



# Esri Product Naming, Marks, and Terminology Guide

## Products

The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.

Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® AllSource™	software	AllSource
ArcGIS® Business Analyst™ (group name)	software	
ArcGIS® Business Analyst™ Desktop	software	Business Analyst Desktop
ArcGIS® Business Analyst™ Desktop Canadian Edition Basic	software	Business Analyst Desktop Basic
ArcGIS® Business Analyst™ Desktop Canadian Edition Standard	software	Business Analyst Desktop Standard
ArcGIS® Business Analyst™ Enterprise	software	Business Analyst Enterprise
ArcGIS® Business Analyst™ Mobile App	app	Business Analyst Mobile App
ArcGIS® Business Analyst™ Pro	software	Business Analyst Pro
ArcGIS® Business Analyst <sup>SM</sup> Web App	app	Business Analyst Web App
ArcGIS® CityEngine®	app	CityEngine
ArcGIS® Collector	app	Collector
ArcGIS® Community Analyst <sup>SM</sup>	app	Community Analyst
ArcGIS® Community Maps Editor	software	Community Maps Editor
ArcGIS® Companion <sup>SM</sup>	app	Companion
ArcGIS® Configurable Apps	app templates	Configurable Apps
ArcGIS® Dashboards	app	Dashboards
ArcGIS® Desktop	software	ArcGIS Desktop
ArcGIS® Drone2Map®	app	Drone2Map
ArcGIS® Earth	app	ArcGIS Earth
ArcGIS® Enterprise	software	ArcGIS Enterprise
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 on Amazon Web Services	software	ArcGIS Enterprise on Amazon Web Services
ArcGIS® Enterprise on Kubernetes®	software	ArcGIS Enterprise on Kubernetes
ArcGIS® Enterprise on Microsoft® Azure	software	ArcGIS Enterprise on Microsoft Azure
ArcGIS® Enterprise Workgroup	software	ArcGIS Enterprise Workgroup
ArcGIS® Excalibur™	app	Excalibur
ArcGIS® Experience Builder	app	Experience Builder
ArcGIS® Explorer	app	Explorer
ArcGIS® Field Maps	app	Field Maps
ArcGIS® for AutoCAD®	app/add-in	ArcGIS for AutoCAD
ArcGIS® for Microsoft® 365 (group name)	app	ArcGIS for Microsoft 365
ArcGIS® Connectors for Power Automate <sup>SM</sup>	app	ArcGIS Connectors for Power Automate
ArcGIS® for Excel®	app	ArcGIS for Excel
ArcGIS® for Power Apps <sup>SM</sup>	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® GeoAnalytics™ Engine	software	GeoAnalytics Engine
ArcGIS® GeoAnalytics™ Server	software	GeoAnalytics Server
ArcGIS® GeoBIM <sup>SM</sup>	SaaS	ArcGIS GeoBIM
ArcGIS® GeoEvent™ Server	software	GeoEvent Server
ArcGIS® GeoPlanner <sup>SM</sup>	app	GeoPlanner
ArcGIS® GIS Server Basic	software	GIS Server Basic
ArcGIS® GIS Server Workgroup Basic	software	GIS Server Workgroup Basic
ArcGIS® Hub <sup>SM</sup>	SaaS	Hub
ArcGIS® Hub <sup>SM</sup> Premium	SaaS	Hub Premium
ArcGIS® Indoors™ (group name)	software	Indoors
ArcGIS® Indoors™ Maps	software	Indoors Maps
ArcGIS® Indoors™ Pro	software	Indoors Pro
ArcGIS® Indoors™ Spaces	software	Indoors Spaces
ArcGIS® Infographics Add-In	software	Infographics Add-In
ArcGIS® Insights <sup>SM</sup>	Software	Insights
ArcGIS® INSPIRE Open Data	Software	INSPIRE Open Data
ArcGIS® Instant Apps	SaaS	Instant Apps
ArcGIS® IPS™	software	ArcGIS IPS
ArcGIS® Knowledge (group name)	app	ArcGIS Knowledge
ArcGIS Knowledge Studio	app	Knowledge Studio
ArcGIS Knowledge Server	software	Knowledge Server
ArcGIS Graph Data Store	software	Graph Data Store
ArcGIS® Maps for Adobe® Creative Cloud®	software	Maps for Adobe Creative Cloud
ArcGIS® Mission (group name)	software	Mission
ArcGIS® Mission Manager	software	Mission Manager
ArcGIS® Mission Responder	software	Mission Responder
ArcGIS® Mission Server	software	Mission Server
ArcGIS® Monitor	software	Monitor
ArcGIS® Navigator	app	Navigator
ArcGIS® Notebook Server	software	Notebook Server
ArcGIS® Notebooks	software	Notebooks
ArcGIS® Online	SaaS	ArcGIS Online
ArcGIS® Online Public Account	SaaS	Public Account
ArcGIS® Open Data	SaaS	Open Data
ArcGIS® Ortho Maker™	app	Ortho Maker
ArcGIS® Pro	software	ArcGIS Pro
ArcGIS® Pro Intelligence	software	ArcGIS Pro Intel
ArcGIS® QuickCapture	app	QuickCapture
ArcGIS® Reality (group name)	software	Reality
ArcGIS® Reality for ArcGIS® Pro	software	Reality for ArcGIS Pro

