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COMPANY ANALYSIS

ESRI MALAYSIA SDN. BHD.

COURSE/COURSE CODE	TECHNOLOGY ENTREPRENEURSHIP/ ENT600
FACULTY	FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
PROGRAMME	BACHELOR OF SURVEYING SCIENCE AND GEOMATICS (HONS)
TITLE	ARCGIS DESKTOP SOFTWARE
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ACKNOWLEDGEMENT

First of all, a lot of thanks to Allah for giving me an opportunity further my studies to Bachelor Degree and successfully complete this case study report for ENT600. My special thanks go to my lecturer Dr. Shafiq Shahrudin for the guidance and advice while finishing this case study. My sincere appreciation extends to the Esri Malaysia Sdn. Bhd. for providing a details information regarding the product and company which is very useful for this study. Also, thanks to all of my classmates and friends for helping and sharing the knowledge with me in order to complete this case study report.

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EXECUTIVE SUMMARY

Esri Malaysia Sdn Bhd is Malaysia's sole distributor of Esri GIS software products and services more than one thousand of the country's leading government agencies and commercial enterprises. In this case study, it is focus on the ArcGIS desktop software which is the foundational piece of the ArcGIS platform for GIS professionals. The product was identified, investigated and analysed along to find the problems and come out with suitable solution for the product innovation.




The first problem is the unfriendly and complicated interface likes toolbar interface will really takes time to learn and be familiar for the inexperienced users. It was many processing tools in GIS software and the users need to dig up to reach the desired tools. So, the simpler interface with systematic tools arrangement needs to be consider by a GIS software developer. The second problem is software crash which is suddenly not responding and stop working. Generally, the software crash is depending on the computer capabilities and the system. Thus, the developer should take an account the mitigating measure for the problem that will be occur. Esri Malaysia need to develop a tool to automatically check and monitor the system which is critical tool to prevent software crashes and mistakes. All of these problems and solutions were considered to help Esri Malaysia in developing high quality product in order to maintain their good reputation.

MayGIS desktop software was proposed as a new product with an additional system and function that suitable for GIS desktop software. The proposed GIS software will be design by using ribbon and equipped with the autosave, auto recovery and data backup system just like how Microsoft and AutoCAD did to their software. This product is an easy understand software with the data loss prevention. So, the users do not need to be worry about working with GIS application and their works anymore with MayGIS software because it provides a platform to getting up and running with GIS technology.

2.3 PRODUCT/SERVICES

2.3.1 PRODUCTS

Table 1: Product Lists for Esri Malaysia

PRODUCTS	DESCRIPTION
<p>ArcGIS Online</p> 	<p>Part of the Esri Geospatial Cloud, ArcGIS Online enables you to connect people, locations, and data using interactive maps. Work with smart, data-driven styles and intuitive analysis tools that deliver location intelligence. Share your insights with the world or specific groups.</p> <ul style="list-style-type: none"> • Make maps • Share and collaborate • Analyse Data • Work with data
<p>ArcGIS Enterprise</p> 	<p>Build your foundation with the platform that started it all - ArcGIS Enterprise - the complete system for all your geospatial needs. Get the tools to make maps, analyse data, solve problems, and share geospatial data. Behind your firewall or in the cloud, our market-leading Enterprise GIS mapping software will support your work and deliver results.</p> <ul style="list-style-type: none"> • Secure enterprise deployment • Data management • Mapping and visualisation • Analysis and discovery
<p>ArcGIS Pro</p> 	<p>ArcGIS Pro, the powerful single desktop GIS application, is feature-packed software developed with enhancements and user-requested features. ArcGIS Pro supports data visualisation; advanced analysis; and</p>