GIS and Location Analytics Drive Business
Dear Colleagues:

Place matters. It fundamentally influences and connects our ways of doing business. In this brochure, you will learn about the important contribution the Esri® platform is making in every aspect of business, from maximizing return on investment and improving profitability to supporting more analytical decision making anywhere, on any device.

Esri works with hundreds of partners worldwide to bring you the most advanced solutions to address your business needs, maximize your opportunities, and fulfill your potential. With the ArcGIS® system, businesses go from being average to excellent, from being islands of individual analysis to a collaborative enterprise that maximizes its information and the expertise of all its employees. The possibilities are truly endless.

We trust this information will help you see how GIS and location analytics could make a difference in your organization, and we look forward to hearing about your success.

Warm regards,

The Esri Business Team
Understanding geography and using location information are among humanity’s most ancient arts. Today, location analytics is the intersection of business analytics and information technology. Maps help people make better decisions by providing compelling insight and understanding. Whether in a single department or across an entire organization, location analytics and GIS offer boundless possibilities.

Location is fundamental to all aspects of business, from deciding where to locate a new store to optimizing a supply chain or creating more engaged marketing campaigns that resonate with your best customers. Business has used geographic information systems for decades to analyze, visualize, and understand location information and make more informed business decisions. Now, organizations can use the Esri Location Analytics solution to add new insight by unlocking the geographic context of their business systems including customer relationship management, business intelligence, and office productivity tools.

Why Location?
Location matters, and not just because of the mass adoption of smartphones, location-aware applications, or the explosion of location-based big data. Location matters because it ties many business units together and makes it possible to solve problems that had no solutions before. It enables us to ask new questions and gain insight and understanding by looking at traditional data such as sales, costs, profit drivers, and customer characteristics or desires in new ways. Location comes embedded with many of the new types of information that are core to twenty-first century businesses—social media, check-ins, mobile searches, online shares, and more. Every offer and marketing contact has a location, too. It’s time the fog lifted and you saw your business opportunities with clarity.

Retail Performance
Want to know where and why stock is turning over quickly and might lead to out-of-stock events? Just add location. Want a better reading of your competitive climate? Just add location. Using GIS and location analytics lets retailers explore, model, evaluate, investigate, and understand the localized market. It keeps stock at the right level so you don’t sell short or discount value and drive profits down.

“Every single new twenty-first century data source contains location.”
Simon Thompson
Director, Esri Commercial Industry
Brand Distinction

The ArcGIS platform enables more in-depth analysis, assessment, and understanding of the most suitable store locations based on market potential so you can optimize your store network and maximize sales from every outlet. This is a key element in the successful development, evolution, and growth of a business's brand and store footprint.

Ascena Retail Group, Inc.

Ascena Retail Group, Inc., is a leading specialty retailer of apparel for both women and tween girls in the United States, Canada, and Puerto Rico. Ascena’s dressbarn, maurices, and Justice brands are focused on meeting the needs and preferences of three distinct audiences. Ascena integrated Esri GIS analysis tools, demographic data, and map visualization services into its business processes to better analyze, manage, and view information about retail sites.

Ascena Retail Group’s character and success express the same values that its founder, Roslyn Jaffe, and her husband defined in the 1960s—quality, style, value, and customer service. In a world where society and its priorities continually change, GIS is a powerful tool to help Ascena respond to these evolutionary trends.

The adoption of Esri Business Analyst™ technology and demographic data helps Ascena follow a customer-centric approach for store development and market planning. It enables the company to identify key market segments and store profiles, ensuring that each store achieves maximum market potential. Ascena uses GIS to quickly assess the suitability of sites, streamlining the development process and reducing the cost and time needed to bring projects to completion.

Arby’s Restaurant Group, Inc.

Arby’s Restaurant Group, Inc., the second-largest quick-service sandwich chain in the United States, uses geospatial technology and data from Esri to guide business decisions.

The restaurant chain uses Esri Business Analyst, which merges Esri’s vast demographic and business data with detailed maps and allows organizations like Arby’s to perform spatial analysis. Using the solution, Arby’s can now update the locations of its restaurants and business development activity on designated market area (DMA) maps, which describe the activity taking place in individual markets.

Since Business Analyst can be easily deployed across the enterprise as a web-based solution, on desktops, and even from the iPhone® and iPad®, Arby’s can make these maps accessible to its staff. Development teams working in the field are able to quickly access the maps and easily discover the information they need through Arby’s intranet.

Using one platform instead of several different solutions, as Arby’s has done in the past, helps the company better manage and analyze business data. With an enterprise system, Arby’s can scale to meet the changing business landscape with tools that make it competitive in the marketplace.

“Esri Business Analyst has saved our GIS analyst countless hours and has had a positive impact on the Business Development department.”

Dave Conklin
Senior Vice President
Business Development, Arby’s
A More Profitable Supply Chain

Today’s supply chains are truly global and interconnected. A typhoon in Asia can impact your business in Europe while North American demands drive your global manufacturing performance. GIS, location analysis, and data integration services enable you to improve supply chain visibility, reduce risk, and better balance production to demand.

S Group

S Group is the largest retailer in Finland, with business sectors that include grocery stores, service stations, utility goods, hotels, restaurants, tourism, car dealerships, and agricultural trade stores. The corporation has more than 1,600 locations throughout its home country, the Baltic countries, and Russia.

