

The Esri Brief

Real-world insights on location intelligence

Hello,

The capabilities of geospatial technology are vast, and often hard to imagine until we see them in action. In this issue, explore diverse applications of geographic information system (GIS) technology, the location intelligence it provides, and how organizations are using it to strengthen business outcomes and create resilient communities.



Kind regards,
Holly Tripp, Editor



Survey: CEOs May Be Underutilizing This AI Capability

WhereNext article

Only 31 percent of recently surveyed CEOs expect AI to improve risk management, yet it can be invaluable for assessing risk quickly, precisely—even years in advance—when paired with geospatial technology. "Imminent physical risks, like cracks in airport runways, can be identified through imagery and object detection models. Future physical risks, like property loss due to wildfires, can be anticipated with historical data and predictive models. Investment risks, like building retail sites in unprofitable locations, can be simulated by analyzing product sales and variables like customer demographics."

[Dig Deeper into AI →](#)

Exploring the Business Trend of Spatial Thinking



WhereNext webcast, November 14, 11:00 am ET

Get an inside look at how some of the world's biggest brands gain a competitive advantage from location intelligence. Leaders from Amazon, FedEx, and Marriott will discuss how they are deploying spatial analytics to create efficiency, safeguard operations and customers, and grow.

[Register for the Webcast →](#)

Cities Save Lives by Mapping Communities Most at Risk from Extreme Heat



Esri Blog

Extreme heat during summer is now the deadliest weather-related threat in the US, even though most heat-related deaths are preventable. Location-based analysis helps pinpoint where interventions are most needed. "Ultimately, maps will be useful in shaping policies in land-use planning, transportation, public housing, and tree planting."

[Learn How Maps Reveal Heat Risks →](#)

Sharing Data Across Governments



Esri video

Data often becomes siloed when it is collected by different departments or organizations, but that doesn't have to be the case. With six counties, 119 cities, and 19 million people represented by members of the Southern California Association of Governments, this case study demonstrates how Esri technology can streamline even the most complex of collaborations.

[Explore the Value of Sharing Data →](#)

About Esri Technology



Capabilities with mapping and spatial analytics

A suite of enterprise solutions enables organizations to create and share maps, remotely manage assets and operations, gain insights from real-time visualization, and perform data-driven spatial analyses.

[See What's Possible →](#)

Related Stories

- [Inside the New Tools of the Hybrid Workforce](#), *WhereNext* article
- [Cities Simulate Climate Change with Mapping Technology](#), LinkedIn event replay
- [Growing Green Cities](#), ArcGIS StoryMaps collection
- [LA County Documents and Addresses Racial Disparities Using GIS Technology](#), *Esri* Blog story
- [Solving the Affordable Housing Puzzle by Using ArcGIS Urban: Rocky Mount, North Carolina](#), Esri case study