The Latest in GIS for Business

How GIS helps your peers, tips from geospatial transformers, and why Chicago tops site selection rankings.



New Video: What Is GIS? – Business Edition

Through real-world examples, see how GIS business intelligence and geographic thinking supports industries such as retail, logistics, finance, real estate, banking, insurance, and manufacturing.

Watch Now →



Amazing Week at Esri UC

From an inspiring keynote and innovative demos to incredible conversations with the global GIS business community, it's been amazing to see so many people come together to learn, connect, and share ideas. If you joined us at the Business Symposium or a special interest group meeting, or saw us at the Business booth on the Expo floor, we hope you are inspired to create a more intelligent world.

Recordings of all live stream sessions are available now. Additional recordings will be added to your Esri UC portal in August.

See Recordings →



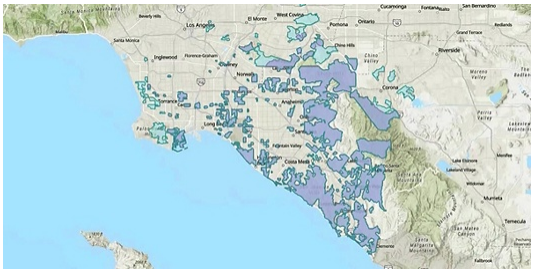
ICYMI: Meet the Geospatial Transformers

Companies transform. Workflows transform. People transform. In this WhereNext webcast, we asked three geospatial professionals to reflect on their experience with transformation—within their organizations as well as in their own careers. It's a unique conversation with members from Blue Origin, Navy Federal Credit Union, and Topgolf.

Learn More

New Articles and Blogs





Chicago Tops Corporate Site Selection Rankings for 13th Straight Year

For the thirteenth consecutive year, Chicago has been named the top US metro for corporate facility investments. Behind all those projects is a complex decision process. To de-risk site selection decisions, industry leaders have long relied on GIS technology.

Read More

NextTech: To Close or Not to Close This Store? Your GIS Analyst Has Ideas

Brands with high store density must weigh site-selection risks, such as cannibalizing sales against rewards like higher visibility and lower logistics costs.

Learn More



A New Billboard Longs for Human Touch

If a picture is worth a thousand words, a touch may be worth more. Clothing label Intimissimi put that idea to the test with a street-level billboard that brings touch into the brand experience. These billboards embed real cashmere swatches into the display, tempting passersby to stop and engage with the material.

Find Out More

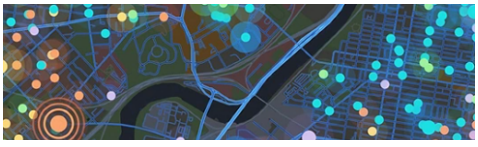


How Location Intelligence Transforms Retail Outcomes

Mark Ryski, author and CEO of HeadCount, talks to Esri retail expert Gary Sankary about how validating data through location intelligence can lead to millions in increased revenue.

Listen to the Podcast

The New Geography of Retail Risk



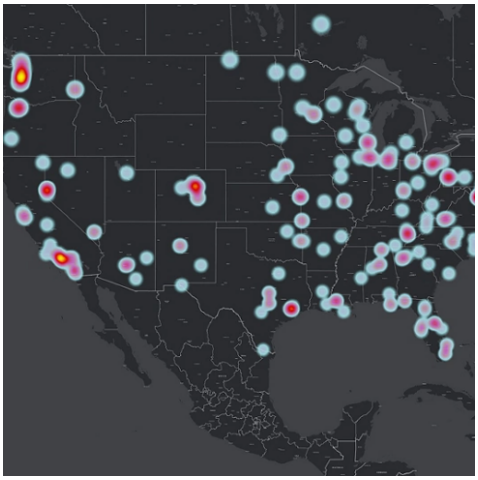
In this new ebook, discover how ArcGIS transforms retail crime analysis with spatial



analytics and operational awareness to protect stores, teams, and customers.

Read the New Ebook →

Join Us at the Global Security Exchange



Join Us at the Global Security Exchange

Esri will be featured as an exhibitor at the Global Security Exchange (GSX) in Atlanta from September 14–September 16. Find us at booth #4433 or reach out to schedule a meeting.

Visit Our Booth →

Learn more about GIS in Business



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