



Introducing StoryMaps

Esri recently launched StoryMaps, a personal storytelling tool. This brand-new product is built separately from the ArcGIS system and is only available on StoryMaps.com. It allows everyone to create stories about their travels, hobbies, and events to share with their friends and family.

You may be familiar with ArcGIS StoryMaps, Esri's professional storytelling app, which allows GIS professionals to give context to their complex GIS work. This app remains available for organizations to use within ArcGIS to create compelling content for stakeholders.

From epic road trips to favorite local restaurants, there are many stories waiting to be told about life outside of work. Now your experiences can inspire and engage people everywhere using StoryMaps.

[Learn More](#)

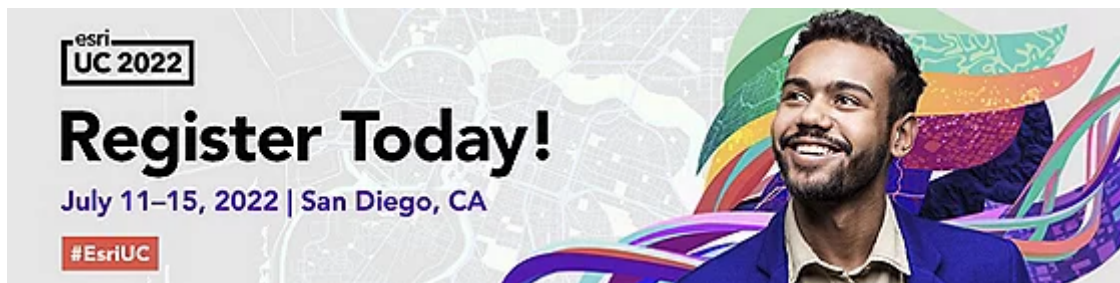


New Blog Article: Redefining Void Analysis in Business Analyst

Void analysis allows users to identify gaps in selected retail businesses or services within a target area. This workflow can help users assess business needs and plan for future developments in a potential area of interest. In the March 2022 release of ArcGIS Business Analyst, we improved the void-analysis workflow to make it easier to use and understand.

Discover how real estate developers find which type of business is missing in a region compared to the neighboring community of their choice. If you want to gain access to this feature, sign up for a 21-day, no-cost trial of ArcGIS Business Analyst Web App.

[Read More](#)



Esri Business Community at Esri User Conference 2022

Registration is now open! We're excited to reconnect with you in San Diego, California, this year. Don't forget to secure your front-row seat for a look at the future of GIS capabilities.

In the coming weeks, we will be sharing custom agendas and information regarding all the events, sessions, and activities that relate to the business/commercial sector.

[Register Today →](#)

From the Esri Newsroom



What Spatial Finance Is, and How to Prepare for It

Businesses worldwide are under new scrutiny from a practice known as spatial finance, by which banks, insurers, and other financial players use GIS technology and spatial data to assess a company's impact on the world around it.

[Learn More](#)



A Location Strategy Empowers Insurers to Thrive in a Volatile World

Spatial thinking creates a powerful lens for insurance analysts and executives to contextualize massive amounts of disparate data to more effectively assess and report on the balance of risks and opportunities within their workflow.

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US Manufacturing Gets a COVID-19 Bump

Companies stymied by pandemic-related supply chain disruptions are building factories in the US, and the technology that aided their international expansion is now helping them thrive domestically.

[Learn More](#)



Geographic Approach Provides a Road Map for Postpandemic Recovery

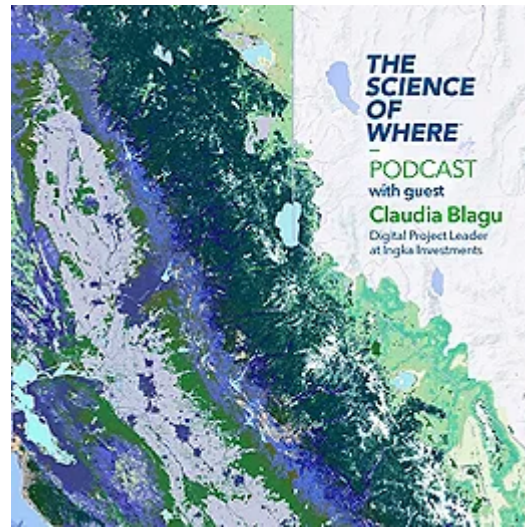
A tech giant's struggles selling artificial intelligence (AI)-based services outside the United States underscore the importance of a geographic approach to business success.

[Read More](#)

Biodiversity and the Bottom Line—The Power of Smart Maps

Discover how Ingka Investments—a company that operates more than 80 percent of Ikea stores worldwide—uses geospatial technology to obtain insights to realize sustainable growth. Claudia Blagu, digital project leader, explains.

[Listen Now →](#)



Events / Trade Shows

[ICSC 2022 Las Vegas](#)

Las Vegas, Nevada

May 22, 2022

[Esri User Conference](#)

San Diego, California

July 11-15, 2022

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