



Hi,

I hope you have had a wonderful holiday season so far.

In this edition of the newsletter, you will find great new articles and videos to read and watch. I would like to make you aware of the new book *Spatial Business*, which was released by the University of Redlands and Esri! It is an exciting step in academia for fostering new GIS users for business.

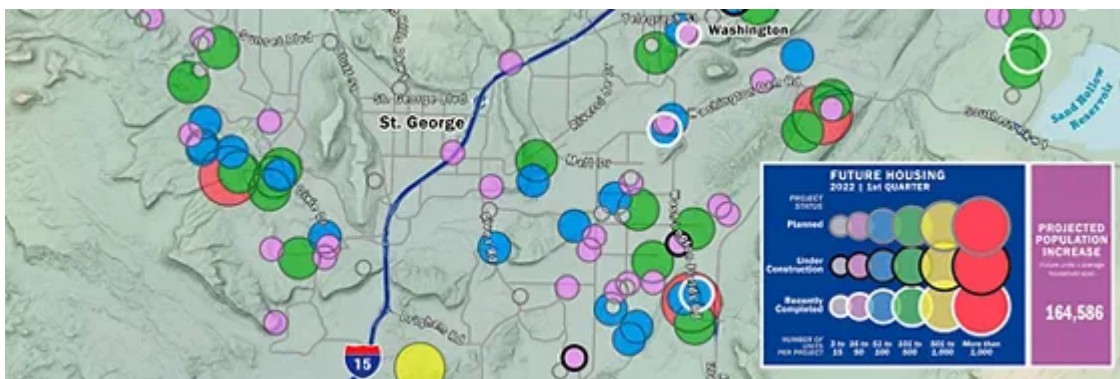
I hope you find value in the content here and I look forward to seeing you at the next Esri User Conference.

Happy reading,



Ryan Gullett

Ryan Gullett, Business Community Lead



[Colliers Utah GIS Team Case Study -- Read Now](#)

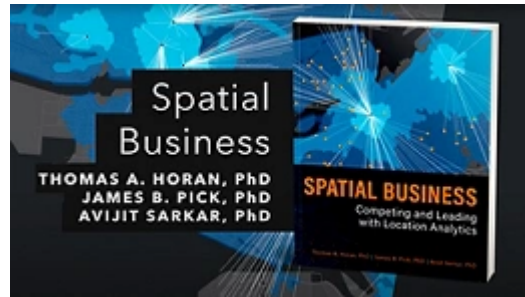
Using new maps, the GIS team at Colliers modified the style of its maps to help its real estate users thrive with tools never seen by them before. Investment decisions within high-growth markets were more easily identified, resulting in a high adoption rate among the brokers.

[Read Now](#)

University of Redlands Launches New Book

Spatial Business: Competing and Leading with Location Analytics

This book is intended to inform business professionals and students about the new world of location intelligence and how to utilize this intelligence to achieve business success.



The image shows the cover of the 'Forrester Opportunity Snapshot Report'. The background is a dark green with a pattern of lighter green, semi-transparent shapes that look like stylized buildings or data points. The title 'FORRESTER OPPORTUNITY SNAPSHOT REPORT' is written in large, bold, white capital letters in the lower-left quadrant of the cover.

FORRESTER OPPORTUNITY SNAPSHOT REPORT

Forrester Opportunity Snapshot Report -- Download Today

This year, Esri commissioned a study conducted by Forrester to explore why many firms struggle to leverage location intelligence. Retailers know that location intelligence is critical to customer engagement. Understanding customers in a geographic context provides

insights about shopping patterns, purchasing behaviors, and more. To stay relevant, companies must collect, integrate, and analyze disparate data.

The report shows results and statistics from over 200 global business intelligence decision-makers. You can check out a preview of the report prior to downloading.

[Preview Report](#)

From the Esri Newsroom



As Supply Chains Falter, Executives Ask, "What If?"

As economic conditions fluctuate, smart supply chain executives are using location data to visualize logistics strategies and test what-if scenarios. A logistics strategy grounded in visibility isn't just about navigating extreme moments; it helps executives deliver products to market under calmer circumstances.

[Read More](#)



A State-by-State Look at the Gender Pay Gap

As top female employees eye the exits, savvy strategists in some companies are taking note and analyzing their pay data. A careful study of pay practices market by market gives executives insight into whether wages are equitable in each area where a company operates.

[Read More](#)



Billions in New Federal Spending and Its Business Impacts



Data for Decision: Transforming Facilities to Combat Climate Change

Billions of dollars in federal support are destined for the business community, and companies that take a geographic approach will be better positioned to capture the benefits. The influx of government investment follows the passage of the Infrastructure Investment and Jobs Act (IIJA) in 2021.

[Read More](#)

At the heart of the climate crisis is what we refer to as our built environment. Our built world has altered the earth's climate in ways that are not amenable to life and the natural world. To realize a sustainable future, our focus should be the nourishment of all life and the environs required to sustain and support it.

[Read More](#)

WhereNext Webcast Recording



Watch the on-demand recording of the latest *WhereNext* webcast recording, *A New Road Map for Risk and Resilience*. In the face of storms, security challenges, and supply chain bottlenecks, executives and analysts are eager to strengthen their companies against disruption.

[Watch the Recording →](#)

Learn How Luxottica Is Strengthening Brick-and-Mortar Locations with Geoanalytics -- A Sessions at NRF 2023

Luca Delli Santi, real estate director at Luxottica, discusses the design and setup of a tool powered by Esri technology and market data and fueled by Jakala geoanalytics. The tool automatically provides data-driven insights to store locations adding value on top of traditional on-field real estate decision making



[View Session Details →](#)

Events / Trade Shows

[NRF Big Show](#)

Booth Number #4851

New York City, New York

January 14-17, 2023

[ICSC Las Vegas](#)

Las Vegas, NV

May 21-23, 2023

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