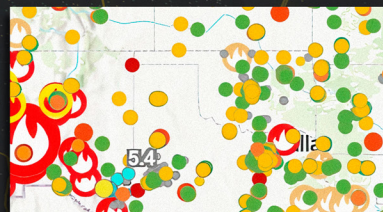
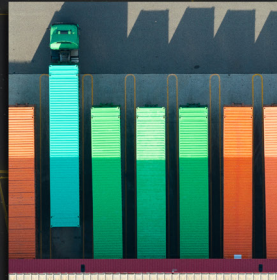
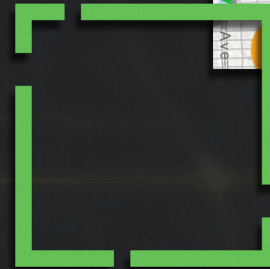
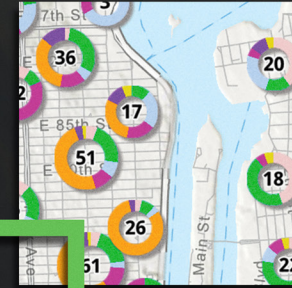


Mapping and Analytics for a Competitive Edge





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Executive Overview

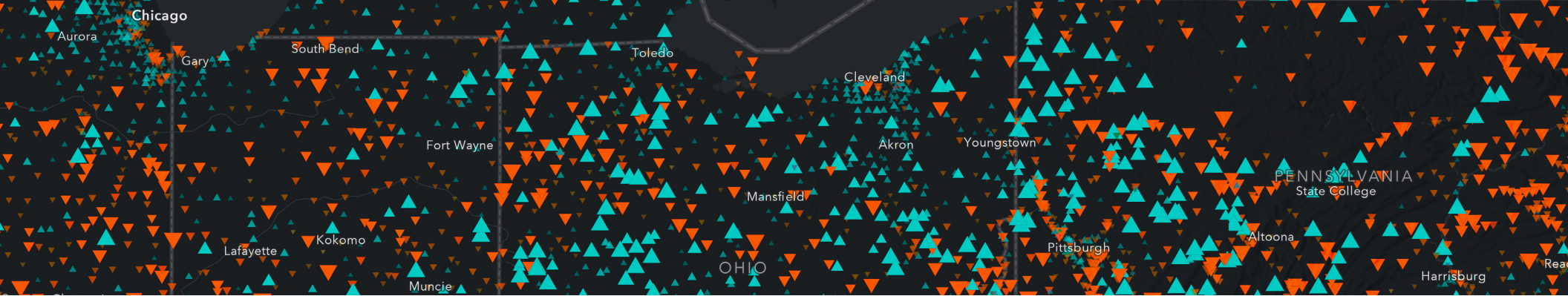
“Where” is the question every business needs to ask—whether you run retail stores, banks, restaurants, or logistics firms.

But too many companies leave location out of their planning. They skip it in their analysis. They ignore it in their operations. That’s an expensive mistake.

When you leave out location, you miss chances to

- Reduce risk.
- Find and grow customers in new ways.
- Market more effectively.
- Cut costs in your supply chain.

You miss opportunity. ►



Executive Overview (continued)

Location Shows Where You're Going, Not Just Where You Are

New tools now bring location intelligence into the business systems you already use. We're not talking about simple consumer maps showing you how to drive from point A to point B. We're talking about tools that make hidden patterns visible—revealing risks and possibilities.

This is mapping and analytics. It means asking “where” in every critical business question. Once you start, you quickly see the value: How does location fit into this decision?

Two things are key: The tools are easy to use. And they give a real competitive edge.

Not all locations are equal. You know this already. Some stores do more business than others. Some neighborhoods grow faster. Some regions face more serious weather risks. Some places have bigger opportunities.

We know this, but too many companies don't act on it.

A senior executive at one of the world's largest banks now uses mapping and analytics and tells his staff, “I'm not making a decision on anything until I see it on the maps. Not just the location, but all the implications of the location.”

Pick the wrong location and you lose money—or fail altogether. But use mapping and analytics and you'll spot opportunities faster, reduce risks sooner, and make better decisions.

Solving for Where: AI-Enriched Mapping and Analytics in ArcGIS

With mapping and analytics, organizations move from assumptions to data-informed decisions about real estate, logistics, assets, and risks. They evaluate markets systematically, identify operational improvements, and assess vulnerabilities in geographic context.

ArcGIS® software from Esri handles what spreadsheets and conventional BI tools can't: connecting business data to authoritative geographic intelligence, then surfacing insights that change outcomes. A comprehensive platform, ArcGIS delivers precise maps, authoritative data, and ready-to-use analytics. This empowers everyone, from executives to frontline workers, to become better problem-solvers. Designed for direct integration into Microsoft, SAP, ServiceNow, IBM, Salesforce, and other leading business systems, ArcGIS enhances the systems most companies already use daily.

