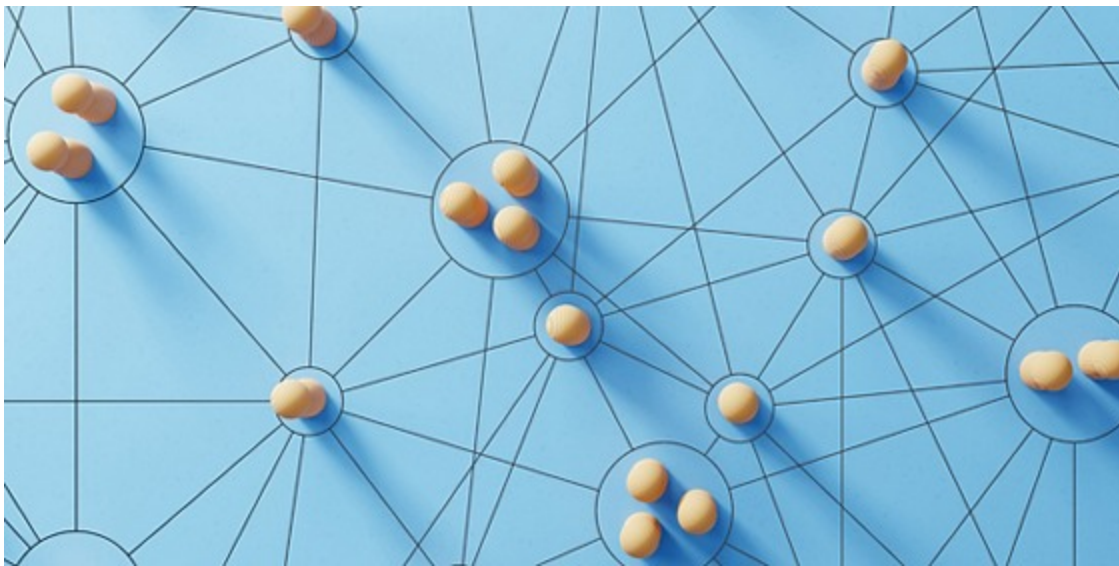




## The Latest From Your Industry

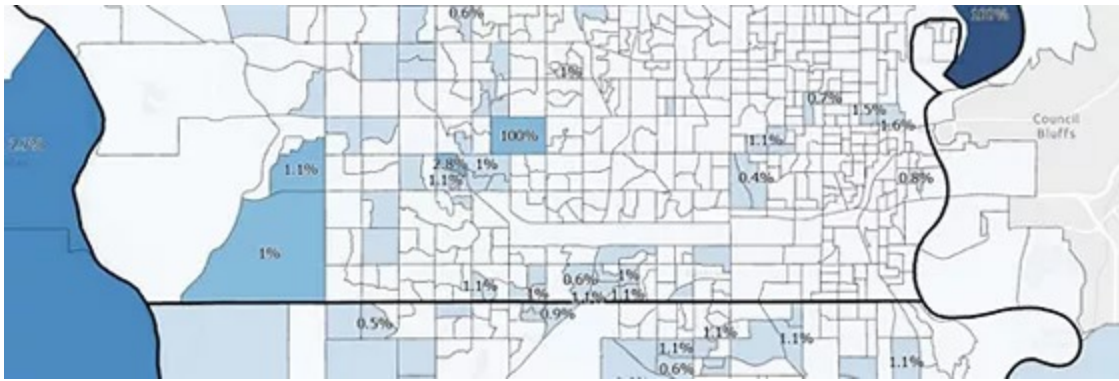
The business community newsletter features the latest stories, case studies, and resources from Esri and your own peers in the private sector. See stories that are applicable for those that work in financial services, insurance, logistics, manufacturing, real estate, retail, technology, and more.



## Location Insight Across the Enterprise—A WhereNext Webcast

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 learn from standout professionals who have leveraged GIS and location insight to create smarter, more agile organizations.

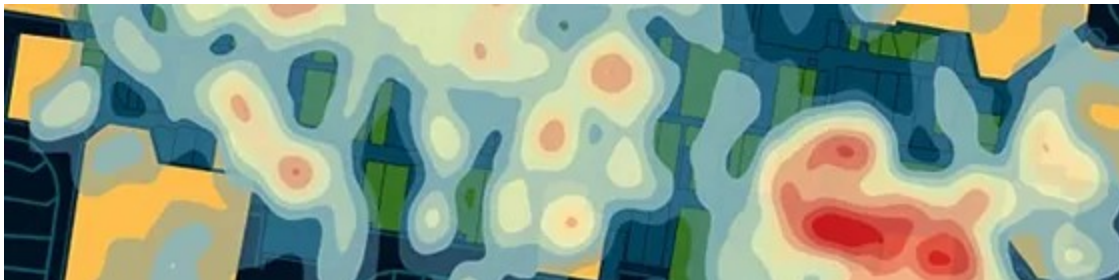
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## Use ArcGIS Business Analyst's Target Marketing Wizard to Find Customers in a New Area

Discover how to use your existing customer data to identify the population segments most likely to utilize your services and pinpoint where to find new customers within these segments.

[Learn More →](#)



## New Report from Retail Systems Research

A 2024 benchmark study from Retail Systems Research (RSR) explores how geospatial technology is being used by retailers and CPG (consumer packaged goods) companies. The report, *Retailers vs. Consumer Package Goods Companies: Worlds Apart?*, delves into the ways that geospatial technology is being utilized by both retailers and CPG companies.

Access the new report to learn more about the growing correlation between successful retailers and those who embrace location intelligence.

[Access the Report](#)

# New Articles & Blogs



## APD-U Case Study: Urban Planners Harness GIS for Neighborhood Revitalization Work

APD-U's investment in GIS technology has allowed them to conduct thorough neighborhood analysis in-house, leading to better insights and more effective community engagement and decision-making.

[Learn More](#)



## AI-Powered Location Data Boosts Supply Chain Maturity

The world's ports are critical transportation hubs that often bear the brunt of severe weather. To monitor conditions in worldwide shipping channels, companies are using GIS technology with AI to analyze near real-time satellite data.

[Learn More](#)



## Spatial Fluency in the Workforce: A Critical Need for Business

Fluency in geospatial thinking and the application of geospatial technology provide the workforce with the tools that can unify disparate data. By using location as an unstructured join, they are



## The Insurance Industry Finds Hope in Innovation

As climate hazards and other risks increasingly intrude on our lives, hope can seem like a quaint notion. Yet, insurance insiders have found reason to be optimistic. The source is a technology that takes guesswork out of damage



able to find discrete correlations between data and business activities.

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assessments and speeds up the process of making customers whole again.

[Read More](#)

## Business Community Meetup



Meet your peers, learn best practices, network with like-minded professionals, and get your questions answered! Register for the Columbus Business Community Meetup. Not near Columbus? Let us know what city to visit next!

[Register Now →](#)

## Digital Supply Chain: Sustaining Commerce on the Mississippi River



Esri's John Lenahan explores supply chain sustainability on America's second longest river with Ned Mitchell, research civil engineer at the US Army Engineer Research and Development Center. Ned explains how a digital twin of the Mississippi River's ports helps the flow of commercial goods.

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