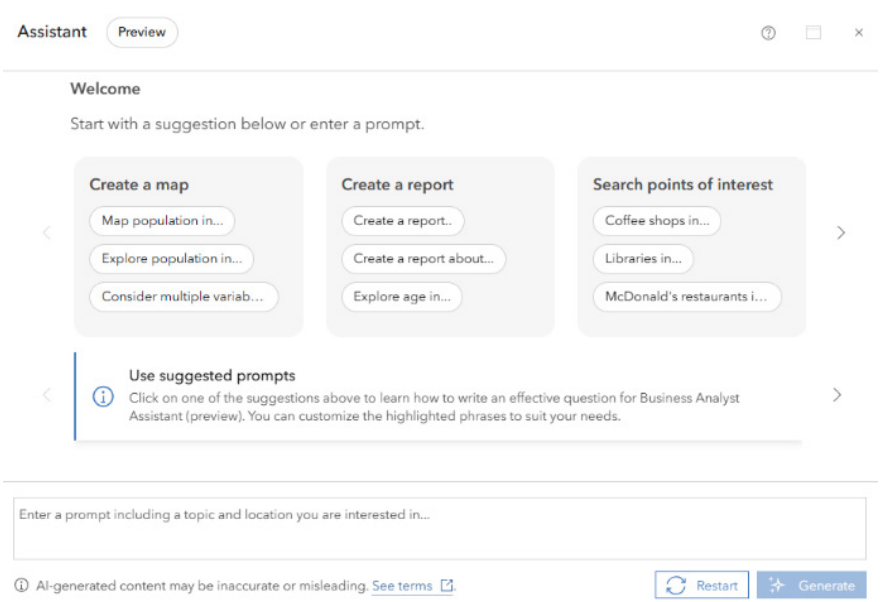
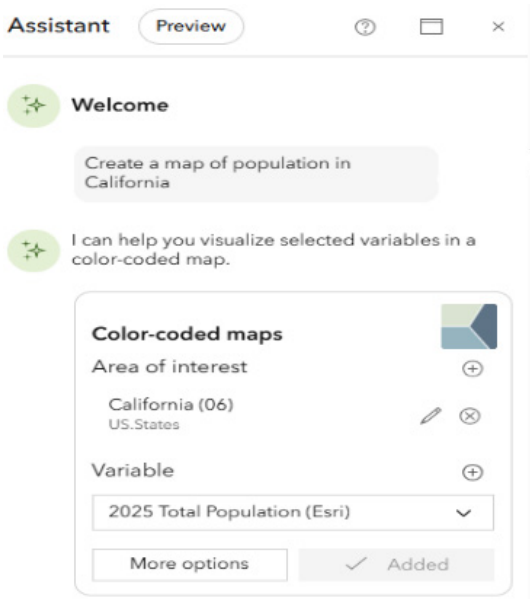
AI Transparency Card: Business Analyst Assistant

Section	Description	Response
Product - Name	ArcGIS product name	ArcGIS Business Analyst Web App
Product - Certification	Certification status of the ArcGIS Product	**In-Progress:** FedRAMP Moderate 2025
Product - Deployment	Deployment model of the product	SaaS
Name	AI feature name in the product	Business Analyst Assistant (Preview)
Purpose	Actions AI feature is expected to perform within the product	In-app productivity tool that uses AI to recommend popular workflows, data, infographic reports, and tips. It provides intelligent suggestions and understands geographic context through prompts or search queries.
Release Status	Release status of AI feature	Preview
Certification	Certification status of AI feature or its subprocessors	**None:** Future consideration
Deployment	AI feature provided via what deployment model	SaaS
Management	How AI feature can be enabled or disabled?	Opt-in by AGO Administrator
Management – Feedback	Can/how user AI feedback be enabled or disabled?	Opt-in by User
Management - Telemetry	How user AI telemetry data can be enabled or disabled?	**EUEI:** Admin Config, **Feature Specific**: Required, **Subprocessors**: None
Prompt Stored	Are prompts submitted to the AI stored?	**Not by default:** Only when feedback provided, **Retention:** 2 years, **Storage Purpose:** Specific Improvement
Response Stored	Are AI-generated responses stored?	**Not by default:** Only when feedback provided, **Retention:** 2 years, **Storage Purpose:** Specific Improvement
Personal Data	Is personal data in training, testing, or validation datasets?	No
Processing Location	Where data is processed across the product, feature, and LLM levels, including details on any subprocessors	**Product**: US AGO Infrastructure, **Feature**: US AGO Infrastructure, **LLM**: US AGO Infrastructure, no LLM subprocessors.
Intended Users	Primary intended users of the AI feature	Administrators, GIS Analyst
Out-of-Scope Uses	Scenarios AI feature may not perform accurately or reliably	Guidance beyond the geospatial domain. English language only.
Key Function	Key capabilities and how the AI feature enhances workflows	**Augment**: Workflow guidance by entering natural language prompts
Model Type & Technique	AI model type and technique	**Generative AI**: Text decoder-only, Transformer
Model Used	Specific model(s) used, such as GPT-4, Mistral 12B, etc.	Mistral-Nemo-Instruct-2407 model via Ollama Runtime
Esri AI Framework Use	Utilizes Esri's AI Framework to process customer data	No
Model License	License of AI model powering the AI feature	Open Source
Training Data Sources	Esri data sources used for development of AI feature	**Mix**: Open Source (model training data), Esri Content (documentation)
Human-in-the-Loop	Indicate if users can review or modify AI-generated outputs	Yes. Users can review and modify AI-generated outputs from the AI assistant before storing or modifying customer content.

Input/Output Formats	Input and output formats that the AI feature can handle	User input in plain text. No text from LLM is passed to user. LLM is only used for intent detection to provide suggestions on how to use the Business Analyst Web app.
Bias/Ethical Mitigations	Detail how biases are managed, especially in the data	Uses LLMs to understand user intent but not to generate text for users. Provides Business Analyst-specific recommendations, restricting outputs to relevant content.
Security Mechanisms	Security mechanisms beyond guardrails and encryption	Deployed within Esri's ArcGIS Online infrastructure. No outside services are used, and user inputs are processed temporarily without being stored.
Guardrails	Help provide secure AI (Four types)	**LLM Integrated**: Supplemented with restricted word list **Adversarial Attack**: Integrated LLM only **Objectionable Content**: Checks not enabled, LLM output not available to user **Intellectual Property**: Checks not enabled, LLM output not available to user
Encryption at Rest	AES-256 or better used for at rest encryption	Yes
Encryption in Transit	TLS 1.2 or better utilized for end-to-end encryption in transit	**Partially:** Full backend transport encryption planned for General Availability release.
Adversarial Testing	Adversarial robustness tests / Protection against manipulation	General holistic testing is conducted ad-hoc.
Key Metrics	Performance metrics relevant to ArcGIS	Evaluation conducted against custom Business Analyst specific benchmark dataset and baseline tests are conducted that run against the LLM.
Evaluation/Testing	Testing methodologies and how Esri evaluates performance	Evaluation conducted against custom Business Analyst specific benchmark dataset.
Provenance	Mapping conducted that tracks data from source to output?	**In-Progress**: To be completed for General Availability
Best Practices	Links to AI feature tutorials, and best practices	Provides prompt templates within the application user interface. The help page contains best practices and tutorial videos.
Continuous Improvement	Improvement plans (eg. audits, bias checks, and transparency)	Product is currently in Preview and General Availability improvements are planned.

USER INPUT SCREEN



USER OUTPUT SCREEN