Esri Product Naming, Marks, and Terminology Guide

Foundational Products

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Full name with marks	Category	Short or common use name after first occurrence of full name
ArcGIS® Enterprise	foundational	ArcGIS Enterprise
ArcGIS® Enterprise on Amazon Web Services	foundational	ArcGIS Enterprise on Amazon Web Services
ArcGIS® Enterprise on Kubernetes®	foundational	ArcGIS Enterprise on Kubernetes
ArcGIS® Enterprise on Microsoft® Azure	foundational	ArcGIS Enterprise on Microsoft Azure
ArcGIS® Enterprise Workgroup	foundational	ArcGIS Enterprise Workgroup
ArcGIS® Online	foundational	ArcGIS Online
ArcGIS® Location Platform	foundational	Location Platform
ArcGIS® Platform	foundational	Platform
ArcGIS® Pro	foundational	ArcGIS Pro

Extensions

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Full name with marks	Category	Short or common use name after first occurrence of full name
ArcGIS® 3D Analyst™	extension	3D Analyst
ArcGIS® Aviation Airports	extension	Aviation Airports
ArcGIS® Aviation Charting	extension	Aviation Charting
ArcGIS® Bathymetry	extension	Bathymetry
ArcGIS® Data Interoperability	extension	Data Interoperability
ArcGIS® Data Reviewer	extension	Data Reviewer
ArcGIS® Defense Mapping	extension	Defense Mapping
ArcGIS® Excalibur™	extension	Excalibur
ArcGIS for INSPIRE (Classic)	extension	INSPIRE (Classic)
ArcGIS® GeoAnalytics™ Server	extension	GeoAnalytics Server
ArcGIS® GeoEvent™ Server	extension	GeoEvent Server
ArcGIS® GeoPlanner℠	extension	GeoPlanner
ArcGIS® Geostatistical Analyst™	extension	Geostatistical Analyst
ArcGIS® Hub℠	extension	Hub
ArcGIS® Hub℠ Premium	extension	Hub Premium
ArcGIS® Image	group name	ArcGIS Image
ArcGIS® Image Analyst	extension	Image Analyst
ArcGIS® Image Dedicated	extension	Image Dedicated
ArcGIS® Image for ArcGIS® Online	extension	ArcGIS Image Online
ArcGIS® Image Server	extension	Image Server
ArcGIS® Indoors™	group name	Indoors
ArcGIS® Indoors™ Maps	extension	Indoors Maps
ArcGIS® Indoors™ Pro	extension	Indoors Pro
ArcGIS® Indoors™ Spaces	extension	Indoors Spaces
ArcGIS® Insights℠	extension	Insights
ArcGIS® IPS™	extension	ArcGIS IPS

ArcGIS® Knowledge	group name	ArcGIS Knowledge
ArcGIS Knowledge Studio	extension	Knowledge Studio
ArcGIS Knowledge Server	extension	Knowledge Server
ArcGIS® LocateXT	group name	LocateXT
ArcGIS® Maritime	extension	Maritime
ArcGIS® Mission (group name)	group name	Mission
ArcGIS® Mission Manager	extension	Mission Manager
ArcGIS® Mission Responder	extension	Mission Responder
ArcGIS® Mission Server	extension	Mission Server
ArcGIS® Monitor	extension	Monitor
ArcGIS® Network Analyst™	extension	Network Analyst
ArcGIS® Notebooks	extension	Notebooks
ArcGIS® Notebooks Server	extension	Notebooks Server
ArcGIS® Pipeline Referencing	extension	Pipeline Referencing
ArcGIS® Pro Intelligence	extension	ArcGIS Pro Intel
ArcGIS® Production Mapping	extension	Production Mapping
ArcGIS® Publisher	extension	Publisher
ArcGIS® Roads and Highways	extension	Roads and Highways
ArcGIS® Spatial Analyst™	extension	Spatial Analyst
ArcGIS® StreetMap™ Premium	extension	StreetMap Premium
ArcGIS® Tracking Analyst	extension	Tracking Analyst
ArcGIS® Velocity℠	extension	Velocity
ArcGIS® Video Server	extension	Video Server
ArcGIS® Workflow Manager	extension	Workflow Manager
Esri® Redistricting	extension	Redistricting
Premium Feature Data Store	extension	Premium Data Store