Companies gain immediate advantages from location intelligence with applications like dashboards, field tools, and image inspection that come prebuilt. Or teams can build their own using low- or no-code developer tools within ArcGIS.

Organizations experience rapid adoption and immediate return on investment as location intelligence flows directly into critical workflows. ■



Chapter 1:

Answer Critical “Where” Questions

Maps reveal what spreadsheets, graphs, and charts miss. When you map your data with ArcGIS, you see the full picture—your supply chain, your markets, your risk. You can zoom into individual facilities or pull back to see regional patterns. You can spot new opportunities and understand customers better.

Asking “where” unlocks faster, smarter decisions. It shapes every choice you make—daily operations and long-term strategy. Use location as your lens and you’ll see things competitors miss. You’ll optimize for efficiency and quality. You’ll reduce risk while finding opportunity.

Every critical decision—whether to build, hire, expand, or shift operations—depends on understanding location.

Esri’s ArcGIS tools are designed for common business workflows, making them easy to adopt and immediately useful. ►



Answer Critical “Where” Questions (continued)

Market Analysis and Site Selection

Companies ask: Where are our most promising customer segments located? Where can we invest for the highest return?

With ArcGIS: Link internal data to demographics, shopping behavior, and catchment areas to pinpoint prime locations and invest with confidence.

Transportation and Logistics

Companies ask: Where should we position logistics facilities and warehouses for maximum efficiency? Where can we streamline routes to cut costs and speed up service?

With ArcGIS: Find the best route linking fleets and facility locations to global traffic data and precise maps for faster, safer deliveries.

Operational Efficiency

Companies ask: How can we reduce operational costs without sacrificing quality? Where can we optimize workflows to improve productivity? How do we ensure resources are allocated effectively?

With ArcGIS: Real-time location intelligence uncovers slowdowns and redundancies for smarter resource allocation and automation.

Risk Management

Companies ask: Where are we most vulnerable to disruptions? How can we anticipate and mitigate risks tied to supply chains, natural hazards, or market volatility?

With ArcGIS: Plan for business continuity by modeling scenarios for weather events and resource shifts in relation to emergency resources. ■



Case Study

In the Race for AI Data Centers, Precision Site Selection Wins

Langan Engineering and Environmental Services

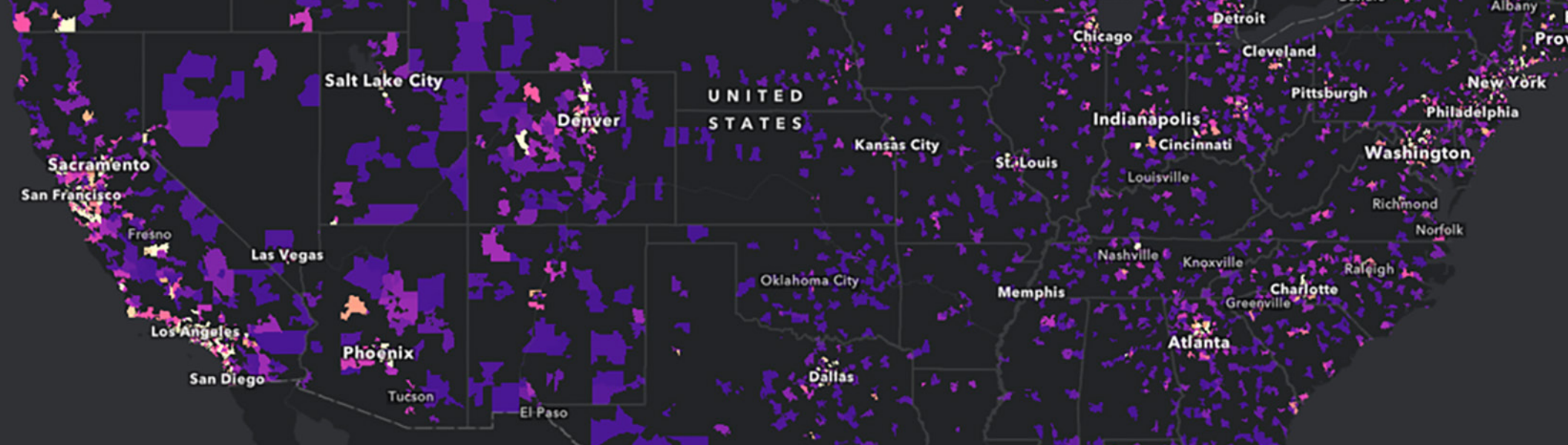
Building the massive data centers that power AI requires meeting strict site criteria—ample energy, water for cooling, fiber connectivity, and regulatory compliance—all of which narrow the options. The question developers must answer is always the same: Where?

