

case study

“GEO Jobe was instrumental in helping us get our product launched into the ArcGIS Marketplace. They collaborated with our development and marketing teams to help us learn best practices and navigate the Marketplace throughout the entire process.”

Sandi McDaniel,
Business Development
Manager, VESTRA
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Vestra ArcGIS Marketplace Support

In 2016 VESTRA Resources announced their GeoSystems Monitor for ArcGISSM Online, a cutting-edge application that monitors maps and webmap services. When the monitor detects an issue a real-time notification is sent to the GIS/IT Professional via email or text, allowing the professional to formulate a proactive resolution

The Challenge

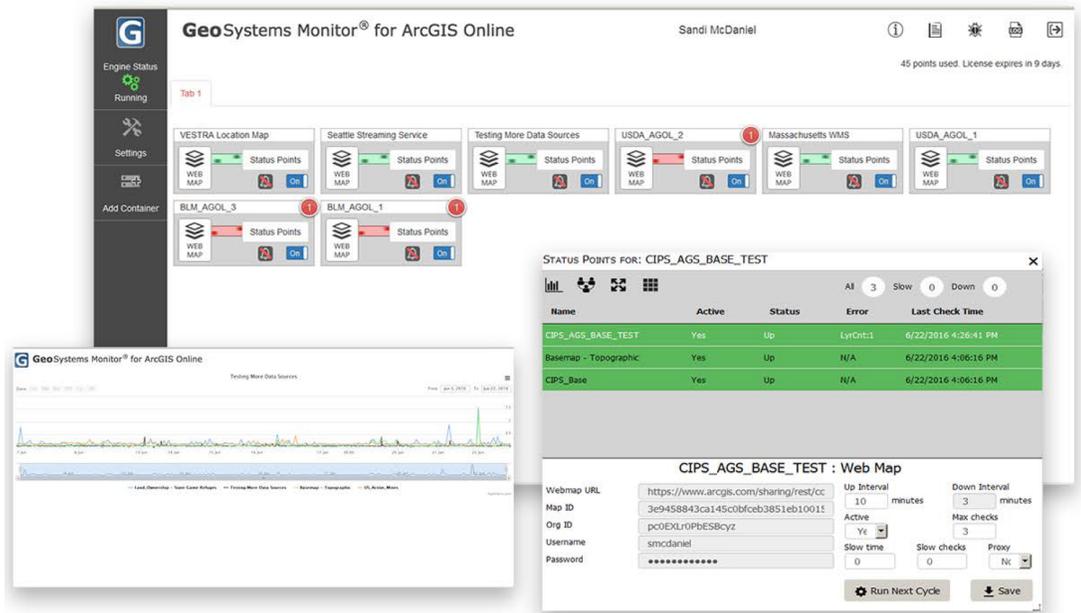
Geosystems Monitor has been growing steadily in functionality and use, however, with a tighter integration with ArcGIS Online the solution was required to be made available to users via the ArcGIS marketplace. Getting the app in front of this audience was an important step to reach decision makers and extend the reach globally.

GEO Jobe

The company has been providing GIS application, 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 ArcGIS Marketplace and their years of experience in this domain made them a natural to consider to support Vestra and gain wider exposure via the ArcGIS Marketplace.

The Solution

VESTRA had a need to make GeoSystems Monitor available to user of ArcGIS Online. "GEO Jobe was instrumental in helping us get our product launched into the ArcGIS Marketplace. They collaborated with our development and marketing teams to help us learn best practices and navigate the Marketplace throughout the entire process. After our launch, we leveraged the popularity of GEO Jobe's Admin Tools by advertising within their solution. We've seen tremendous results through these advertising efforts. GEO Jobe's generosity, expertise, knowledge, and willingness to help have played an integral role in our Marketplace success!"



The Results

In 2016 VESTRA Resources, Inc. announced the availability of GeoSystems Monitor for ArcGISSM Online on Esri's ArcGIS Marketplace. GeoSystems Monitor for ArcGISSM Online allows your ArcGIS Online Administrator (or other ArcGIS Online User) to receive instant alerts pinpointing issues when maps or services fail, helping you to get back online before users call.



The launch and marketing of this product involved leveraging the ArcGIS Marketplace expertise and marketing platform provided by GEO Jobe. Advertisements (example below) were run for 6 months in GEO Jobe's Admin Tools for ArcGIS Online, which led to weekly lead generation. The beauty of advertising in Admin Tools for ArcGIS online is that the entire audience is specifically administrators of the ArcGIS Online platform. As a result, each lead was a legitimate engagement with very little noise or mis-marketing to random demographics.

Overall this was an extremely positive experience with excellent results!



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