



Hi,

As the year ends, this will be our last business community newsletter of 2023. I hope you enjoy this bimonthly publication and the content that we share. In this issue, be sure to check out the recording of the latest *WhereNext* webcast that originally aired back in November. There are some great insights from some of the best brands in our sector. Also, we are hoping that you take a little bit of time out of your day to fill out our survey we launched just for our business community. We are hoping to use this survey to better understand what GIS means to you and your respective organizations. The link to the survey is provided below.

Finally, be sure to read our new article, "Spatial Thinking Invades Computing, Business," which talks about business leaders who are searching for their own form of spatial context. It gives some examples of the best-known companies that are adopting a spatial approach to common business challenges.

Happy reading!



*Ryan Gullett*

Ryan Gullett  
Business Community Manager



### Register for the 2024 Esri Developer Summit

Don't forget to start making your plans for the 2024 Esri Developer Summit! Registration is now open for those interested in attending the summit in Palm Springs, California. This event is designed to show you how to build cutting-edge apps using advanced mapping technology. Explore hundreds of hours of technical workshops and sessions and learn development best practices from GIS experts.

Like in previous years, we will send out communications to our business community members that want to meet up at the Esri Developer Summit.

[Register →](#)



### We Want to Hear from You

The Esri business team wants to know how GIS impacts your work and community.

Remember, upon completion of the survey, you will receive exclusive access to an Esri business guide, a professional resource designed to help you approach a new project with ArcGIS. We've loaded this guide with so many helpful tips and resources so you can communicate the value of location intelligence across your organization.

[Survey Link →](#)



### Recording of the Latest WhereNext Webcast

Did you miss our latest webcast with Amazon, FedEx, and Marriott? You can now watch the recording on demand. Listen in to learn how some of the world's best-



known brands use spatial analytics to improve business outcomes. This *WhereNext* webcast explores how companies are deploying spatial analytics to create efficiency, safeguard operations and customers, and grow.

[Watch Now](#)

## Esri Newsroom



### Spatial Thinking Invades Computing, Business

Under pressure to make smarter use of budgets and grow their businesses, executives are embracing spatial thinking, just as Apple and other tech companies embrace spatial computing.

[Learn More](#)



### How City Chambers Can Get New Insight from Infographics

See how the Redlands Chamber of Commerce used geospatial tools to modernize the way it manages members, chooses event locations, and distributes perks like information about other local businesses.

[Learn More](#)



### Advising an Industry in Transition

A strategic adviser to the banking industry enlists location analysis to guide financial institutions to the right customers.

[Read More](#)



### Fast Four: Addressing Retail Crime

As retail employees and customers report feeling unsafe in stores, executives face a thorny challenge: how to decrease the incidence of retail crime. This short interview details a new approach.

[View the Interview](#)

## Let Us Know Where You Want to Meet!



Want to meet us at the next business community user meetup? Don't forget to submit your information to us so you can be notified when we launch new meetups in 2024! Check out our landing page to learn more about our community meetups.

[Join the Next Meetup →](#)

## Esri's Indoor GIS for Smarter Building Management

We spend a lot of time inside. This environment is growing more complex every day in the workspace. You need to manage your workspace better and locate assets when you need them. Even simple things like booking a conference room or navigating office space needs a system your entire office can get behind. Check out this video on indoor GIS as a complete indoor mapping system.



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