For engineering and environmental consulting firms like Langan Engineering, smart maps help answer location-based questions for technology sector clients. Site selection involves evaluating thousands of parcels against criteria such as acreage, highway access, subsurface soil conditions, and hazard risks to narrow the candidate pool. Map-based visualization allows clients to view spatial data. Analytics tools can identify patterns from project datasets.

Construction decisions—where to place parking, how to position equipment, what grading will cost—affect project outcomes. ArcGIS supports this process with interactive 3D maps and digital twins that allow teams to model facility layouts before construction begins. These virtual models can surface potential issues and trade-offs for stakeholder review to spot costly issues early and optimize workflows. ■



[Read the full story](#)



Case Study

The “Where” Questions That Big Four Advisory Firms Answer

KPMG

KPMG advises private equity firms, federal agencies, and Fortune 500 companies—leaders making high-stakes choices about where to invest, expand, and optimize operations. The practical questions sound like this:

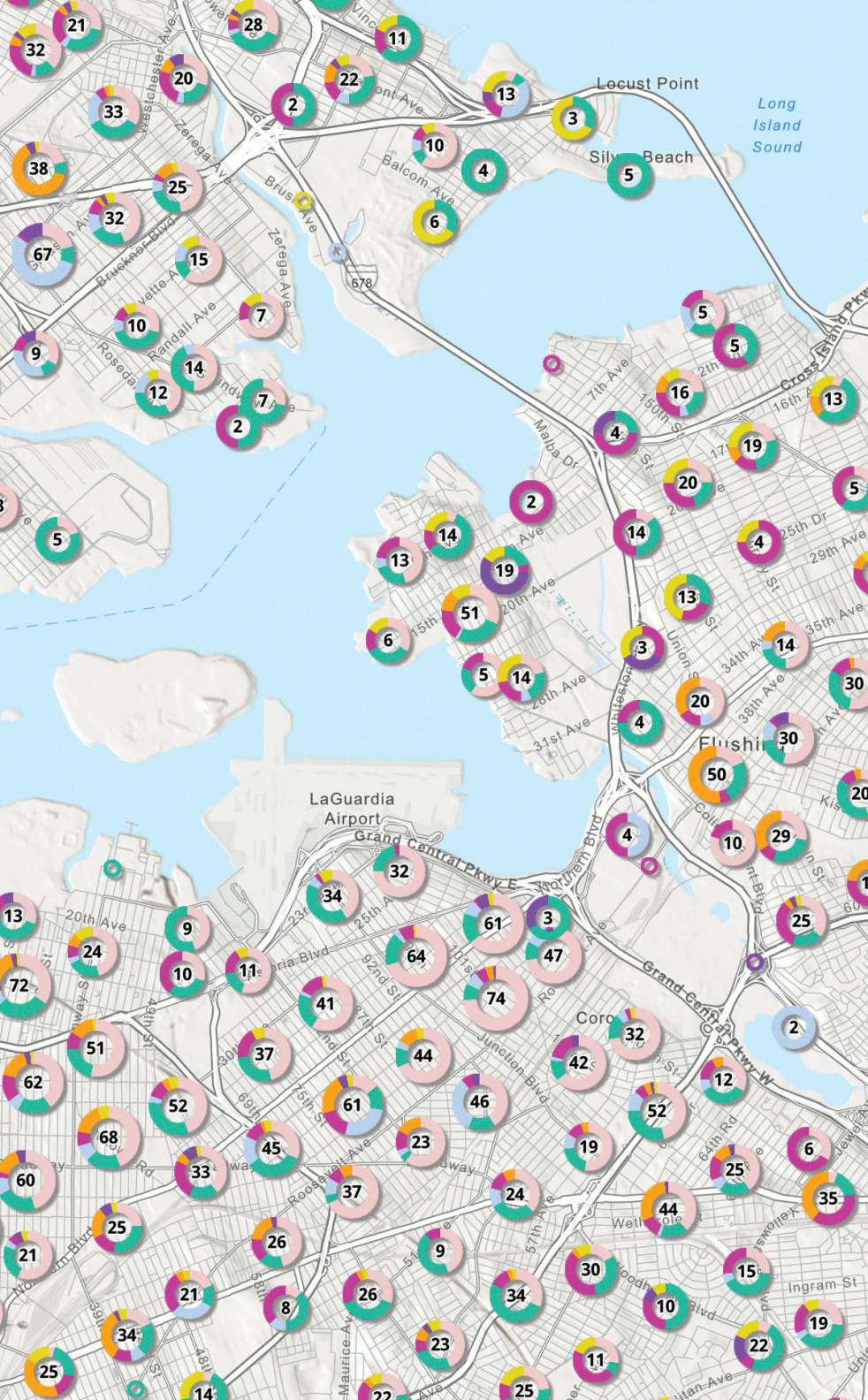
- Where should an e-commerce seller open their first brick-and-mortar store—not just the right city, but the right district and street?
- Where should distribution facilities be located to reach 99 percent of customers in two days without blowing up lease and labor costs?
- Where is the site that lets a solar project scale through a specific tax abatement?

