

Powered by Esri® ArcGIS® Software

# ***Geospatial Intelligence***

Thrive in an Ever-Shifting World







# Maintain the Momentum to Thrive

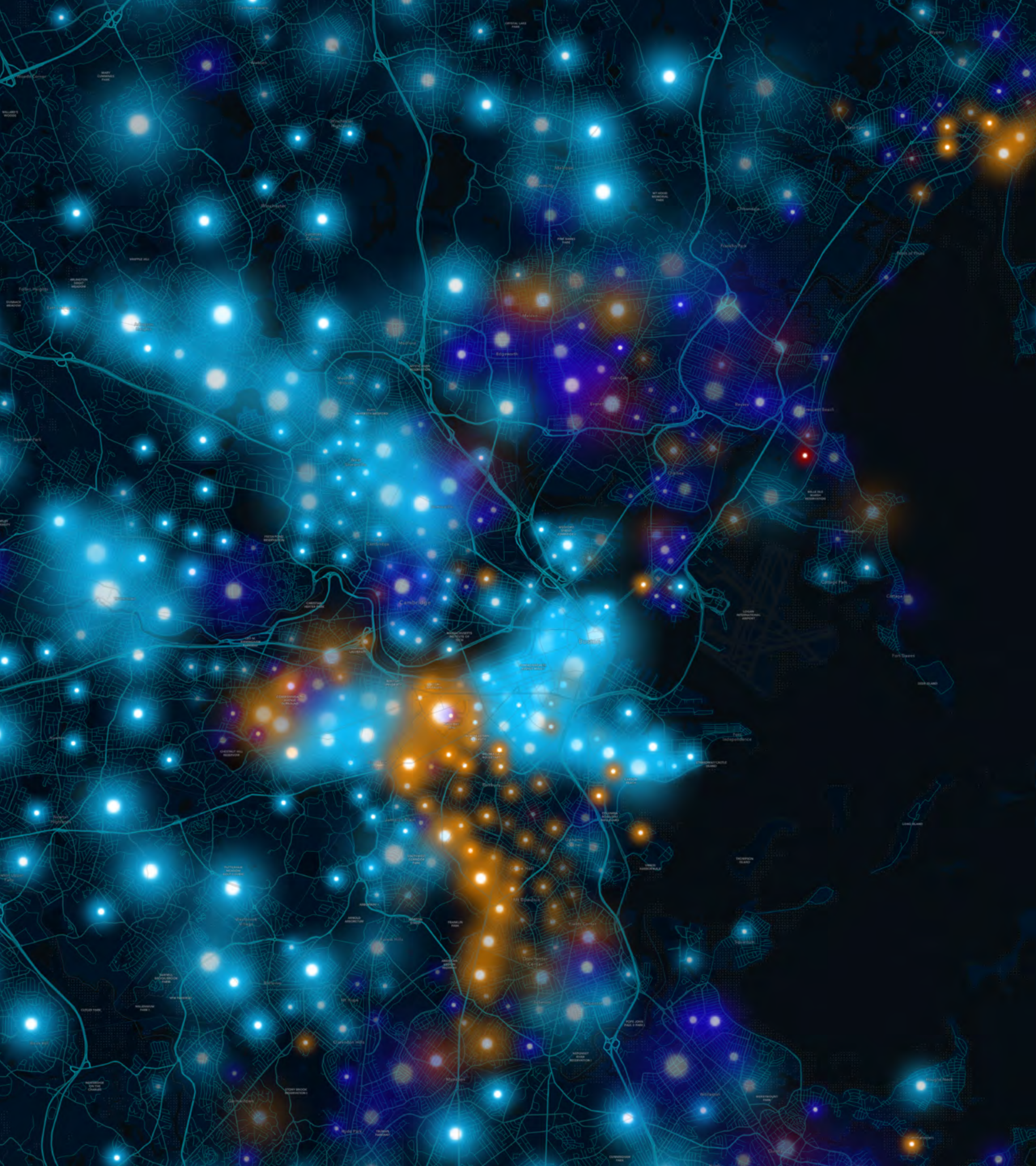
## Inspired by Geospatial Thinking

Now more than ever, a heightened geospatial awareness of the impact business has in the world drives organizations to reimagine and strengthen relationships. These relationships can include those with customers, suppliers, communities, and the planet. Esri's vision for business organizations is that economic prosperity and corporate responsibility can not only coexist but thrive. Rooted in this vision is the understanding that a win-win outcome starts with comprehensive awareness and shared commitment to making the world a better place.

Geospatial thinking enables this idea—understanding the multidimensional context of decisions through location, and rethinking where actions might have the most beneficial shared value and greatest interconnectedness across the business ecosystem.