ArcGIS® Reality Studio	software	Reality Studio
ArcGIS® Solutions	industry-specific configurations	ArcGIS Solutions
ArcGIS® Solutions Setup for ArcGIS® Enterprise	software	Solutions Setup for ArcGIS Enterprise
ArcGIS® StoryMaps <sup>SM</sup>	SaaS	ArcGIS StoryMaps
ArcGIS® Survey123	app	Survey123
ArcGIS® Urban	software	Urban
ArcGIS® Vector Tile Style Editor	software	Vector Tile Style Editor
ArcGIS® Velocity <sup>SM</sup>	SaaS	Velocity
ArcGIS® Video Server	software	Video Server
ArcGIS® Web AppBuilder	app	Web AppBuilder
ArcGIS® Workflow Manager	software & SaaS	Workflow Manager
ArcGIS® Workforce	app	Workforce
ArcReader <sup>TM</sup>	software	ArcReader
Esri® Redistricting	SaaS	Redistricting
Military Tools for ArcGIS®	industry-specific configuration	Military Tools
Portal for ArcGIS® Help Language Pack	software	Portal Help Language Pack
R-ArcGIS® Bridge	programming language	R-ArcGIS Bridge
SAS-ArcGIS® Bridge	programming language	SAS-ArcGIS Bridge
Site Scan for ArcGIS® (group name)	app	Site Scan
Site Scan Flight for ArcGIS®	app	Site Scan Flight
Site Scan Manager for ArcGIS®	app	Site Scan Manager
StoryMaps <sup>SM</sup>	SaaS	StoryMaps
SURE <sup>TM</sup> for ArcGIS®	software	SURE

### Product Extensions

The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.

Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® 3D Analyst <sup>TM</sup>	software	3D Analyst
ArcGIS® Aviation Airports	software	Aviation Airports
ArcGIS® Aviation Charting	software	Aviation Charting
ArcGIS® Bathymetry	software	Bathymetry
ArcGIS® Business Analyst <sup>TM</sup> Desktop	software	Business Analyst Desktop
ArcGIS® Business Analyst <sup>TM</sup> Desktop Canadian Edition	software	Business Analyst Desktop Canadian Edition
ArcGIS® Business Analyst <sup>TM</sup> Pro	software	Business Analyst Pro
ArcGIS® Data Interoperability	software	Data Interoperability
ArcGIS® Data Reviewer	software	Data Reviewer
ArcGIS® Defense Mapping	software	Defense Mapping
ArcGIS® Geostatistical Analyst <sup>TM</sup>	software	Geostatistical Analyst
ArcGIS® Image (group name)	software	ArcGIS Image
ArcGIS® Image Analyst	software	Image Analyst

ArcGIS® Image Dedicated	software	Image Dedicated
ArcGIS® Image for ArcGIS® Online	SaaS	ArcGIS Image Online
ArcGIS® Image Server	software	Image Server
ArcGIS® LocateXT	software	LocateXT
ArcGIS® Maritime	software	Maritime
ArcGIS® Network Analyst™	software	Network Analyst
ArcGIS® Pipeline Referencing	software	Pipeline Referencing
ArcGIS® Production Mapping	software	Production Mapping
ArcGIS® Publisher	software	Publisher
ArcGIS® Roads and Highways	software	Roads and Highways
ArcGIS® Roadway Reporter	software	Roadway Reporter
ArcGIS® Schematics	software	Schematics
ArcGIS® Spatial Analyst™	software	Spatial Analyst
ArcGIS® Tracking Analyst	software	Tracking Analyst
ArcGIS® Workflow Manager	software	Workflow Manager

### Developer Technology

The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.

Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® API for JavaScript™	API	JavaScript API
ArcGIS® API for Python	API	Python API
ArcGIS® AppStudio	app	AppStudio
ArcGIS® AppStudio Player	app	AppStudio Player
ArcGIS® Arcade	scripting language	Arcade
ArcGIS® CityEngine® SDK	SDK	CityEngine SDK
ArcGIS® Engine	component library	Engine
ArcGIS® Engine Developer Kit	developer kit	Engine Dev Kit
ArcGIS® Engine Developer Kit for Linux®	developer kit	Engine Dev Kit for Linux
ArcGIS® Engine Developer Kit for Windows®	developer kit	Engine Dev Kit for Windows
ArcGIS® Engine for Linux®	component library	Engine for Linux
ArcGIS® Engine for Windows®	component library	Engine for Windows
ArcGIS® Engine Geodatabase Update	component library	Engine Geodatabase Update
ArcGIS® Enterprise SDK	SDK	Enterprise SDK
ArcGIS® Maps SDKs (group name)	SDKs	Maps SDKs
ArcGIS® Maps SDK for JavaScript™	SDK	JavaScript Maps SDK
ArcGIS® Maps SDKs for Game Engines (group name)	SDKs	Game Engines Maps SDKs
ArcGIS® Maps SDK for Unity®	SDK	Unity Maps SDK
ArcGIS® Maps SDK for Unreal Engine®	SDK	Unreal Engine Maps SDK
ArcGIS® Maps SDKs for Native Apps (group name)	SDKs	Native Maps SDKs
ArcGIS® Maps SDK for Java™	SDK	Java Maps SDK

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

## Data and Location Services

The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.

Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® Data Appliance	hardware & software	Data Appliance
ArcGIS® GeoEnrichment <sup>SM</sup> Service	data service	GeoEnrichment Service
ArcGIS® Living Atlas of the World	maps, apps, & data service	ArcGIS Living Atlas
ArcGIS® StreetMap™ Premium	data	StreetMap Premium
ArcGIS® StreetMap™ Premium for ArcGIS® Runtime	data	StreetMap Premium for Runtime
ArcGIS® World Geocoder	hardware & software	World Geocoder
ArcGIS® World Geocoding Service	service	World Geocoding Service
ArcGIS® World Routing Service	service	World Routing Service
ArcGIS® Data and Maps	data & maps	Data and Maps (<year>)
Esri® Demographics	data service	Demographics
Esri® Reports	SaaS	Esri Reports
Esri® Tapestry™ Segmentation	data service	Tapestry

## User Types and User Type Extensions

The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.

Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® Advanced Editing	user type extension	ArcGIS Advanced Editing
ArcGIS® Image for ArcGIS Online	user type extension	ArcGIS Image Online
ArcGIS® Parcel Fabric	user type extension	Parcel Fabric
ArcGIS® Trace Network	user type extension	Trace Network
ArcGIS® Utility Network	user type extension	Utility Network
ArcGIS® Workflow Manager	user type extension	Workflow Manager
Creator	user type	Creator
Editor	user type	Editor
GIS Professional	user type	GIS Professional
Location Sharing	user type extension	Location Sharing
Mobile Worker	user type	Mobile Worker
Viewer	user type	Viewer

## Open Source Products

The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.

Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® Editor for OpenStreetMap	software	OSM Editor
ArcGIS® Landscape Analyst	software	Landscape Analyst
ArcGIS® Landscape Modeler	software	Landscape Modeler
Esri® Geoportal™ Server	software	Geoportal Server
Esri® Story Maps Basic <sup>SM</sup>	story map template	Story Maps Basic
Esri® Story Maps Cascade <sup>SM</sup>	story map template	Cascade
Esri® Story Maps Crowdsourcing <sup>SM</sup>	story map template	Crowdsourcing
Esri® Story Maps Journal <sup>SM</sup>	story map template	Journal
Esri® Story Maps Shortlist <sup>SM</sup>	story map template	Shortlist
Esri® Story Maps Swipe and Spyglass <sup>SM</sup>	story map template	Swipe and Spyglass
Esri® Story Maps Series <sup>SM</sup>	story map template	Map Series
Esri® Story Maps Tour <sup>SM</sup>	story map template	Map Tour
GeoForm	story map template	GeoForm

## Technology Components

The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.

Full name with marks	Descriptor	Short or common use name after first occurrence of full name
Activity Dashboard for ArcGIS®	software	Activity Dashboard
ArcCatalog™	software	ArcCatalog
ArcGIS® Data Store	software	Data Store
ArcGIS® Enterprise Sites	software	Sites
ArcGIS® GeoCard <sup>SM</sup>	Experience Builder template	GeoCard
ArcGIS® GeoEnrichment <sup>SM</sup> Server	software	GeoEnrichment Server
ArcGIS® Server	software	ArcGIS Server
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
ArcGlobe™	software	ArcGlobe
ArcMap™	software	ArcMap
ArcPy™	software	ArcPy
ArcScene™	software	ArcScene
credits	online currency	credits
Data Pipelines	SaaS	Data Pipelines
Esri® Address Coder™	software	Address Coder
Field Maps Designer	software	Field Maps Designer
Location Server	software	Location Server
Maplex™	software	Maplex
Map Viewer	SaaS	Map Viewer
ModelBuilder™	software	ModelBuilder
Portal for ArcGIS®	software	Portal
Premium Feature Data Store	storage	Premium Data Store
QuickCapture Designer	software	QuickCapture Designer
Reality Engine	software	Reality Engine
Scene Viewer™	SaaS	Scene Viewer
Standard Feature Data Store	storage	Standard Data Store
StoryScape <sup>SM</sup>	software	StoryScape
Survey123 Connect	software	Survey123 Connect
Web Editor	SaaS	Web Editor
Workflow Manager Server	software	Workflow Manager Server
Workflow Manager Web App	software	Workflow Manager Web App
<b>Technology Components – Geodatabase Types</b> The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.		



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)	software	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
<b>Installers/Setup Programs</b>		
The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.		
ArcGIS® Location Referencing	installer	Location Referencing
ArcGIS® Mapping and Charting	installer	Mapping and Charting
<b>Programs</b>		
The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.		
Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® Desktop Advanced 180-Day Trial for Esri Press	trial	Esri Press trial
ArcGIS® Developer	subscription	ArcGIS Developer
ArcGIS® for Personal Use	subscription	Personal Use
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	<a href="#">Education Program</a>
Esri® Nonprofit Organization Program	program	<a href="#">Nonprofit Organization Program</a>
<b>Esri Services Packages &amp; Programs</b>		
The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.		
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	<a href="#">Managed Services</a>

### Sales Bundles

The mark symbology used in this guide is based on registrations and common law usage in the U.S. and may vary in other jurisdictions.

Full name with marks	Descriptor	Short or common use name after first occurrence of full name
ArcGIS® AEC Collections	sales bundle	AEC Collections
ArcGIS® Business Analyst™ Advanced Bundle	sales bundle	<a href="#">Business Analyst Advanced Bundle</a>
ArcGIS® Business Analyst™ Standard Bundle	sales bundle	<a href="#">Business Analyst Standard Bundle</a>
ArcGIS® Desktop All Extensions Bundle	sales bundle	<a href="#">Desktop All Extensions Bundle</a>
ArcGIS® Drone Collections	sales bundle	<a href="#">Drone Collections</a>
ArcGIS® for Microsoft® Planetary Computer	sales bundle	<a href="#">Microsoft Planetary Computer</a>
ArcGIS® Online Coronavirus Business Continuity Starter Pack	sales bundle	<a href="#">Business Continuity</a>
ArcGIS® Pro All Extensions Bundle	sales bundle	<a href="#">Pro All Extensions Bundle</a>
ArcGIS® Urban Suite	sales bundle	<a href="#">Urban Suite</a>