Monetizing Location Data for Business Growth

Creating Useful Technology
Helping Our Users Be Successful

Philip Mott
General Manager, Esri Europe
ArcGIS is a Comprehensive Geospatial System
A Supporting Multiple Communities

GIS

Mapping & Location Services

Analytics

Imagery

Developer

Spatial Analysis & Data Science

Data Management

Geospatial Infrastructure

Mapping & Visualization

Software, SaaS and PaaS

Open & Interoperable

Powering Productivity . . .
and Enterprise Systems
ArcGIS Is a Content Sharing Platform
Supporting GIS Professionals, Data Scientists and Organizations

Massive . . . Rapidly Growing . . . A Key Aspect of Geospatial Infrastructure

Millions of Users . . .
10s of Millions of Shared . . .
Maps, Datasets and Apps

Public & Private Sharing
Search & Discovery
Collaboration
Management & Administration
Security
Open Data
Metadata

Massive . . . Rapidly Growing . . .
. . . A Key Aspect of Geospatial Infrastructure
A Rich Ecosystem

Delivering data across demographics, thematic, remote sensed, real-time, etc.

200+ European Data Partners
Adding Value Across Industries

Enriching data for monetization

Using data for Retail store performance and geo-marketing

Accurate database of global points of interest.

Connected Vehicle Data to plan and visualize mobility information

Satellite data used in operational side of risk management within Insurance

Serving industries:

- Financial Services
- AEC
- Utilities
- Education
- Retail
- Transportation
- Telecommunications
- Natural Resources
- Government