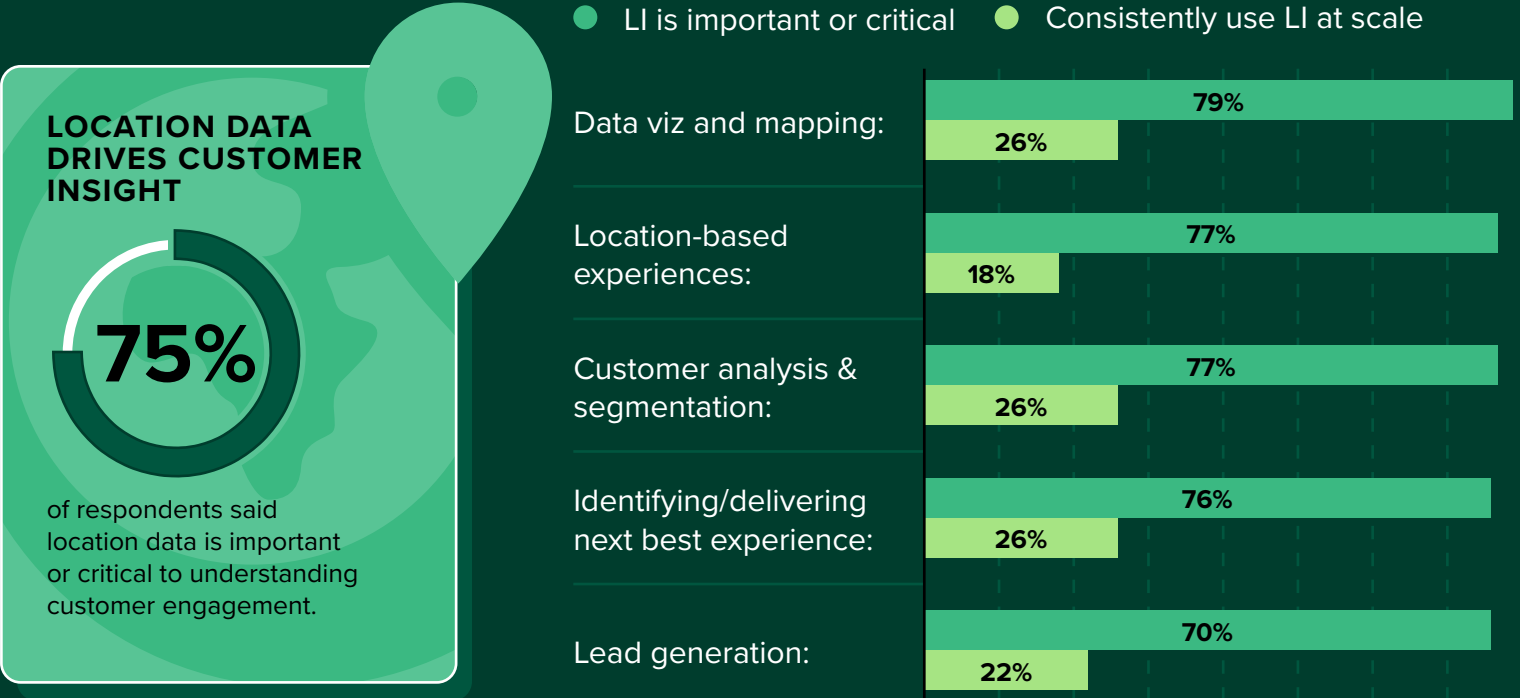


Unlock Holistic Customer Insights With Location Intelligence

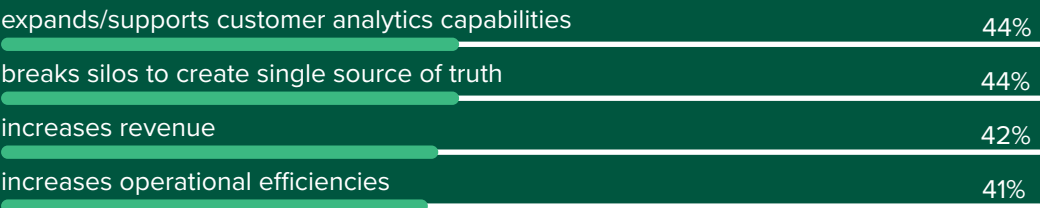
LOCATION INTELLIGENCE IS A LARGELY UNTAPPED RESOURCE

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.



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

