



Case Study

Organization
National Vision, Inc.

Location
United States

Industry
Retail

A Clear Business Vision

National Vision, Inc. (NVI), is one of the largest optical retailers in the United States, operating more than 800 retail locations in 43 states, the District of Columbia, and Puerto Rico. The company employs more than 8,000 people and includes several different retail brands, such as America's Best Contacts & Eyeglasses, Eyeglass World and Vision Centers brought to you by Walmart.

What did they do?

As a national, multibranded retailer and manufacturer and eye care provider, NVI faces unique challenges related to both marketing and professional services (in-store staffing and recruiting). NVI staff worked with Esri Platinum Tier partner Geographic Information Services Inc. (GISinc.) to help meet these challenges. GISinc. delivered an enterprise, web-based application that leverages the Esri® ArcGIS® platform.

Now NVI has a secure environment to host geographic information system (GIS) content and provide access to applications developed by GISinc. The platform delivers authoritative spatial analytics, thus reducing knowledge gaps between departments. GISinc's applications have transformed what used to be a time-intensive, manual research process into departmental self-service spatial analytics.

Do I need this?

The Esri platform can be configured as an on-premises GIS. Organizations that have unique business challenges, like NVI has, can optimize their research and mitigate risk.

For more information,
visit esri.com/retail.

"Having a long-term strategy with a system like the Esri platform is essential to attracting the high-quality people we need to run our business. As long as the information is in our database, we can make anything happen."

David Carpus
National Vision, Inc.



Understanding our world.