Apps
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Full name with marks	Category	Short or common use name after first occurrence of full name
ArcGIS® Collector	app	Collector
ArcGIS® Companion℠	app	Companion
ArcGIS® Configurable Apps	app	Configurable Apps
ArcGIS® Dashboards	app	Dashboards
ArcGIS® Data Pipelines	app	Data Pipelines
ArcGIS® Earth	app	ArcGIS Earth
ArcGIS® Editor for OpenStreetMap	app	OSM Editor
ArcGIS® Experience Builder	app	Experience Builder
ArcGIS® Field Maps	app	Field Maps
ArcGIS® Flight	app	Flight
ArcGIS® GeoBIM℠	app	ArcGIS GeoBIM
ArcGIS® for AutoCAD®	app	ArcGIS for AutoCAD
ArcGIS® for Microsoft® 365	group name	ArcGIS for Microsoft 365

Full name with marks	Category	Short or common use name after first occurrence of full name
ArcGIS® Connectors for Power Automate℠	app	ArcGIS Connectors for Power Automate
ArcGIS® for Excel®	app	ArcGIS for Excel
ArcGIS® for Power Apps℠	app	ArcGIS for Power Apps
ArcGIS® for Power BI	app	ArcGIS for Power BI
ArcGIS® for SharePoint®	app	ArcGIS for SharePoint
ArcGIS® for Teams®	app	ArcGIS for Teams
ArcGIS® Instant Apps	app	Instant Apps
ArcGIS® Maps for Adobe® Creative Cloud®	app	Maps for Adobe Creative Cloud
ArcGIS® Navigator	app	Navigator
ArcGIS® Roadway Reporter	app	Roadway Reporter
ArcGIS® QuickCapture	app	QuickCapture
ArcGIS® Solutions	app	ArcGIS Solutions
ArcGIS® StoryMaps℠	app	ArcGIS StoryMaps
ArcGIS® StoryMaps℠ Briefings app	app	Briefings app
ArcGIS® Survey123	app	Survey123
ArcGIS® Vector Tile Style Editor	app	Vector Tile Style Editor
ArcGIS® Web AppBuilder	app	Web AppBuilder
ArcGIS® Web Editor	app	Web Editor
ArcGIS® Workforce	app	Workforce
R-ArcGIS® Bridge	app	R-ArcGIS Bridge
SAS-ArcGIS® Bridge	app	SAS-ArcGIS Bridge

Focused Products		
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Full name with marks	**Category**	**Short or common use name after first occurrence of full name**
ArcGIS® AllSource™	focused	AllSource
ArcGIS® Business Analyst™	group name	
ArcGIS® Business Analyst™ Desktop	focused	Business Analyst Desktop
ArcGIS® Business Analyst™ Desktop Canadian Edition Basic	focused	Business Analyst Desktop Basic
ArcGIS® Business Analyst™ Desktop Canadian Edition Standard	focused	Business Analyst Desktop Standard
ArcGIS® Business Analyst™ Enterprise	focused	Business Analyst Enterprise
ArcGIS® Business Analyst™ Mobile App	focused	Business Analyst Mobile App
ArcGIS® Business Analyst™ Pro	focused	Business Analyst Pro
ArcGIS® Business Analyst℠ Web App	focused	Business Analyst Web App
ArcGIS® CityEngine®	focused	CityEngine
ArcGIS® Community Analyst℠	focused	Community Analyst
ArcGIS® Data Appliance	focused	Data Appliance
ArcGIS® Drone2Map®	focused	Drone2Map
ArcGIS® GeoAnalytics™ Engine	focused	GeoAnalytics Engine
Esri® Geoportal™ Server	focused	Geoportal Server
ArcGIS® INSPIRE Open Data	focused	INSPIRE Open Data
ArcGIS® Reality	group name	Reality

Full name with marks	Category	Short or common use name after first occurrence of full name
ArcGIS® Reality for ArcGIS® Pro	focused	Reality for ArcGIS Pro
ArcGIS® Reality Studio	focused	Reality Studio
ArcGIS® Urban	focused	Urban
ArcGIS® World Geocoder	focused	World Geocoder
Esri® Demographics	focused	Demographics
Esri® Reports	focused	Esri Reports
Esri® Tapestry™ Segmentation	focused	Tapestry
Site Scan for ArcGIS®	group name	Site Scan
Site Scan Flight for ArcGIS®	focused	Site Scan Flight
Site Scan Manager for ArcGIS®	focused	Site Scan Manager
StoryMaps℠	focused	StoryMaps
SURE™ for ArcGIS®	focused	SURE