KPMG’s location-led approach brings decisive guidance. Consultants combine regulatory zones, demographics, zoning, competitive footprints, and operational costs to make connections that they may have otherwise missed.

The result is faster, more confident action: invest in the right tract, pick the precise block, design the network that meets service goals at lower cost, and select the parcel that expands project value. It’s the difference between guessing and knowing which location delivers the highest return or fastest growth. ■



[Read the full story](#)



Chapter 2:

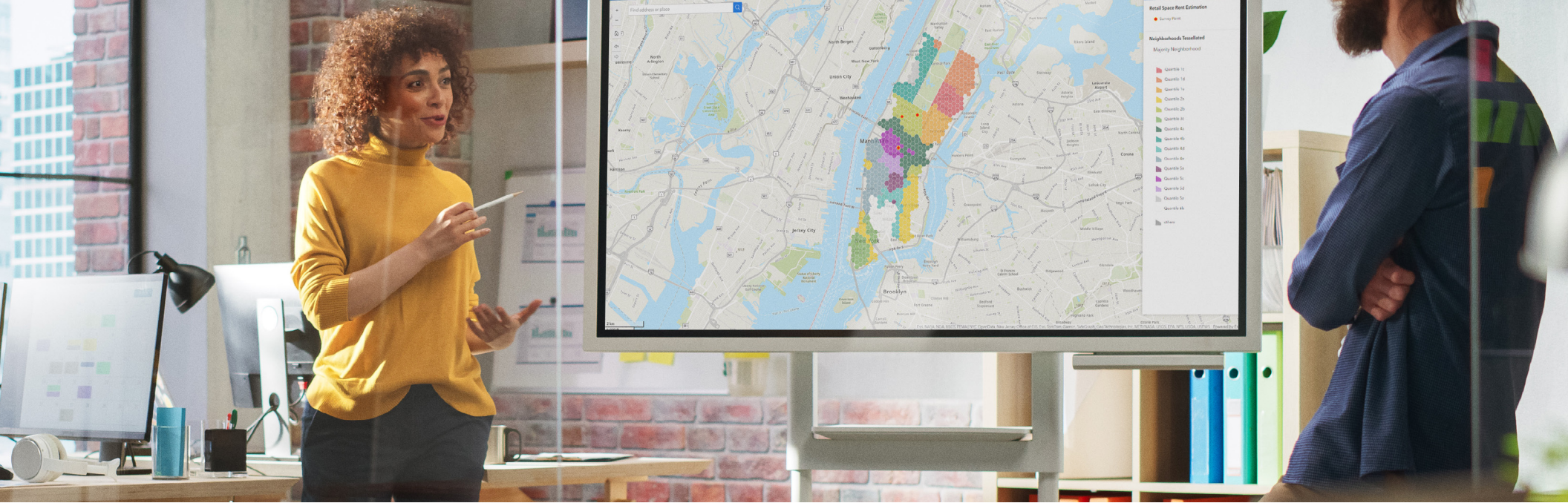
Magnify the Value of Data

Companies generate vast amounts of data, but volume alone doesn't produce insight. Intelligence comes from organizing that data in ways that reveal context and connections across the business. Location provides that organizing framework. ArcGIS magnifies the value data companies already have by surfacing patterns and opportunities traditional analysis doesn't readily show.

Enrich Existing Business Intelligence with Powerful Insights: Start with trusted geographic information from government agencies, industry leaders, and scientific organizations. ArcGIS Living Atlas of the World offers a curated collection of ready-to-use datasets—everything from demographics and traffic patterns to environmental data and imagery. These resources give businesses a strong foundation for market planning and analysis, helping teams make decisions backed by authoritative data.

Combine Location and Analytics: When trusted data and advanced tools for business and location come together in one platform, organizations move from analysis to action. This integration gives decision-makers valuable context—it enables them to anticipate trends, seize opportunities, and optimize resources across departments.

See the Full Scope of Business Data: Map and analyze data, wherever it resides. ArcGIS enables scalable big data analysis with integration and distribution across cloud platforms, including Databricks, Snowflake, Azure, AWS, and Google Cloud. ■



Case Study

Digital Dashboards Replace Guesswork in Commercial Real Estate

RIPCO

Facing market pressures from inflation, rising interest rates, and shifting consumer behavior, RIPCO Real Estate—a commercial brokerage serving retailers, landlords, and investors across the Northeast and Florida—needed a faster, better way to guide client decisions. The old approach of manually gathering data from disconnected systems and creating hand-drawn maps was slow and error-prone.

