



ArcGIS

Monetizing Location Data for Business Growth

Creating Useful Technology
Helping Our Users Be Successful

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ArcGIS is a Comprehensive Geospatial System

A Supporting Multiple Communities



Powering Productivity . . .
and Enterprise Systems

ArcGIS Is a Content Sharing Platform

Supporting GIS Professionals, Data Scientists and Organizations

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

Search & Discovery

Public & Private Sharing

Collaboration

Management &
Administration

Security

Metadata

Open Data

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



A Rich Ecosystem

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

MB-Research
Internationale Marktdaten

VEXCEL
IMAGING

planet.

AIRBUS

nearmap

cyclomedia

TELESPAZIC
a LEONARDO and THALES company

SAFEGRAPH

Dataminr

BLACK|SKY
Be The First To Know

wejo

MAXAR

here

tomtom

JAKALA
DATA DRIVEN PERFORMANCE

200+

European
Data Partners

Experian

ICEYE

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



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**THE
SCIENCE
OF
WHERE**[™]