Developer Technology		
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Full name with marks	**Category**	**Short or common use name after first occurrence of full name**
ArcGIS® API for JavaScript™	developer	JavaScript API
ArcGIS® API for Python	developer	Python API
ArcGIS® AppStudio	developer	AppStudio
ArcGIS® AppStudio Player	developer	AppStudio Player
ArcGIS® Arcade	developer	Arcade
ArcGIS® CityEngine® SDK	developer	CityEngine SDK
ArcGIS® Data Hosting service	developer	Data Hosting service
ArcGIS® Engine	developer	Engine
ArcGIS® Engine Developer Kit	developer	Engine Dev Kit
ArcGIS® Engine Developer Kit for Linux®	developer	Engine Dev Kit for Linux
ArcGIS® Engine Developer Kit for Windows®	developer	Engine Dev Kit for Windows
ArcGIS® Engine for Linux®	developer	Engine for Linux
ArcGIS® Engine for Windows®	developer	Engine for Windows
ArcGIS® Engine Geodatabase Update	developer	Engine Geodatabase Update
ArcGIS® Enterprise SDK	developer	Enterprise SDK
ArcGIS® Location Services	group name	Location Services
ArcGIS® Basemap Styles service	developer	Basemap Styles service
ArcGIS® Geocoding service	developer	Geocoding service
ArcGIS® GeoEnrichment℠ service	developer	GeoEnrichment service
ArcGIS® Places service	developer	Places service
ArcGIS® Routing service	developer	Routing service
ArcGIS® Maps SDKs	group name	Maps SDKs
ArcGIS® Maps SDK for JavaScript™	developer	JavaScript Maps SDK
ArcGIS® Maps SDKs for Game Engines	group name	Game Engines Maps SDKs
ArcGIS® Maps SDK for Unity®	developer	Unity Maps SDK
ArcGIS® Maps SDK for Unreal Engine®	developer	Unreal Engine Maps SDK
ArcGIS® Maps SDKs for Native Apps	group name	Native Maps SDKs

ArcGIS® Maps SDK for Java™	developer	Java Maps SDK
ArcGIS® Maps SDK for Kotlin™	developer	Kotlin Maps SDK
ArcGIS® Maps SDK for .NET	developer	.NET Maps SDK
ArcGIS® Maps SDK for Qt™	developer	Qt Maps SDK
ArcGIS® Maps SDK for Swift	developer	Swift Maps SDK
ArcGIS® Pro SDK for .NET	developer	ArcGIS Pro SDK
ArcGIS® REST API	developer	REST API
ArcGIS® REST JS	developer	REST JS
ArcGIS® Runtime SDKs	group name	ArcGIS Runtime SDKs
ArcGIS® Runtime SDK for .NET	developer	ArcGIS .NET SDK
ArcGIS® Runtime SDK for Android™	developer	ArcGIS Android SDK
ArcGIS® Runtime SDK for iOS™	developer	ArcGIS iOS SDK
ArcGIS® Runtime SDK for Java™	developer	ArcGIS Java SDK
ArcGIS® Runtime SDK for macOS™	developer	ArcGIS macOS SDK
ArcGIS® Runtime SDK for Qt™	developer	ArcGIS Qt SDK
ArcObjects™ SDK for cross platform C++ Linux®	developer	ArcObjects SDK C++ Linux
ArcObjects™ SDK for cross platform C++ Windows®	developer	ArcObjects SDK C++ Windows
ArcObjects™ SDK for Java™ Linux®	developer	ArcObjects SDK Java Linux
ArcObjects™ SDK for Java™ Windows®	developer	ArcObjects SDK Java Windows
ArcObjects™ SDK for Microsoft® .NET Framework	developer	ArcObjects SDK .NET
ArcGIS® StreetMap™ Premium for ArcGIS® Runtime	developer	StreetMap Premium for Runtime
Calcite Design System	developer	Calcite
Esri® File Geodatabase API	developer	File Geodatabase API
Esri® Leaflet	developer	Esri Leaflet
Esri® Map Extensibility API	developer	Extensibility API

