

Business Community Newsletter

#EsriBizCommunity

In this issue, I am excited to share with you a brand-new webpage destination “Spatial Business Advantage”. This new initiative is designed to help businesses expand the understanding and value of GIS across the organization, especially with professionals not familiar with GIS or location technology within your organization.

As many of you have probably heard, registration is now open for the upcoming virtual Esri User Conference starting on July 12th. As we get closer to the event, we will be sharing with you a tailored agenda for Esri's business community. Stay tuned!

This month's highlighted podcast features Renee Murphy, principal analyst at Forrester, discussing how environmentally responsible practices are becoming an essential part of a company's brand and a key consideration among customers.

Happy reading!



Ryan Gullett

Ryan Gullett, Business Community Lead

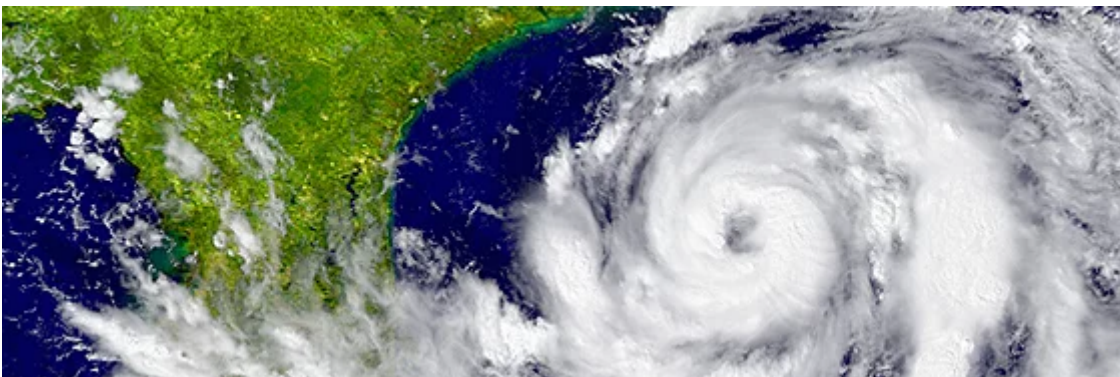


New Spatial Business Advantage Web Pages

The most competitive organizations use spatial business intelligence to gain unique insights, revealing hidden relationships and patterns that drive faster and stronger decision-making. When coupled with business intelligence tools, location is the common thread connecting businesses to their customers, operations, and potential risks. Analysts can understand why business happens where it does and predict where it will happen next.

We are excited to announce a brand-new web experience for our business community. The web pages' core messaging focuses on business organizations that want to **drive sustainable growth, strengthen operational effectiveness, and enhance business resilience**. Additionally, the web pages will showcase crucial spatial workflows and customer-driven stories where spatial business practices are helping drive success.

[View Webpage →](#)



Business Resilience: Emerging Solutions and Technologies

Renee Murphy, principal analyst at Forrester, explains how environmentally responsible practices are becoming an essential part of a company's brand and a key consideration among customers. Esri chief marketing officer (CMO) Marianna Kantor investigates how leading companies are improving resiliency and sustainability in the face of systemic risks.

[Listen Now →](#)



Registration Is Now Open!

Get your virtual front-row seat to this year's Esri User Conference (Esri UC)! Attend technical workshops and sessions, learn the latest in GIS technology, network virtually, and much more. As we get closer to Esri UC, we will have an overview of the best sessions and workshops to attend as business users. Stay tuned!

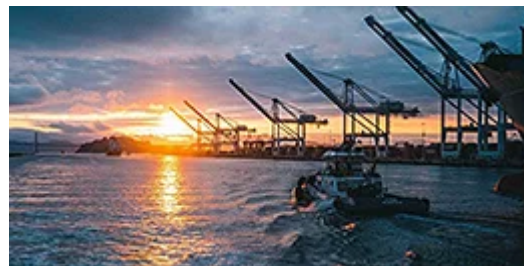
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From the Esri Newsroom



How Stores Can Thrive—By Learning from Failure

Retail executives look for every advantage in competitive markets, and a study on the demise of one popular video chain offers clues they can use to place stores in the right locations.



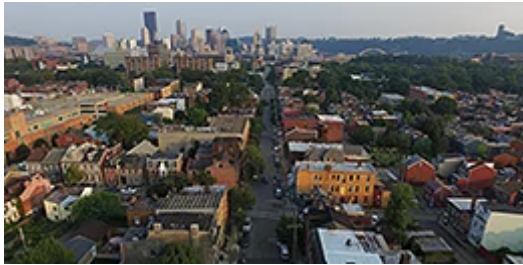
Digital Twin of the Globe Helps Companies Get Ahead of Climate Risk

Business executives crave predictability, and a new simulation-based system uses GIS technology to predict where supply

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chain vulnerabilities could emerge months and years in the future.

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Why Increasing Accessibility is Fundamental to Building Equitable Practices in Financial Services

Racial inequities in financial services highlight stark contrasts in economic security. Discover how you can enact meaningful change.

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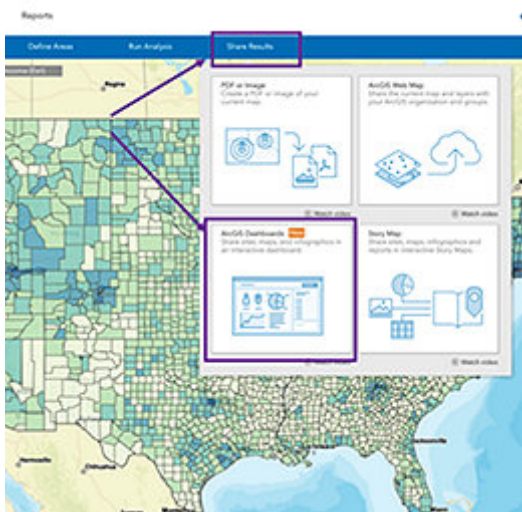


When the Environment Changes, Business Reacts

The pandemic has left many workers unemployed. As they look to reenter the workforce, they may benefit from a new tool promoting occupational mobility—a way of applying existing skills to better-paying jobs. That kind of location intelligence can help workers plan their next career move.

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ArcGIS Business Analyst Update



It's here! The newest release of ArcGIS Business Analyst has arrived and we couldn't be more excited to share it with you. With this release of Business Analyst Web and Mobile Apps and ArcGIS Community Analyst, we've been focused on making it even easier to share your analysis with your teams. Check out the new features on this interactive StoryMap.

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Did you miss an issue of our newsletter? Access our full archive to discover business resources that show how your peers solve problems with GIS.

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