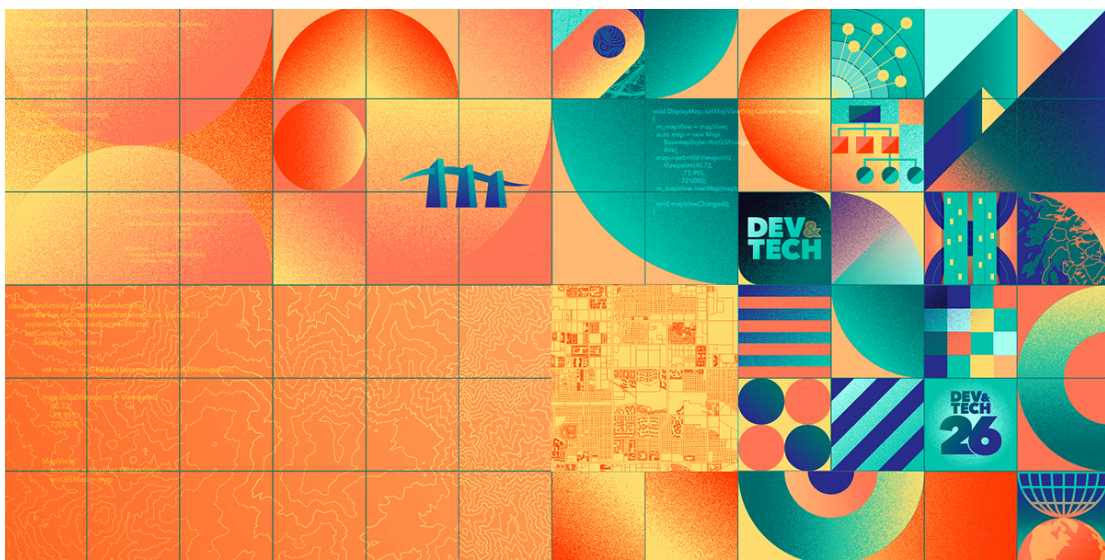




## The Latest in Business

This business community newsletter features the latest stories, case studies, and resources from Esri and your peers in the private sector. Read stories applicable to those who work in financial services, insurance, logistics, manufacturing, real estate, retail, technology, and more.



## Esri Developer & Technology Summit | March 2026

The Esri Developer & Technology Summit is designed for anyone building, customizing, and automating spatial solutions at any scale or complexity.

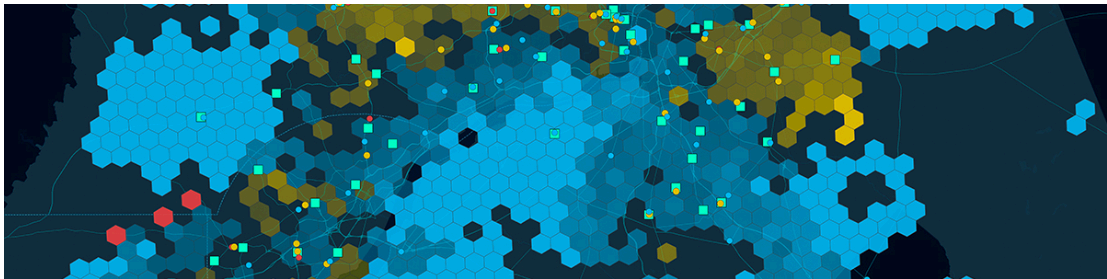
[Register to Attend](#)



## Webcast: The Power of Mentorship for Analysts in Business

GIS careers are flourishing in the business world, creating an ever-greater need for mentorship and informal learning. On November 13, WhereNext talks with three business professionals about their paths to geospatial expertise. Presenters from Google, Trader Joe's and Crescent Energy share how they learned to create value from GIS in their own organization.

[Register Today](#)



## New Insights from RSR Research

Thank you for being a leader in location intelligence. Your work with ArcGIS continues to set the pace for how organizations turn geospatial data into strategic advantage.

The newly released 2025 RSR Location Intelligence Report offers fresh insights into how top-performing businesses are expanding their use of GIS to solve high-value challenges across the value chain.

[Download the Report](#)

# New Articles and Blogs



## Because Where Matters

Just a few years ago, the new era of big data was in danger of drowning us. We could know everything and yet it was hard to know anything. Now, none of us need to drown in our data—because we can map it and that changes everything.

[Learn How](#)



## Fast Four: Combining AI Advances and Human Data

In this rapid-fire interview, real estate veteran Gregg Katz unveils a strategy for blending AI and GIS technology with the human sensor, creating a 360-degree view of important places.

[Watch the Interview](#)



## Showrooming: At a Grocer Near You

Across industries, GIS has proven its ability to reveal why things happen where they do. In grocery, where the traditional drivers of consumer behavior are shifting—and legacy marketing tactics are losing impact—that capability will become indispensable.

[Learn More](#)



## NextTech: Grocery Stores, Dollar Stores by the Numbers

As inflation jitters persist, retail foot traffic data reveals the popularity of grocery stores and dollar stores in locations throughout the US.

[Explore the Data](#)



## Featured 2025 SAG Award Winner: Bank of America

At the 2025 Esri User Conference, Bank of America and its Global Corporate Security team were bestowed a Special Achievement in GIS Award for the Financial Services industry. Read more on their award page to see how they created a centralized model of reporting to ensure timely response to operational risks for appropriate stakeholders.

[Read More](#)

## Esri Hosts Business Community Meetup in Seattle

We had a great time hosting one of our annual business community meetups in Seattle in September. More than 30 GIS professionals attended the event, which was hosted by Microsoft at its Technology Center in Bellevue, WA. Thank you to all who came out to talk all things geospatial!

Want to suggest a city for meetups in 2026? Check out our web page to submit your suggestion for a future location!

[Suggest a City Today](#)

## Learn more about GIS in Business



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