With this geospatial foundation, teams can work together to fuel a thriving culture.





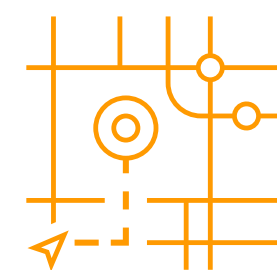
# Innovate and Grow Sustainably

## Enabled with the Geographic Approach

Thriving organizations see their world as one single ecosystem, and geography provides the science and language to do this. Geography provides business with a common intelligence framework for understanding and applying knowledge to maintain competitive advantage; create transparency across the organization; and improve economic, social, and environmental impacts through a greater ability to see connections and patterns.

This approach integrates and supports powerful methodologies across the enterprise:

- **Geoanalytics**, creating insights and understanding
- **Geovisualization**, using maps and visualization for communicating the content as well as the context of our world
- **Geodesign**, designing a thriving, sustainable, and inclusive future
- **Geocollaboration**, engaging all the stakeholders
- **Geoaccounting**, being able to account for all the factors as well as setting up key performance indicators (KPIs) that are not only finance driven



Read more at *Fast Company*:  
[“Why understanding our rapidly changing planet calls for a geographic approach”](#)





# Don't Fall into Business Routines

It's become essential for business leaders to be prepared for anything, anytime, anywhere. Geospatial analysis infuses enterprise business intelligence systems with locational insights to anticipate external and internal shifts with customers, operations, and the workforce—easily staying ahead of change.

## Case studies



### Human Movement Data Story

Using Human Movement Data to Better Understand Customers Who Visit Five Different Restaurant Locations



### OXXO WhereNext Story

*Finding the Confidence to Grow a Business*



### Adaptive Fulfillment Networks

*Building Adaptive Fulfillment Networks for Increased Resiliency and Efficiencies*





# Be Known for Knowing It All

Knowledge transparency across the organization ensures that information on emerging threats and opportunities is shared accurately and in a timely manner to keep the business thriving without interruption. This requires real-time, automated analyses and communications for all stakeholders, with the ability to compare the past with the present and project the future. Spatial technology allows knowledge workers to connect essential geographic trends and risk feeds with operations intelligence systems and deliver dynamic reporting in the context related to the intended viewer.

## Case studies



### Red Bull X-Alps

*A Story of Human Endurance and Digital Transformation*



### Racial Equity Hub

*Create and Sustain Positive Change with GIS*



### "Rethinking Store Service Areas" Story

*Impacts to Markets, Trade Areas, and Available Store Services due to COVID-19*

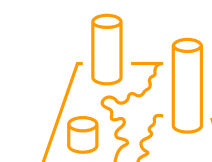




# Reveal Hidden Business Potential

Where is the best next opportunity to thrive? Whether introducing a new offer, driving down unnecessary costs, or accelerating sustainability efforts to reduce climate risk, how can teams reveal hidden potential throughout the enterprise, leading to fluid innovation? Spatial analytics automatically brings unique geographic perspective for analysts to unmistakably identify and model where business ambitions can succeed under specific conditions—it's just like looking into your own crystal ball.

## Case studies



### Tessellation Story

*Using Tessellation to Create a Target Market Index*



### Data Science/Artificial Intelligence for Growth—John Deere

*How Data-Driven John Deere Wins the Market*



### Podcast

*John Deere: How Data Science Drives Business Growth*





# Protect the Planet and Its People

Everyone has a role to play—regardless of position within the organization—to reduce business operations’ impact on the environment and society. Geospatial data and analytics can be applied throughout corporate responsibility commitments to measure, report, and communicate results for internal environmental, social, and governance (ESG) initiatives compliance and overall public awareness. By mapping and analyzing carbon emissions, social equity, and water accessibility in the context of the business segment or geography, you can more easily do your part to protect the planet.