RIPCO transformed operations by funneling data from its ecosystem into ArcGIS. Brokers now access automated dashboards that combine demographic profiles, market metrics, and property details in real time.

This integration eliminates manual steps, reduces errors, and accelerates deliverables—from site selection reports to void analyses.

Instead of relying on anecdotal insights, brokers now deliver data-backed recommendations aligned with market trends and performance goals. With a unified view of opportunities and risks, they can anticipate market shifts, optimize resources, and achieve measurable outcomes across leasing, investment, and expansion strategies. ■

 [Read the full story](#)



Case Study

What a Stadium Project Reveals About Breaking Down Data Silos

Ramboll

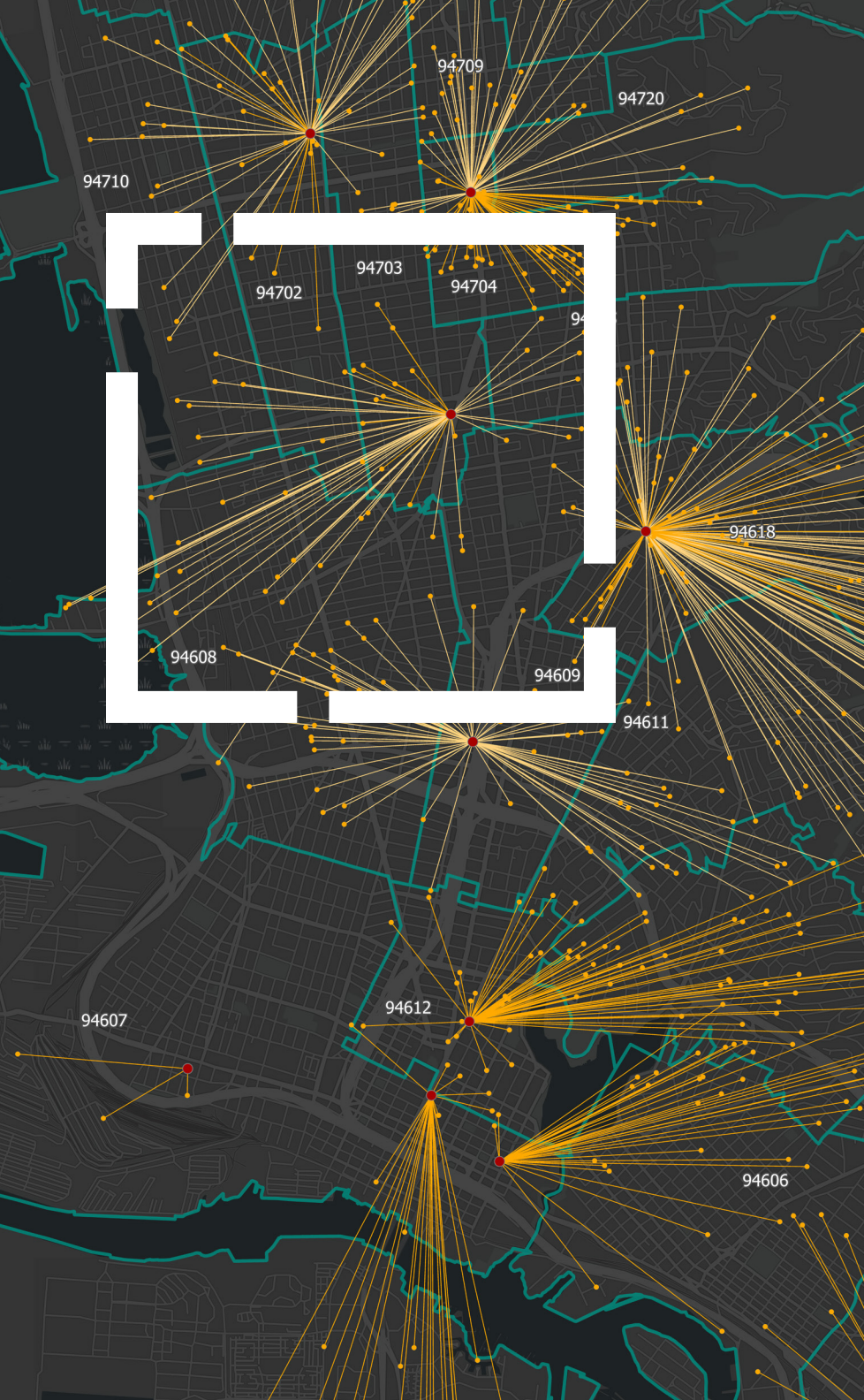
Wrexham AFC is a Welsh football club with a stadium steeped in history. When new owners set out to rebuild the famous Kop grandstand, the challenge was to increase capacity and modernize while preserving the stadium's heritage. The site sits in a dense neighborhood, bordered by streets and a rail station, making every design decision high stakes.

