

Business Community Newsletter

#EsriBizCommunity

I can't believe I am writing this message to you in December! Thank you to those who subscribe to our newsletter, and I look forward to connecting with you again in 2022—hopefully a little bit more in person!

Featured in this edition are several great customer success stories from your business peers. First, we published our recap of the Redbull X-Alps 2021 race and showcased the extreme adventure-style race on a beautiful ArcGIS StoryMaps story. I hope you take the time to look it over. You can also watch the recording of our LinkedIn live event we broadcasted on GIS Day, featuring a panel of guests from TCU, H-E-B, and Dunaway. We had so much fun hosting our first LinkedIn livestream that we hope we can host a few more in the new year.

Finally, did you know that location intelligence is often behind the phrase "Available in Select Locations?" You can read a fascinating article on why you might see prices change on things in select markets.

Happy reading,



Ryan Gullett

Ryan Gullett, Business Community Lead



Red Bull X-Alps Adventure Race

The future of business lies in flexible technologies that promote connection, agility, and innovation. The Live Tracking app created by zoom productions allows hundreds of millions of fans to follow competitors in real time using advanced GPS trackers. Esri's topography data layers provide the high-quality imagery, mapping, and geographic perspective needed to create a truly immersive 3D experience for viewers of the competition.

[Explore the story](#)



Building Careers with GIS | LinkedIn Live

Did you miss our live LinkedIn event? You can still view the recording from GIS Day. Learn how GIS and innovative technology cut across all businesses and areas of practice to help make better decisions and solve complex challenges. This geographic approach can make a difference in your work and the world.

You'll learn about the following:

- How GIS is shaping the future of industries
- Practical applications of GIS
- Helpful resources available to you

[Watch Now](#)



University of Redlands Launches School of Business & Society

In a bold move to prepare students for a changing business environment, University of Redlands officials announced the launch of the University of Redlands School of Business & Society. The first of its kind, the School of Business & Society integrates and enhances the university's business programs to empower students to positively impact their community and the world.

Esri's recent award to the school will be used to support research and curriculum developments in applying GIS to enhance corporate social responsibility, as well as a new Esri-U of R scholarship for historically underrepresented students to pursue such ambitions.

[Read More](#)

Business Resilience Webinar Series Available on Demand

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Go to the playlist

In this series, learn how business disruptions are reshaping the global economy and how spatial technology can lead to resiliency strategies. We originally



presented these webinars live over the summer. They are now available for you to watch on demand with no registration required.

From the Esri Newsroom



What's behind the Phrase "Available in Select Locations?"

What's behind menus that change by location or prices that differ in select markets? Often, a sophisticated brand of location intelligence is at work.

[Learn More](#)



Building Adaptive Fulfillment Networks for Increased Resiliency and Efficiencies

In this video demonstration, discover how location intelligence empowers supply and logistics managers with real-time insights into global networks, flow of goods, market shifts, and emerging risks.

[Read More](#)



Distributing Beer, Beverages, and Industry-Changing Innovation

Columbia Distributing, the country's third-largest beverage distributor, used creative thinking and geospatial technology to



Geography Affects Executive Priorities on ESG, Tech

Manufacturing executives worldwide are focused on sustainability and data

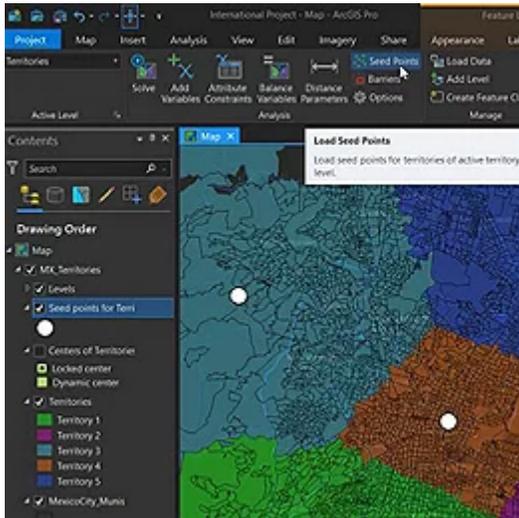
shake up the distribution industry, launching an advertising service coming soon to a highway near you.

[Learn More](#)

analysis, but in certain geographies, the priority list varies in significant ways.

[Read More](#)

What's New in ArcGIS Business Analyst Pro | November 2021



The November 2021 release of ArcGIS Business Analyst Pro is here, and we're excited to announce the new enhancements many users have asked for. In this blog, learn about optimized overall performance, the data analysis tools, added credit estimation, and much more!

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