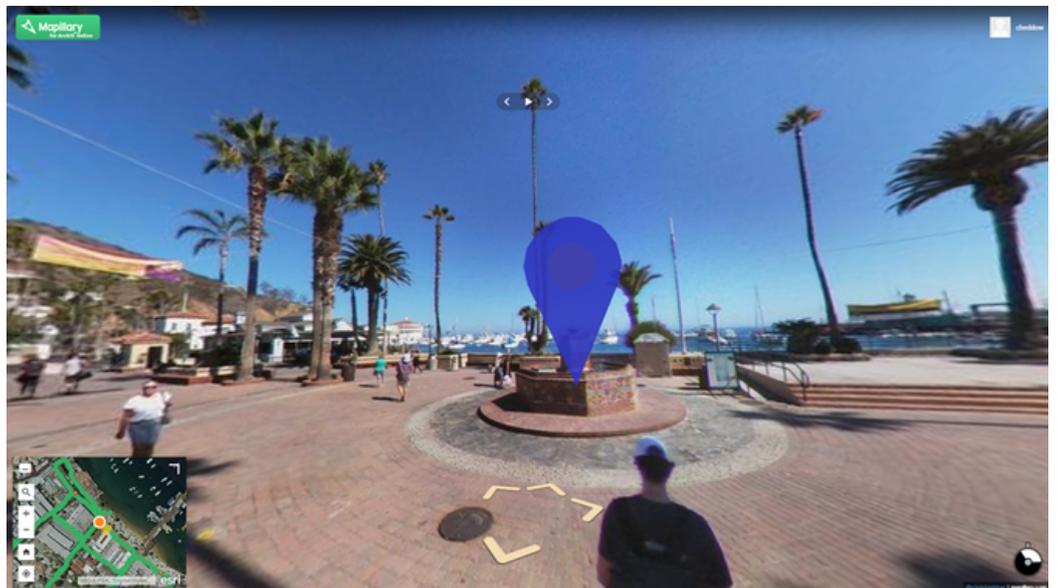
The Results

The development process resulted in an application that powerfully demonstrated Mapillary's capabilities in the context of the Esri ArcGIS Online platform. New trials were opening daily once the application was released on the marketplace, generating dialogue between Mapillary and new potential customers. Viewing, editing, and building of GIS point datasets is now possible using Mapillary imagery, including the capability of clicking objects in the imagery to add a corresponding point on the map. ArcGIS Online users may also view and filter Mapillary imagery coverage across the globe, as well as view a layer indicating the locations of detected traffic signs. Overall, the collaboration between GEO Jobe and Mapillary has served to increase interest in Mapillary as well as offer valuable new functions to ArcGIS Online users.



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