

the science of **where**

Seeing Opportunities for Business Growth in a
Deeply Connected World





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Location intelligence refers to insights gained from visualizing and analyzing location data. In the business sector, the term location intelligence is commonly used to describe how organizations employ location or spatial analytics to detect and quantify problems; make predictions; and strengthen their business strategy, operations, and management. Location intelligence helps organizations understand why things happen where they do.

Download the e-book to see how businesses are using location intelligence to gain a competitive advantage.

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