



# Business Community Newsletter

Hi {{Recipient.FirstName}},

Below you will find a collection of new content, videos and updates from the Business Team here at Esri. This is a bi-monthly publication to stay updated as a member of the business community.

Feel free to encourage your colleagues to [subscribe](#) to this newsletter. Simply click "stay updated" on the side of the business community webpage. Happy reading!



## Webcast: The New Analyst and the Supply Chain

As supply chain challenges persist for retailers, manufacturers, and distributors, geographic information system (GIS) technology is playing an integral role in the response. If your company participates in any aspect of the supply chain—upstream, downstream, global or local, manufacturing, distribution, or retail—this webcast may be worth your time. Join WhereNext editor Chris Chiappinelli for a conversation with innovators at GM, Rehrig Pacific, and EHDD.

[Register Today](#)

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## New Geospatial Intelligence Ebook

Now more than ever, a heightened geospatial awareness of the impact business has in the world drives organizations to reimagine and strengthen relationships. These relationships can include those with customers, suppliers, communities, and the planet. Esri's vision for business organizations is that economic prosperity and corporate responsibility can not only coexist but also thrive.

The ebook is available to view now with no form fill necessary.

[View Now →](#)

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## Join Us at the Next Business Community User Meetup

We will be hosting more opportunities for the business community to meet and network in the fall of 2023. If you are close to one of our regional offices, please complete the form below to let us know you are interested. Once we announce the dates, you will be notified to register.

[Submit Info Now](#)

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## New Esri's Tapestry Segmentation Video

### Targeting Your Market

Esri's target marketing tools are a great way to better understand your market. This workflow uses Esri Tapestry Segmentation data to help you understand what makes your target customers and markets so unique.



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## From the Esri Newsroom



### How Cisco Created a GIS-Based Digital Twin of Its Service Supply Chain

Imagine a supply chain delivering parts and service to millions of customer sites in more than 130 countries—often within two hours of a customer's request. That's a challenge taken seriously at Cisco, where every minute of downtime can cost customers revenue.

[Read More](#)



### Three Ways Location Intelligence Drives Business Efficiency

Executives are finding that a geographic approach to business yields a trio of operational efficiency improvements.

[Read More](#)



## Location Data—A Key for Commercial Real Estate Success

Success in the commercial real estate world requires more than just hard work; agents, property assessors, and portfolio managers must be able to tell compelling stories about the properties in their portfolios.

[Read More](#)



## How Microsoft Mapped a Path to Community Impact

A Microsoft team dedicated to racial equity boasted the resources of a tech giant and the energy of a startup. All it needed was a map to steer its efforts in the right direction.

[Read More](#)

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## New Industry Web Page



We just launched a brand-new industry web page for high-tech companies in the business sector. Learn about some of the major focus areas that Esri is supporting for these high-tech companies, including supply chain operations, IT network mapping, workplace management, and data center planning.

[View Now →](#)

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## Business Community Meetups

Users from the business community had a chance to meet up in January and February at two of our regional offices in Philadelphia and Minneapolis. Users got to network with their peers and talk about the work they are doing with GIS in their respective industries. Thank you to those who were able to come out, and we hope to host more meetups in fall of 2023!



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## Events / Trade Shows

### [Esri Developer Summit](#)

Palm Springs, CA

March 7-10, 2023

### [ICSC Las Vegas](#)

Las Vegas, NV

May 21-23, 2023

## Connect With Us

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