Capabilities		
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Full name with marks	**Category**	**Short or common use name after first occurrence of full name**
ArcGIS® Advanced Editing	capability	Advanced Editing
ArcGIS® Living Atlas of the World	capability	ArcGIS Living Atlas
ArcGIS® Location Data	capability	Location Data
ArcGIS® Location Services	group name	Location Services
ArcGIS® Basemaps	capability	Basemaps
ArcGIS® Geocoding	capability	Geocoding
ArcGIS® GeoEnrichment℠	capability	GeoEnrichment
ArcGIS® Places	capability	Places
ArcGIS® Routing	capability	Routing
ArcGIS® Parcel Fabric	capability	Parcel Fabric
ArcGIS® Trace Network	capability	Trace Network
ArcGIS® Utility Network	capability	Utility Network

User Types		
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Full name with marks	**Descriptor**	**Short or common use name after first occurrence of full name**
Contributor	user type	Contributor
Creator	user type	Creator
Editor	user type	Editor
GIS Professional Advanced	user type	GIS Professional Advanced
GIS Professional Basic	user type	GIS Professional Basic
GIS Professional Standard	user type	GIS Professional Standard
Mobile Worker	user type	Mobile Worker
Professional	user type	Professional
Professional Plus	user type	Professional Plus
Viewer	user type	Viewer
Technology Components		
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Full name with marks	**Descriptor**	**Short or common use name after first occurrence of full name**
Activity Dashboard for ArcGIS®	software	Activity Dashboard
ArcGIS® Community Maps Editor	software	Community Maps Editor
ArcGIS® Data and Maps	data & maps	Data and Maps (<year>)
ArcGIS® Data Store	software	Data Store
ArcGIS® Enterprise Cloud Builder for Amazon Web Services	software/utility	ArcGIS Enterprise Cloud Builder for Amazon Web Services
ArcGIS® Enterprise Cloud Builder for Microsoft® Azure	software/utility	ArcGIS Enterprise Cloud Builder for Microsoft Azure
ArcGIS® Enterprise Sites	software	Sites
ArcGIS® GeoCard℠	template	GeoCard
ArcGIS® GeoEnrichment℠ Server	software	GeoEnrichment Server
ArcGIS® GIS Server Basic	software	GIS Server Basic
ArcGIS® GIS Server Workgroup Basic	software	GIS Server Workgroup Basic
ArcGIS Graph Data Store	software	Graph Data Store
ArcGIS® Infographics Add-In	software	Infographics Add-In
ArcGIS® Ortho Maker™	software	Ortho Maker
ArcGIS® Server	software	ArcGIS Server
ArcGIS® Solutions Setup for ArcGIS® Enterprise	software	Solutions Setup for ArcGIS Enterprise
ArcGIS® Web Adaptor (group name)	software	Web Adaptor
ArcGIS® Web Adaptor (IIS)	software	Web Adaptor (IIS)
ArcGIS® Web Adaptor (Java™ Platform)	software	Web Adaptor (Java)
ArcGIS® Web Applications for Java™ Platform	software	Web Applications Java
ArcGIS® Web Applications for Microsoft® .NET Framework	software	Web Applications Microsoft .NET Framework
ArcGIS® Web Applications for Java™ Platform	software	Web Applications Java
ArcGIS® Web Applications for Microsoft® .NET Framework	software	Web Applications Microsoft .NET Framework

ArcPy™	software	ArcPy
credits	online currency	credits
Esri® Address Coder™	software	Address Coder
Field Maps Designer	software	Field Maps Designer
GeoForm	SaaS	GeoForm
Location Server	software	Location Server
Maplex™	software	Maplex
Map Viewer	SaaS	Map Viewer
ModelBuilder™	software	ModelBuilder
Portal for ArcGIS®	software	Portal
Portal for ArcGIS® Help Language Pack	software	Portal Help Language Pack
QuickCapture Designer	software	QuickCapture Designer
Reality Engine	software	Reality Engine
Scene Viewer™	SaaS	Scene Viewer
Standard Feature Data Store	storage	Standard Data Store
StoryScape℠	software	*StoryScape*
Survey123 Connect	software	Survey123 Connect
Workflow Manager Server	software	Workflow Manager Server
Workflow Manager Web App	software	Workflow Manager Web App