## Case studies



### The Business Value of Sustainability: Nespresso

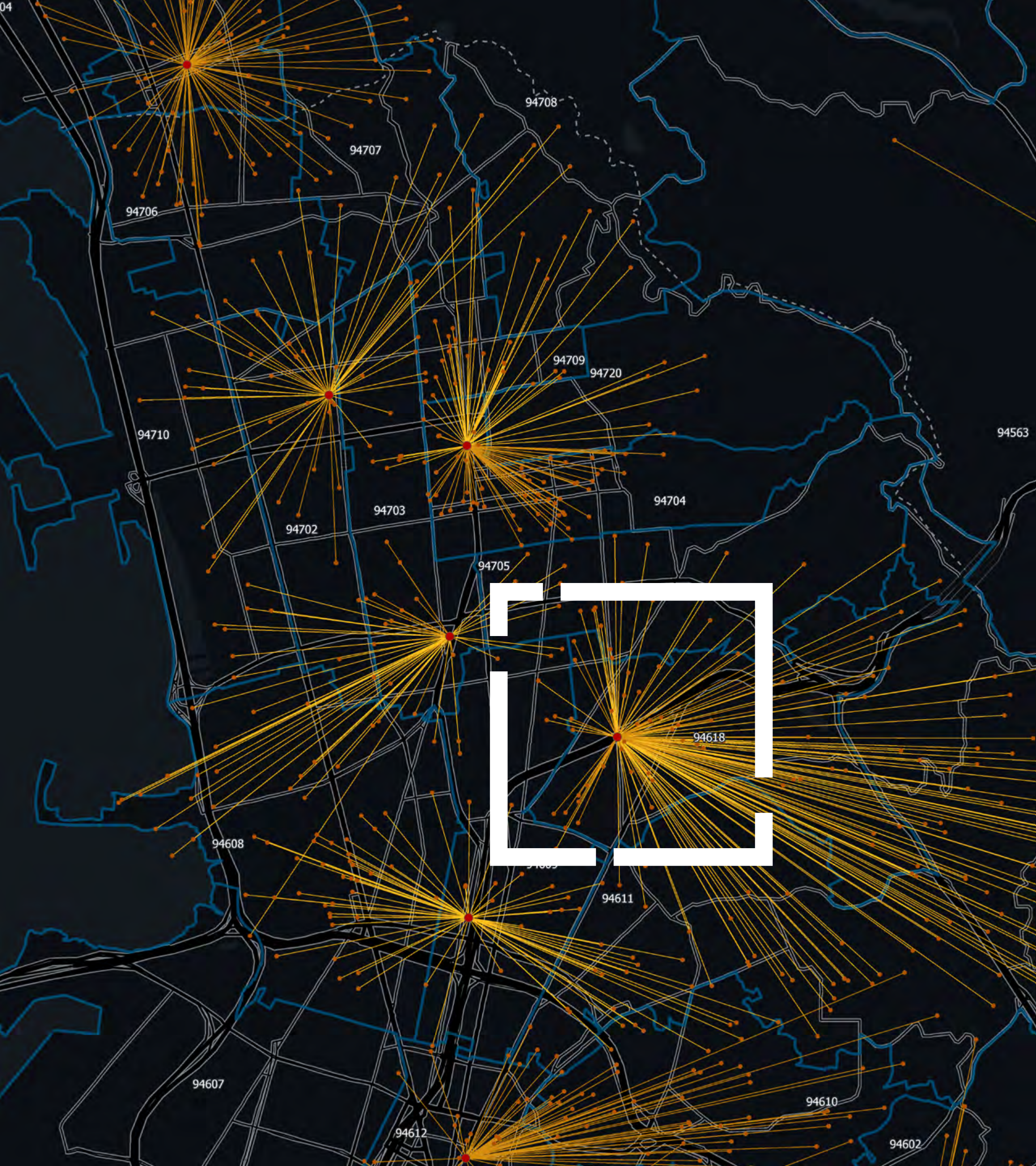
Today Nespresso is using GIS and location intelligence to build a comprehensive understanding of climate and geography around its farms.



### Video

Nespresso Receives Making a Difference Award at Esri User Conference 2021





## About Esri

For 50 years, Esri has pioneered digital geography through ArcGIS, the world's most adopted geographic information system (GIS). Powerful GIS maps and dashboards show where things are and how they are connected, but more importantly, they give context surrounding those locations—seeing what's happening everywhere and what will happen next.

Esri's ArcGIS delivers location intelligence through spatial analysis, mapping, and visualization; 3D GIS; real-time GIS; imagery and remote sensing; geospatial artificial intelligence (GeoAI); and data collection and management.

In 1969, Esri was founded to help solve some of the world's most difficult problems. Esri does so by supporting its users' important work with a commitment to advancing science, business, sustainability, community, education, research, and positive change. With 49 offices worldwide and employees from 73 countries, Esri is a global company.

Sustainability—not just environmental conservation, but a balance that also addresses economic and social inequalities—is going to require that the world is seen as one integrated system. Geography provides the science and language to do that. ArcGIS provides the technological tools and data needed to create a sustainable future.

Get more information at [go.esri.com/spatialbusiness](https://go.esri.com/spatialbusiness).





[go.esri.com/spatialbusiness](https://go.esri.com/spatialbusiness)

Copyright © 2023 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, ArcGIS, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G3560153