Ramboll, a global engineering and architecture firm, combined architectural plans with detailed geographic and environmental data. Instead of working from separate models, teams shared a single view that showed how designs fit into surrounding streets, utilities, and natural habitats. Engineers could anticipate infrastructure impacts, while ecologists assessed how construction would affect local species and overall habitat health.

The result was faster collaboration, fewer surprises, and a design that honors Wrexham's identity while meeting modern sustainability goals. The fusion of business data with location magnified value by revealing patterns and risks that an isolated analysis likely would have missed. ■



[Read the full story](#)



Chapter 3:

Gain Immediate Business Advantages from Location Intelligence

Business leaders need information in the systems they already use. ArcGIS integrates with enterprise platforms that organizations rely on every day. Whether it's ERP, CRM, EAM, or BI platforms like SAP, Salesforce, and Microsoft, ArcGIS brings mapping and analytics into familiar workflows, eliminating the need to jump between tools.

Integration allows organizations to combine operational data from multiple sources—sales, performance, equipment status, delivery metrics, safety records—into map-based dashboards. Decision-makers can see patterns, spot risks, and act faster.

Without integration, location-based analysis remains locked in silos and requires manual data compilation across separate systems. This can result in delays when evaluating site options, incomplete information for market planning, misalignment in resource allocation, and gaps in operational continuity planning. ▶



Empower Spatial Problem-Solvers in Every Department

By embedding location intelligence into everyday systems, ArcGIS gives organizations the power to visualize trends, optimize operations, and respond with confidence.

This integration surfaces meaningful intelligence for

- Precise market analysis, customer analysis, and site selection.
- Hyper-targeted local marketing and sales planning.
- Smarter transportation and logistics.
- Streamlined operations.
- Enhanced safety and security. ■



Case Study

Rapid Hyperlocal Market Intel for Store Owners

JAKALA

Retailers collect extensive data from point-of-sale systems, loyalty programs, and market research. Without spatial analysis, connecting that data to customer behavior and market conditions remains difficult. Organizations need to understand where customers are and how location factors affect business outcomes.

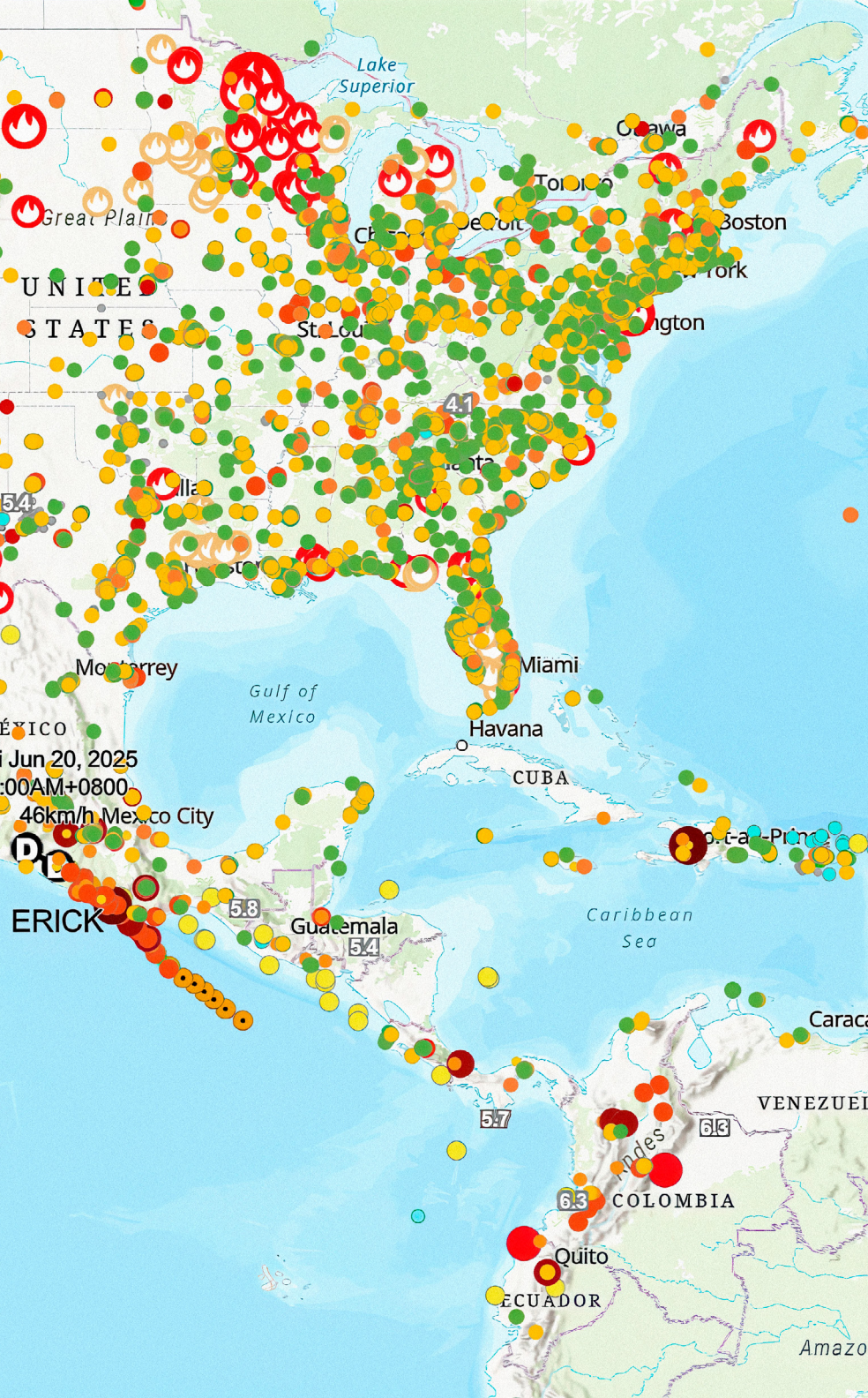
JAKALA, a global MarTech leader, shows what's possible when location intelligence meets big data. By analyzing billions of mobile location signals alongside demographic and behavioral indicators, JAKALA helps brands understand not only where customers go, but who they are, how they move across markets, and what influences their decisions. These insights reveal visitation patterns, cross-shopping behaviors, and peak times for retail