Technology Components – Geodatabase Types
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Full name with marks	Descriptor	Short or common use name after first occurrence of full name
Custom Chart Builder	software	Custom Chart Builder
Deep Learning Studio	software	Deep Learning Studio
geodatabase (group name)	group name	geodatabase
desktop geodatabase	software	desktop geodatabase
enterprise geodatabase	software	enterprise geodatabase
file geodatabase	software	file geodatabase
mobile geodatabase	software	mobile geodatabase
personal geodatabase	software	personal geodatabase
workgroup geodatabase	software	workgroup geodatabase

Installers/Setup Programs
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Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® Location Referencing	installer	Location Referencing
ArcGIS® Mapping and Charting	installer	Mapping and Charting

Programs
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Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® Developer	subscription	ArcGIS Developer
ArcGIS® for Personal Use	subscription	Personal Use

Full name with marks		
ArcGIS® for Schools Bundle	subscription	Schools Bundle
ArcGIS® for Student Use	subscription	Student Use
ArcGIS® Platform Technical Support	subscription	Platform Technical Support
Esri® Education Program	program	<u>Education Program</u>
Esri® Nonprofit Organization Program	program	<u>Nonprofit Organization Program</u>

Esri Services Packages & Programs		
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Full name with marks	**Descriptor**	**Short or common use name after first occurrence of full name**
ArcGIS® Aviation Charting Jumpstart	service package	Aviation Charting Jumpstart
ArcGIS® Aviation Charting Workshop	service package	Aviation Charting Workshop
ArcGIS® Data Reviewer Jumpstart	service package	Data Reviewer Jumpstart
ArcGIS® Data Reviewer Workshop	service package	Data Reviewer Workshop
ArcGIS® Defense Mapping Jumpstart	service package	Defense Mapping Jumpstart
ArcGIS® Defense Mapping Workshop	service package	Defense Mapping Workshop
ArcGIS® Enterprise Jumpstart	service package	Enterprise Jumpstart
ArcGIS® GeoEvent Server Jumpstart	service package	GeoEvent Server Jumpstart
ArcGIS® GeoPlanner Launch Kit	service package	GeoPlanner Launch Kit
ArcGIS® Hub Launch Kit	service package	Hub Launch Kit
ArcGIS® Image Management Jumpstart	service package	Image Management Jumpstart
ArcGIS® Maritime Jumpstart	service package	Maritime Jumpstart
ArcGIS® Maritime Workshop	service package	Maritime Workshop
ArcGIS® Monitor Jumpstart	service package	Monitor Jumpstart
ArcGIS® Monitor Remote Support	service package	Monitor Remote Support
ArcGIS® Production Mapping Jumpstart	service package	Production Mapping Jumpstart
ArcGIS® Production Mapping Workshop	service package	Production Mapping Workshop
ArcGIS® Urban Launch Kit	service package	Urban Launch Kit
ArcGIS® Workflow Manager Jumpstart	service package	Workflow Manager Jumpstart
ArcGIS® Workflow Manager Workshop	service package	Workflow Manager Workshop
Esri® Advantage Program	program	Advantage Program
Esri® Advantage Program for Partners	program	Advantage Program for Partners

Esri® Geoportal Server Jumpstart	service package	Geoportal Server Jumpstart
Esri® Managed Cloud Services	program	Managed Services

<table>
<tr><td colspan="3" align="center">Sales Bundles
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<tr><td>Full name with marks</td><td>Descriptor</td><td>Short or common use name after first occurrence of full name</td></tr>
<tr><td>ArcGIS® AEC Collections</td><td>sales bundle</td><td>AEC Collections</td></tr>
<tr><td>ArcGIS® Business Analyst™ Advanced Bundle</td><td>sales bundle</td><td>Business Analyst Advanced Bundle</td></tr>
<tr><td>ArcGIS® Business Analyst™ Standard Bundle</td><td>sales bundle</td><td>Business Analyst Standard Bundle</td></tr>
<tr><td>ArcGIS® Developer Bundle</td><td>sales bundle</td><td>Developer Bundle</td></tr>
<tr><td>ArcGIS® Drone Collections</td><td>sales bundle</td><td>Drone Collections</td></tr>
<tr><td>ArcGIS® for Microsoft® Planetary Computer</td><td>sales bundle</td><td>Microsoft Planetary Computer</td></tr>
<tr><td>ArcGIS® Pro All Extensions Bundle</td><td>sales bundle</td><td>Pro All Extensions Bundle</td></tr>
<tr><td>ArcGIS® Urban Suite</td><td>sales bundle</td><td>Urban Suite</td></tr>
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