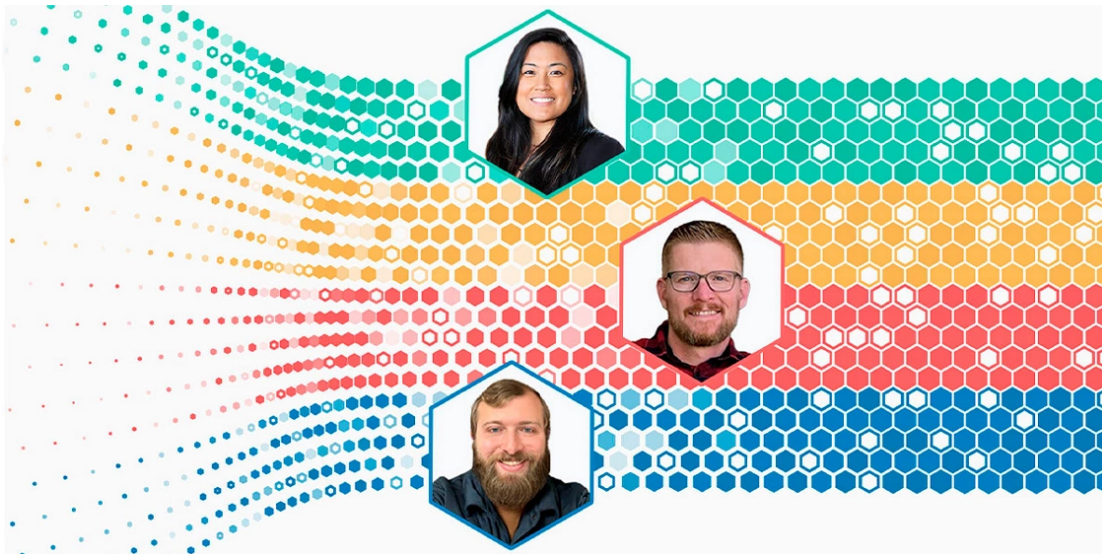




## The Latest in Business

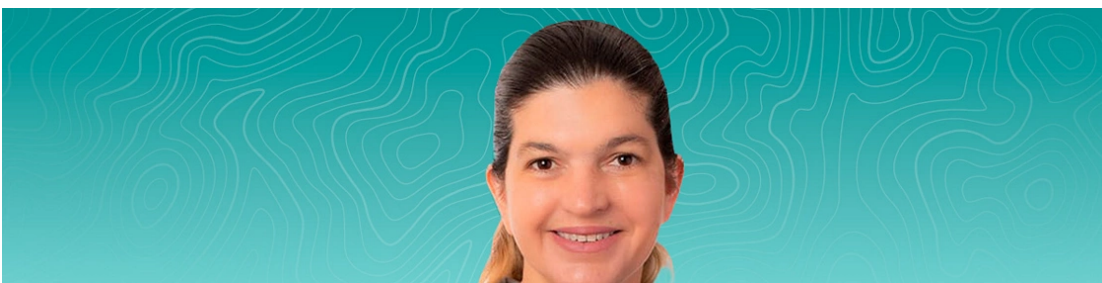
This business community newsletter features the latest stories, case studies, and resources from Esri and your peers in the private sector. Read stories of interest to people who work in financial services, insurance, logistics, manufacturing, real estate, retail, technology, and more.

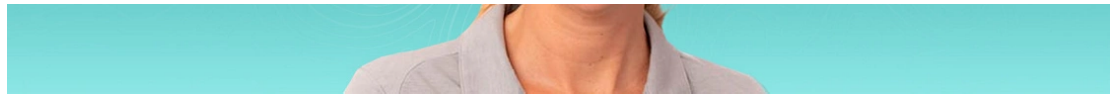


## ICYMI: GIS and the Many Faces of Efficiency

Leadership faces a perennial question: How can this business move faster? Inside the operations of Disneyland, Walgreens, and agricultural innovator Grapery, three professionals have found new ways to speed up the work of field crews, maintenance staff, and executives.

[Learn More](#)





# Publix Is Blending Data Science and Spatial Analysis with GIS

Enjoy a revealing conversation with an accomplished GIS professional, Shannon Philippus from Publix, on why executive communication and working well with data scientists matter.

[Read Now](#)



# Business Community Guide for Esri UC 2026

Looking to plan your time at Esri User Conference? We have put together a road map to help the business professional plan and attend the 2026 Esri UC.

[View the Guide](#)

## New Articles and Blogs



**Tech and AI: An Evolution, Not a Reinvention, of Commercial Real Estate**



**The World's Largest Furniture Maker on the Science of Retail Planning**

Commercial real estate's reputation as a technology laggard is not entirely undeserved. At its core, CRE is a see-touch-and-feel industry, as much art as science. That said, technology does have an important role to play. As the industry continues to invest in digital tools, three principles stand out.

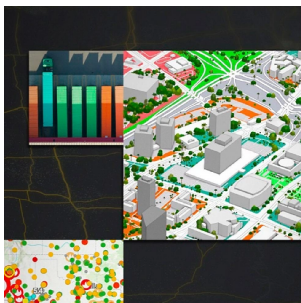
### [More on Real Estate Tech](#)



## Your Business Has a Digital Double

Esri CMO Marianna Kantor talks about organizations that are experiencing the benefits of integrating geography with AI-infused digital twins. *Fast Company's* Ben Baer hosts.

### [More on Digital Twins](#)

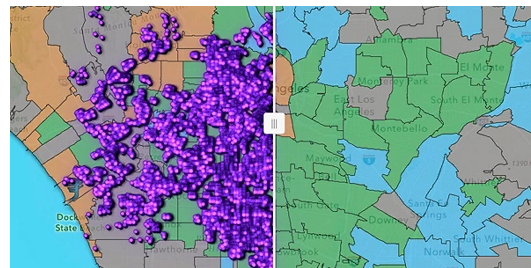


## New Ebook: Mapping and Analytics for a Competitive Edge

“Where” is the question every business needs to ask—whether you run retail stores, banks, restaurants, or logistics firms. See how many firms experience rapid adoption and immediate return on investment as location intelligence flows into critical workflows. This is a no-cost ebook and is not gated content.

Even in an age of rapid checkout and agentic commerce, businesses including retailers, financial companies, and real estate developers live by a timeless rule: To identify locations where your business will thrive, you must first know where your customers are.

### [More on Retail Intelligence](#)



## ArcGIS Tapestry in ArcGIS Business Analyst Pro: Identify Target Markets

Effective decision-making starts with a simple question: Who are we trying to reach, support, and engage?

### [More on Target Markets](#)



## What's Next in Retail Real Estate: ICSC Las Vegas

Las Vegas in May means one thing for the commercial real estate world: ICSC Las Vegas, the world's largest commercial real estate event. Over three days, more than 25,000 professionals are in attendance, ready to make deals, build relationships, and dig into the conversations shaping the future of retail and real estate.

[Read More](#)

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