and dining—critical inputs for hyperlocal advertising, optimized campaign targeting, and strategic site selection.

To deliver at scale, JAKALA eliminated a data bottleneck caused by fragmented systems. Today, massive datasets flow through one unified platform—removing manual shuffling and accelerating insights. ArcGIS brings reporting into a single shared view, enabling IT to organize information for priority business units. And by putting maps and dashboards in everyone's hands, executives and frontline teams alike act as location strategists. ■



[Read the full story](#)



Case Study

A World of Risk, One View: Hoteliers Strategize for Resilience

Marriott International


With nearly 8,700 properties spanning 139 countries, Marriott faces a global risk landscape that requires more than spreadsheets. The answer is a map.

Marriott's global intelligence team created Risk Atlas, a dashboard powered by ArcGIS that transforms scattered alerts and static reports into a dynamic, location-aware view of risk. Instead of chasing data across silos, executives now see assets and threats together—on one screen.

With live alerts and enterprise data on one interactive map, decision-makers see threats and assets together in context. Marriott replaces guesswork with data-driven risk scores, shaping investment priorities, site selection, and continuity strategies.

Here's the immediate advantage: Analysis that once required consultants and weeks of effort now happens in hours. Risk Atlas connects directly to Marriott's existing systems, embedding location intelligence where decisions are made.

Automated dashboards update in real time, pulling in data from sources like social media alerts and climate reports. For Marriott, this means acting before risks become losses—and turning location data into a strategic advantage. ■

 [Read the full story](#)



