

# Business Community Newsletter

#EsriBizCommunity

Hi {{Recipient.FirstName}},

We have a good one to dive into today! Like many of you, it's been a busy last couple months-to say the least. I hope that many of you were able to experience (virtually) the 2021 Esri User Conference. If you did not attend, you can see explore some of the 2021 conference materials. Anyone with an Esri account can access some of the remaining content starting August 2nd.

Featured in this edition are several great customer success stories from our business community. We announced the business sector winners of the Special Achievement in GIS (SAG) Award. They include winners Cisco, HORNE LLP, American Automobile Association (AAA) and a few others. Also, during the UC Plenary session, Jack Dangermond announced Nespresso won the Making a Difference Award for the company's work using GIS to support environmental, social, and economic sustainability in coffee sourcing.

Finally, be sure to register for our latest webinar series on Business Resilience. We have 4 webinars in this series that will be starting on August 12th and end in September.

Happy reading,



*Ryan Gullett*

**Ryan Gullett, Business Community Lead**

---



## That's a Wrap—Esri UC 2021

The 41st annual—and second virtual—Esri User Conference (Esri UC) took place July 12–15. Registration reached over 74,000 users from over 200 countries! To our business community, thank you for making the 2021 Esri User Conference amazing. We hope that the event has inspired you to take action and lead a positive change within your organization.

On Thursday, July 15, the business community hosted six different special interest group meetings with several different business topics and presentations from users. Over 1,200 of you from the business community attended and watched our live broadcasts! We want to say thank you to those who watched.

Still have not had a chance to check out the virtual Esri UC content? Select content is accessible to anyone with an ArcGIS Public Account, which is free to create! After logging in, you will be able to explore and view session recordings, Expo content, the virtual Map Gallery, and more!

[Access UC 2021](#)

---



## New Webinar Series on Business Resilience

The growing frequency and severity of business disruptions are reshaping the global economy. Businesses need to take proactive steps to safeguard future opportunities. Location intelligence provides a framework for businesses to understand complex challenges like natural disasters, social inequities, and resource scarcity to create meaningful change. **Our first webinar goes live on August 12th!**

In this new webinar series, we will be broadcasting four live webinars on how spatially enabled businesses manage their exposure to a spectrum of risks. Spatial technology empowers decision-makers with actionable insights to implement effective resiliency strategies.

[Register Now](#)

---



## 2021 SAG Award Winners from the Business Community

Congratulations to this year's winners of the Special Achievement in GIS (SAG) Award! These organizations set new precedents throughout the GIS community and business world. We want to give special recognition to the SAG Award winners from our very own business community:

- HORNE LLP
- American Automobile Association (AAA)
- Grubhub

- Cisco
- Sherwin-Williams
- Telluride Ski & Golf
- Microsoft

[View All Winners](#)

---

## From the Esri Newsroom



### **Spotting New Business Opportunities in Consumer Data**

Business leaders need sensitive antennae to spot new business opportunities. This article shows how digital-first companies and brick-and-mortar businesses can borrow useful techniques from one another as they build new offerings for customers.

[Read More](#)



### **Five Ways Smart Maps Have Changed the Business World**

Take a look at the evolution of maps, which can now integrate complex data and reveal simple views of its implications. For executives across the business world, that changes the nature and speed of insight.

[Read More](#)



### **Four Steps to Get Started with Supply Chain Sustainability**

Sustainability in supply chains has become a vital and visible element of social corporate responsibility. Customer



### **DICK'S Sporting Goods Strengthens Omnichannel Strategy through Brick-and-Mortar Stores**

The largest sporting goods retailer in the US is using a creative team of analysts



demand, increasing regulations, and the business case have steered supply chains in a more sustainable direction, which has grown from an ambition into a requisite for long-term conservation.

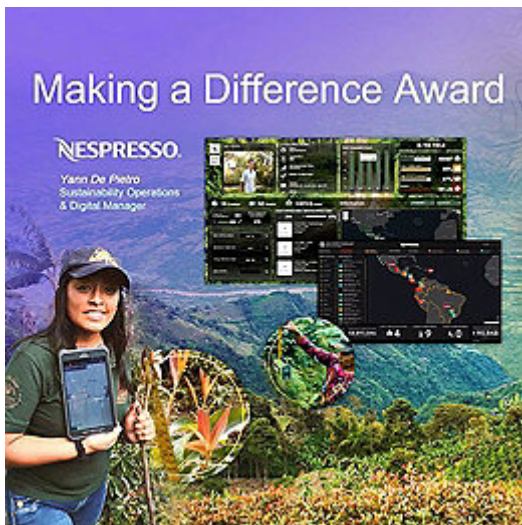
[Read More](#)

and GIS technology to guide the expansion of its market-leading store network.

[Read More](#)

---

## Success Story Spotlight: The Making a Difference Award



We are proud to announce that Nespresso won the Making a Difference Award for the company's work using GIS to support environmental, social, and economic sustainability in coffee sourcing. The award was presented during the plenary of the Esri 2021 Virtual User Conference.

[Learn More →](#)



### View Past Issues of Our E-newsletter

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.

[View Now](#)

{{#if Recipient.Self\_Reported\_Org\_Type\_\_c}} {{else}}

---

Is your information up-to-date?

Update Your Info

{{/if}}

You received this due to your subscription to Esri {{Recipient.Sector}} Announcements.

[Update](#) your subscription preferences.

[Esri.com](#) | [Privacy](#) | [Contact Us](#)

Copyright © {{Current\_Year}} Esri. All rights reserved.

Esri, 380 New York Street, Redlands, CA 92373, USA.

