



Hi,

Welcome to the latest *Business Community* newsletter, where we provide you with curated content from the Esri business team on what's coming, what's new, and best practices for your business needs. Happy reading!



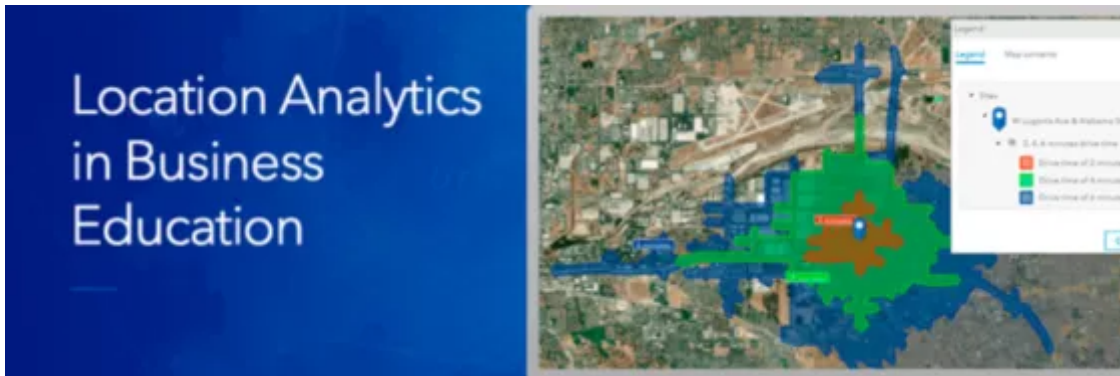
Register For Our Upcoming Community Webinar!

As we look to close out an unprecedented year in business, we will take a look at how Esri has strengthened its data and solutions for the business community to better address disruptions resulting from the global pandemic, the economic crisis, and social unrest. We will also highlight plans for Esri in 2021, including the plans for the Esri User Conference (Esri UC)..

The last webinar of the year is in December! Register today.

- When: December 10th, 2020 at 10:00 a.m. (PST)
- Cost: Free

[Register Today→](#)



Location Analytics in Business Education

How can faculty effectively teach principles and applications in location analytics? The Esri education team created this Location Analytics in Business Education web page for educators looking to incorporate location intelligence in their business coursework or curriculum. On this web page, you'll learn about the following:

- Location analytics tools to use in your courses
- Training sites to learn how to use these location analytics tools
- Data resources to support your research
- Links to curricula materials
- Location analytics case studies and success stories

[Learn More →](#)

Business Community Webinar Series | October 2020

Did you miss our last webinar?

The recording of our last business community webinar is now available for viewing! Even in these uncertain times, smart businesses can gain an advantage by deepening customer insights with location intelligence



From the Esri Newsroom



A Small Business Trend Big Business Can't Afford to Overlook

Small business losses due to the COVID-19 pandemic vary widely across the US, according to a new study that underscores the importance of location intelligence in business decisions.

[Read More](#)



Five Steps Toward Building a Digital Twin for the Supply Network

In the past five months, COVID-19 disruption has been a wake-up call for supply chains, and it accelerated a few trends in the industry.

[Read More](#)



How Business Leaders Can Follow Through on Racial Equity Commitments

Companies have pledged to spend millions on racial equity; now they need guidance on how and where they can make the biggest impact. Location intelligence is illuminating once-overlooked opportunities.

[Read More](#)



Finding Purpose and Profit in the Bottom Line

Companies increasingly see that smart decisions for the planet are also smart business choices. At the company that runs hundreds of IKEA retail stores, the investment division uses location technology to peer into the future.

[Read More](#)

Have a Question? Email Us!

If you would like to connect with us, feel free to [send us an email](#)! One of our team members will reply and point you in the right direction. Ask us about an article, the Esri UC, a product, or anything else you see mentioned in this newsletter that you would like to learn more about.

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