Next Steps

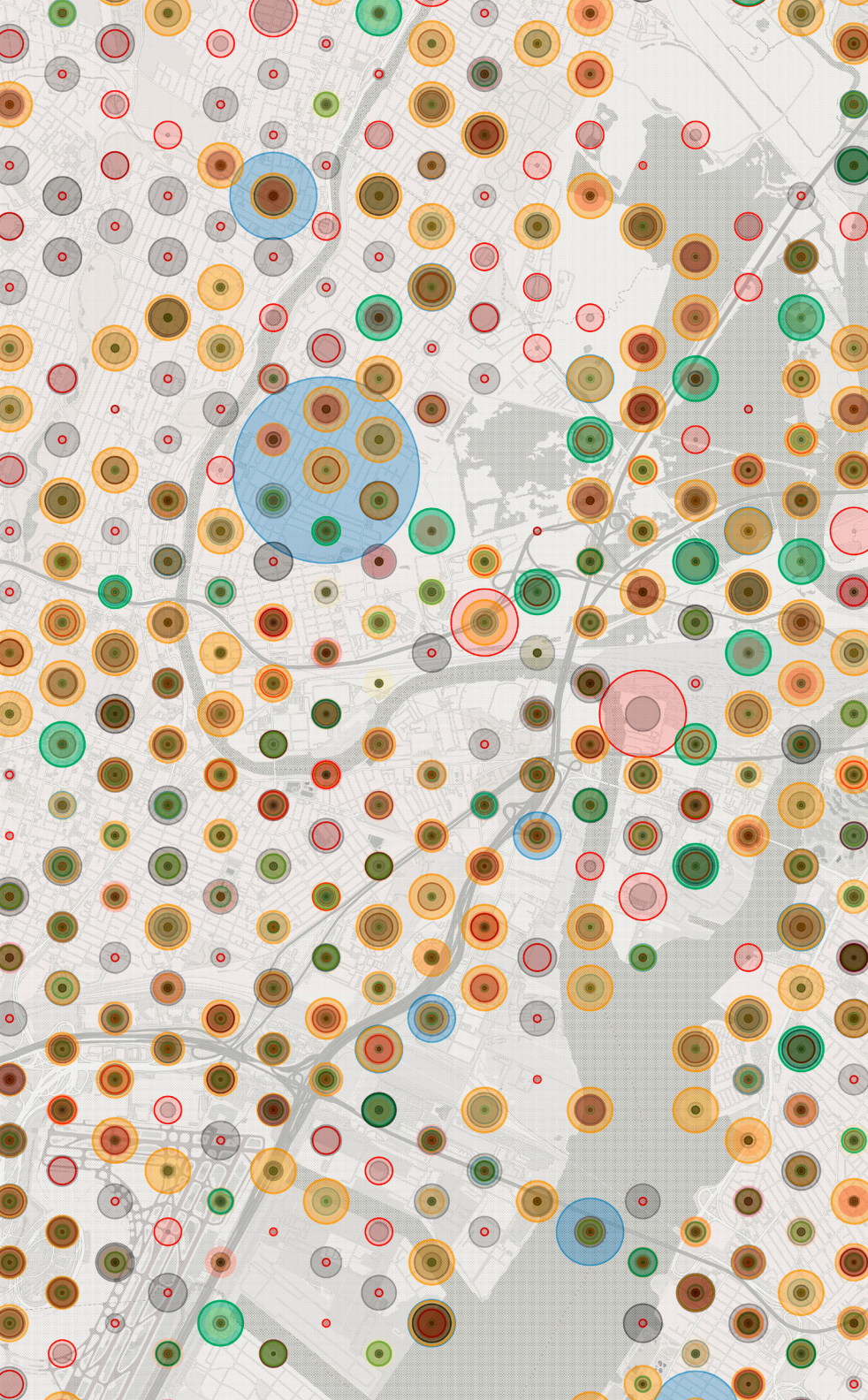
Just a few years ago, organizations had more data than they could use effectively. Today, location provides the framework to make that data more useful. Mapping reveals operational context, market conditions, and risk factors. It allows drill-down analysis from regional patterns to individual sites, shipments, or assets. It surfaces customer insights and identifies market opportunities.

That's what ArcGIS provides: spatial analysis tools that help executives and teams across the enterprise examine business questions through a geographic lens. Organizations use it to evaluate patterns in operations and customer behavior, assess market conditions, and allocate resources.

The result: better decisions about where to grow, where to find efficiencies, and where risk lives. ■

Discover what ArcGIS
can do for your business

Share your feedback



About Esri

Esri, the global market leader in geographic information system (GIS) software, location intelligence, and mapping, helps customers unlock the full potential of data to improve operational and business results. Founded in 1969 in Redlands, California, USA, Esri software is deployed in hundreds of thousands of organizations globally, including Fortune 500 companies, government agencies, nonprofit institutions, and universities. Esri has regional offices, international distributors, and partners providing local support in over 100 countries on six continents. With its pioneering commitment to geospatial technology and analytics, Esri engineers the most innovative solutions that leverage a geographic approach to solving some of the world's most complex problems by placing them in the crucial context of location.

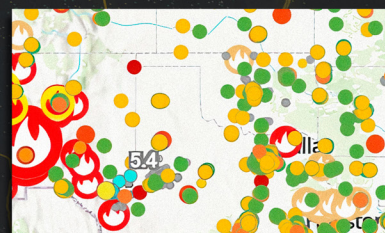
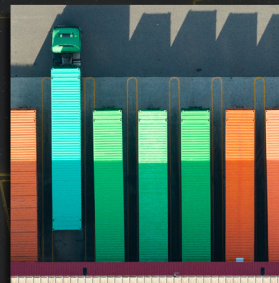
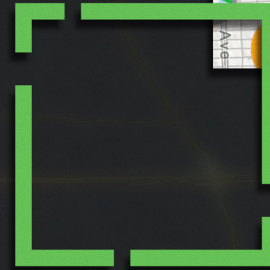
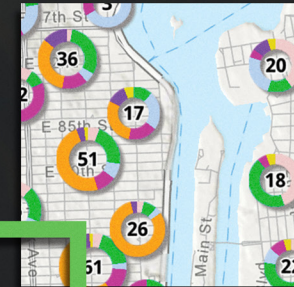
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