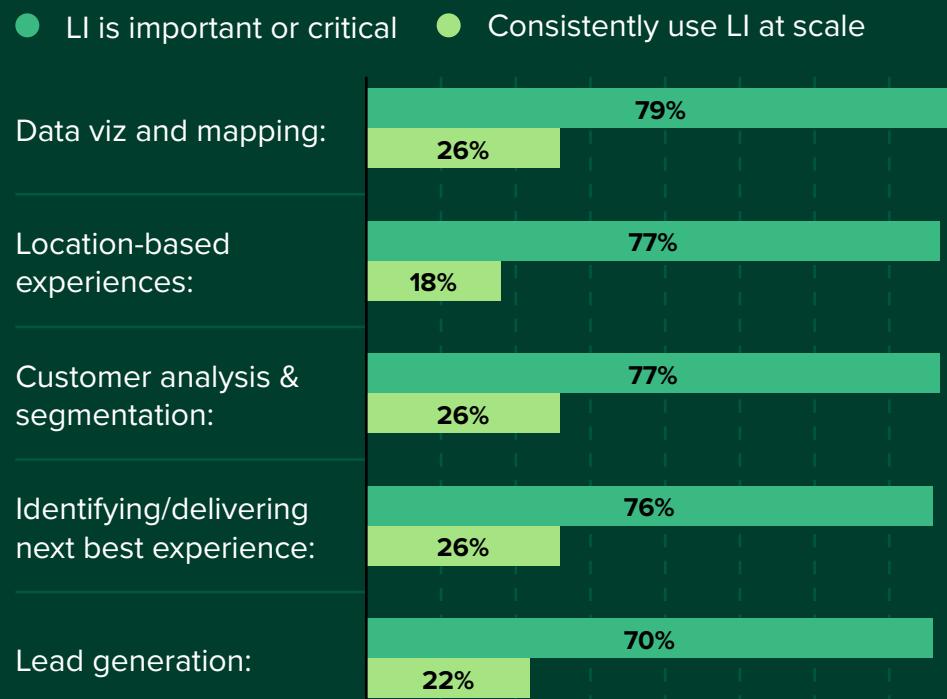
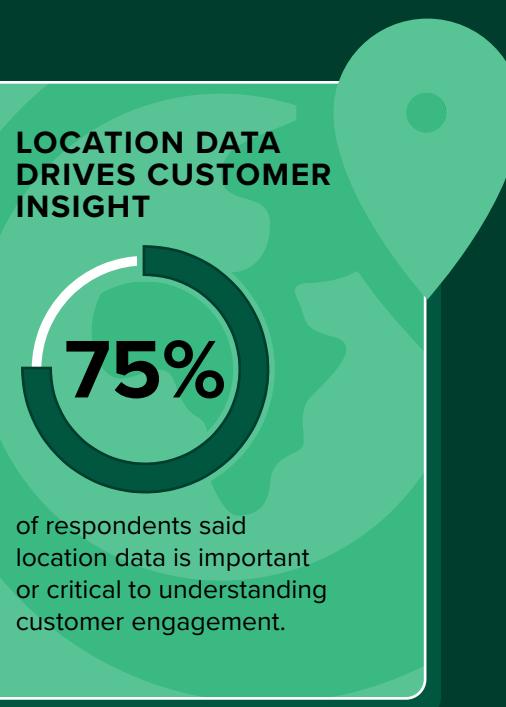


# Unlock Holistic Customer Insights With Location Intelligence

FORRESTER®

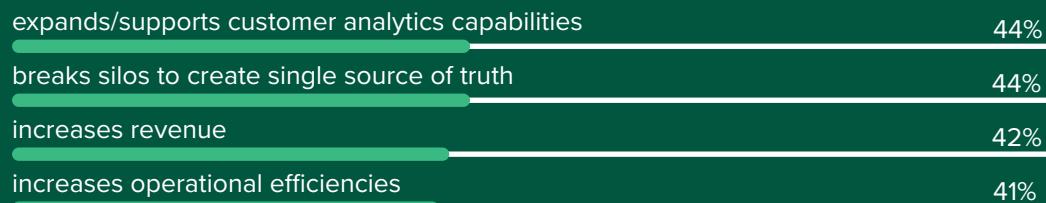
## LOCATION INTELLIGENCE IS A LARGELY UNTAPPED RESOURCE

Many firms struggle to leverage location intelligence (LI) at scale



## LOCATION INTELLIGENCE DRIVES PROFITABILITY

Top benefits expected from investing in a location intelligence platform



## INTERNAL CHALLENGES HOLD BACK FIRMS

Lack of skills and technical capabilities prevent firms from using location data's full potential.

**44%**

lack of technical skills or knowledge

**42%**

location data exists in silos

**41%**

data sets are too large to manage and analyze

**40%**

cleaning and transforming data takes too long

Base: 218 global business intelligence decision-makers at customer-facing industries  
Source: A study conducted by Forrester Consulting on behalf of Esri, April 2022

