



# Business Community Newsletter

#EsriBizCommunity

Welcome back to our first email of 2022! I hope that you are continuing to make an impact with your GIS work in this new year.

Featured in this edition are several great pieces of content you will want to check out. First, we recently worked with Retail TouchPoints, a leading media company that focuses on the interaction between consumers and retailers, to develop a unique content hub site. Be sure to check out what's available! We are also excited to share a brand-new journal article in partnership with Direct Relief that explores how it employs an innovative, adaptive distribution strategy backed by smart maps, dashboards, and other location technology tools powered by modern GIS technology.

Finally, for those in the insurance space, we are hosting our first live webinar of 2022 on February 16. Hear from Strategy Meets Action's (SMA) Mark Breeding on why geospatial technology is the future of insurance and how to utilize an enterprise-wide location strategy.

Happy reading,



*Ryan Gullett*

**Ryan Gullett, Business Community Lead**

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## New Content Hub Site: Turn Location Data into Competitive Advantage

Esri and Retail TouchPoints have teamed up and developed a brand-new content hub site for those looking to improve customer data analysis. The site consists of a compilation of resources on how to successfully leverage location data to enrich daily tasks and improve customer data analysis. This content hub site does a great job connecting the dots between the research about just how important location technology is for consumer-facing business and the strategies and tactics that can be implemented to leverage this technology inside a business.

Access to the hub site includes an interactive ebook, iPapers and reports. Check out the link below to get started.

[Access hub site](#)

A banner with a purple background. On the left, the title 'Adaptive Logistics: for Humanitarian Aid Supplies' is written in white. Below the title are two headshots: Andrew Schroeder, Vice President of Research and Analysis at Direct Relief, USA, and Cindy Elliott, Head of Commercial Industry Solutions at Esri, USA. On the right, there is a 'Download Article Now' button and a collage of images showing humanitarian aid supplies, including a large stack of white boxes and a person in a red shirt working with supplies.

Building Supply Chain Resiliency—New Journal Article

In today's globally driven marketplace, the endurance of supply chains is becoming increasingly critical for them to withstand long- and short-term fluctuations of market forces. Many of the products that are necessary for basic needs and consumers' discretionary spending come from complex global supply chains that face frequent external challenges and disruptions.

Download this journal article to learn how one organization, Direct Relief, employs an innovative, adaptive distribution strategy backed by smart maps, dashboards, and other location technology tools powered by modern GIS technology.

[Download Journal Article](#)

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### **Unlock the Full Potential of Your Insurance Data | Webinar**

Over the past decade, emerging technologies and "born digital InsurTech" companies have drastically changed the shape of the property and casualty market in the United States. Despite these changes, one thing remains the same—everything in insurance revolves around location.

Discover how industry-leading insurers are unlocking the full potential of their data and transforming their core operations with an enterprise location strategy. On February 16, join Strategy Meets Action's Mark Breeding and Esri's Jay Mullen for an in-depth look at why geospatial technology is the future of insurance and get exclusive access to a brand-new report that details the value of an enterprise-wide location strategy.

[Register Today](#) →

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From the Esri Newsroom



### **Avoiding "Resilience Theater"**

Businesses are increasing their spend on technology to mitigate disruptions, but are they becoming more resilient or just putting on a show?

[Read More](#)



### **TD Bank's Head of Advanced Analytics on the Art of Curiosity**

Companies willing to explore data are likely to discover valuable insight if they have an analytics leader like TD Bank's Ali Abedini—curious, collaborative, and adept with technology like GIS. He and his team have uncovered insight that has a direct impact on business performance and customer experience.

[Read More](#)



### **Location Intelligence—Catalyst for Growth in 2022**

The year 2022 will be one of recovery for business. Growing companies can accelerate their growth with location technology and precise insight.

[Read More](#)



### **Three Key Steps to Using EVs in Business**

Whether a company delivers packages or deploys regional sales teams, electric vehicles (EVs) will soon play a role. Smart maps help executives manage EV fleets profitably.

[Read More](#)

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Industry Insights by SAP Podcast



Guest Cindy Elliott talks with host Tom Raftery about Esri's fifty-year history digitizing the planet to collect geo-spatial data that, combined with operational data, can show business's impact on communities and environment specific to each location where they operate.

[Listen now →](#)

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## Events / Trade Shows

### [ICSC 2022 Las Vegas](#)

Las Vegas, Nevada

May 22, 2022

### [Esri User Conference](#)

San Diego, California

July 11-15, 2022

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