S Group’s development and support organization, SOK Corporation, has adopted Esri ArcGIS and Business Analyst to automate profiling reports for each of its 1,600 business locations. These reports are generated automatically by combining reports from IBM® Cognos with the store’s area of influence, then analyzed using the ArcGIS system. SOK can assess the area of influence of any business location; forecast annual sales volumes; and improve network planning, including both opening and closing stores.

ArcGIS also helps SOK’s marketing division understand its customer base and better target its distribution of catalogs.

Werner Enterprises

GIS technology from Esri helps Werner Enterprises keep track of its fleet of more than 9,000 trucks. Using ArcGIS and a tractor tracking device traditionally used by long-haul trucking companies, Werner can now bill mileage to customers more accurately and route its fleet more efficiently.

Werner implemented Esri ArcGIS for Server, which integrates geographic location into business data to better manage information. Werner uses the software to keep track of its very large fleet and outfits its trucks with transmitters that provide two-way text and data communications between the vehicles and Werner’s headquarters in Omaha, Nebraska.

Today, data is readily available by clicking a truck icon on the map to quickly access information, including where the truck is heading, the driver’s name and the hours of road time, and what type of freight is being carried. This is crucial for scheduling trucks and drivers. It is also important for ensuring that drivers are not given too many drive hours, trucks are on time for scheduled maintenance, and routes are optimized. Consolidating all aspects of on-road operations into the visual and intuitive GIS environment has significantly streamlined Werner’s workflows.

“When we better target each customer group, we have more satisfied member-owners and achieve clear savings and more sales.”

Vesa Honkonen
GIS Manager, S Group

“By knowing exactly where our assets are at a given time and comparing that to the origins and destinations of loads we have in our pipeline, we can better allocate our resources and truly understand the costs of doing business.”

Scott Andersen
Manager of Logistics Analysis and GIS, Werner Enterprises
Better Business Analytics through Location

Expanding any business requires long-term planning and often significant capital expenditure. Minimize costly mistakes and maximize the performance of your store with more accurate site selection and market planning.

Petco

Petco is a leading national pet specialty retailer, with more than 1,200 Petco and Unleashed by Petco store locations nationwide.

Petco staff members began using an Esri GIS-based site selection solution to mitigate the risks associated with expanding its network of stores. As the number of stores has grown, so have the risks of selecting inappropriate or marginal locations or new stores that have the potential to cannibalize the sales of existing stores. Petco sought to improve its ability to assess both the sales potential for new locations and any risks. Investing in the Esri solution provided scientific analysis that gave Petco leaders more confidence in their decisions.

“With the Esri solution, we have successfully avoided the downside risk associated with several locations, which more than pays for the investment.”

Shawn Hanna
Director of Financial Analysis, Petco

Carrefour Group

With a presence in 33 countries, more than 475,000 employees, and a turnover of €107 billion, Carrefour Group is a world leader in distribution and retail through more than 15,000 company-operated or franchised stores. It currently runs four main grocery store formats: hypermarkets, supermarkets, hard-discount stores, and convenience stores.

With Esri partner Galigeo’s assistance, Carrefour has implemented a worldwide platform for geomarketing using the Esri ArcGIS platform together with Galigeo’s location intelligence software. The combined solution joins key business data with spatial location to improve store performance that’s driven by better marketing decisions. The application is used by staff throughout the world, covering every store operated by the group. Staff members use the solution to guide expansion and development strategy; optimize direct-marketing actions, including distribution of weekly circulars; monitor store performance; and better understand the sales territory.

“Carrefour Group selected Galigeo because of its ease of implementation and its ability to meet technical requirements of Carrefour’s data centers.”

Francis Rivière
Carrefour Group

esri.com/business
Grow Strategically

Finding good real estate can be daunting, and mistakes are costly. The process requires interaction, collaboration, and communication across many different departments, clients groups, and domain experts. Using GIS and location analytics, real estate companies can best apply their experience, instinct, and intuition with quantified analysis and validated performance predictions. This reduces development costs and risks while streamlining and improving the site selection process so the entire real estate team makes more educated decisions, faster.

Planet Fitness

Founded in 1992 in Dover, New Hampshire, Planet Fitness is the fastest-growing gym franchise in the United States. Nationally, Planet Fitness has opened more than 600 locations, including 100 in 2012 alone. With this rapid growth, the company was added to Inc. magazine’s Top 500 list. Franchise Planet Fitness of Maryland has mirrored this tremendous success by opening 20 locations already in the first quarter of 2013.

In partnership with MacKenzie Retail and Datastory Consulting, Planet Fitness of Maryland staff use the ArcGIS platform to analyze the location and makeup of the current membership. Gym members’ addresses are color-coded based on club affiliation, and the patterns that emerge give insight into when and where to grow to meet demand and market opportunity. Using this information, Planet Fitness of Maryland can serve its existing members better and find the right locations based on projected membership.

“The maps help a lot of our franchisees calibrate their intuition about each specific market. They confirm what’s working and where. And sometimes, they discover opportunities that would have been missed if they hadn’t seen all the data on the same page.”

Brian Kunkel
Director of Real Estate, Planet Fitness Corporate
Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth’s most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.