



The Latest from Your Industry

The business community newsletter features the latest stories, case studies, and resources from Esri and your own peers in the private sector. See stories that are applicable for those that work in financial services, insurance, logistics, manufacturing, real estate, retail, technology, and more.



Mapping a Better Future: The Geography of Hope

David Yarnold, author and former CEO of the Audubon Society, explains why the world is increasingly taking a geographic approach to problem-solving. Esri's chief marketing officer, Marianna Kantor, explores Yarnold's mission to bring the Audubon Society into the 21st century.

[Listen Now](#)

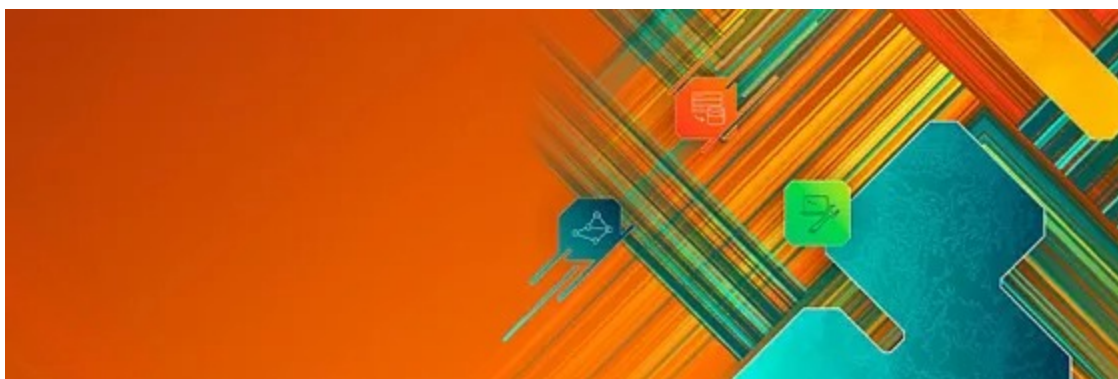


2025 Esri User Conference: Register Today

The Esri User Conference brings together thought leaders and geospatial professionals from around the globe. Explore why a holistic, location-based understanding of our world can unite people and empower positive change.

Why register early? Now is the best time to register for UC to plan ahead for travel and book your hotel accommodations before they sell out. You can expect numerous business-focused sessions and events that will relate to you and your private-sector industry.

[Register Today](#)

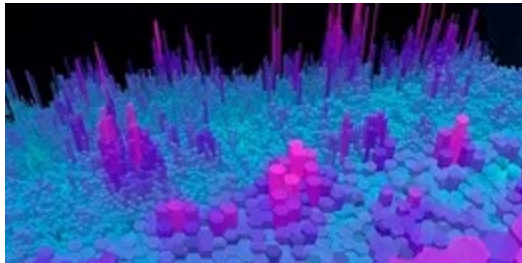


Esri Developer & Technology Summit: Register Today

Join experts and innovators at the Esri Developer & Technology Summit, newly renamed to reflect the remarkable evolution of Esri technology. Now in its 20th year, the event offers learning opportunities for a wide range of technical roles.

If you are planning to join us this year, look out for an invitation to attend our annual business community meetup. We organize a meetup for those in the private sector to connect and network as part of the conference.

[Register Today](#)



How GIS Became the Enterprise Technology It Is Today

The list of companies using the enterprise technology GIS reads like a who's who of the Fortune 500 and Russell 2000. How did a technology once confined to technical tasks become a business intelligence tool used across the modern enterprise?

[Learn More](#)



Spatial Fluency Drives Growth, Part 2

Market research is critical for every business, especially those with physical assets like real estate or logistics assets. Understanding the impact and influence of location on performance is often the difference between success and failure.

[Read More](#)



Mapping the What-Ifs for How Employees Get to Work

The tried-and-true commute analysis—used to site new offices, warehouses, and other business operations—deserves a modern update. Enter the climate-aware analysis.

[Read More](#)

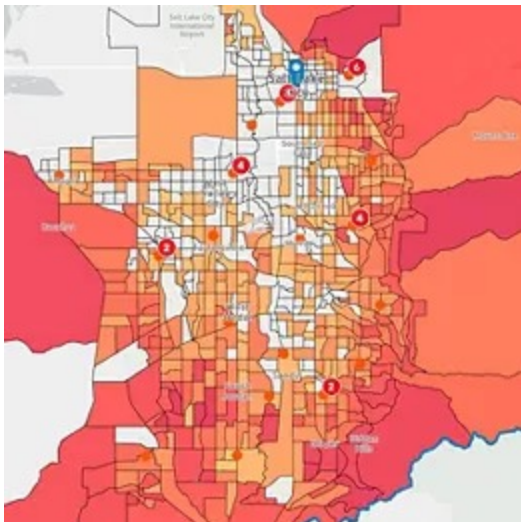


A Luxury Shopping Trend with a Geographic Wrinkle

When luxury shoppers start looking for bargains, manufacturers and retailers need location insight to diagnose the trend and react appropriately.

[Learn More](#)

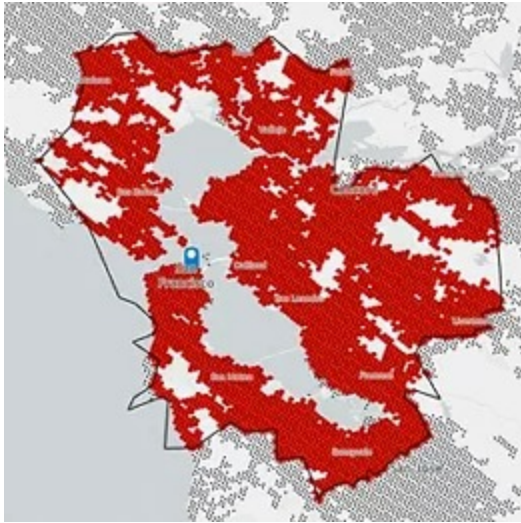
New Tutorial: Use an AI Assistant to Explore the Pickleball Market



Learn how to use Business Analyst Assistant (Beta), an in-app productivity tool that uses artificial intelligence to recommend popular workflows, data, infographic reports, and tips in ArcGIS Business Analyst Web App. Explore its range of interactive capabilities, including mapping points of interest and creating color-coded maps, with a timely use case: the popular sport of pickleball.

[Learn More](#)

Using Hexagons and Centroids to Model Context-Specific Customer-Derived Trade Areas



See how the ArcGIS Business Analyst Pro tool [Generate Grids and Hexagons](#) uses centroid creation and ArcGIS GeoEnrichment to generate a new set of points that helps users understand site prospecting, customer behavior analysis, and estimating market potential/loss.

[Learn More](#)

Recording Available: Location Insight Across the Enterprise



Top-performing companies convert quick wins into enterprise-wide gains—often by expanding software from a single department to multiple business units. In this *WhereNext* webcast, we hear from standout professionals who have leveraged GIS and location insight to create smarter, more agile organizations.

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