

# Esri Adds 3-word Address and Location System to ArcGIS Marketplace



The company what3words will be providing its innovative 3-word address and location reference system to [ArcGIS Marketplace](#). ArcGIS Marketplace is a destination that enables ArcGIS users to search, discover and get apps and content from qualified providers.

what3words is an addressing and location reference system based on a global grid of 57 trillion squares of 3m x 3m; each square has a unique pre-assigned 3-word address. For example, `recruiters.infusions.fastening` is the location of a fire hydrant on Inverness Drive East highway in Denver, Colorado, USA. This what3words system is being used by Esri partner Metcom911 to manage 57,000 fire hydrants serving over a million people to ensure fast and effective response to emergencies.

Location information is a fundamental business tool, said Jack Dangermond, president and founder of Esri. Being able to communicate location is essential so it can be used by anyone. what3words provides a platform that is straightforward and simple, which is especially important in geographies that lack addressing or place name description data. Essentially, addressing just got easier.

## Poor addressing

Street addressing is irregular and incomplete; finding a specific location and communicating it to others is still a very imperfect science. Whilst coordinates work well for many GIS professionals, they are error-prone and badly understood by non-GIS users, which prohibits their more widespread use.

## Esri Partners

what3words is being used in over 170 countries by navigation, logistics, post, utilities, census and data collection organisations where inaccuracies and friction with coordinates cause erroneous and incomplete data and ambiguity. Esri partners including Tensing, York County, Emu Analytics, OBB and Metcom911 already use what3words within their ArcGIS platforms.

The human-friendly nature of 3-word addresses combined with the scale and reach of ArcGIS means not only that everywhere now has a simple address, but that absolutely everyone can use it.

what3words is an Emerging Business Partner in the Esri Startup Program, a three-year programme designed to empower small companies to solve big problems with the use of geospatial technology.

Learn more [what3words.com/esri](https://www.what3words.com/esri) or go to the [marketplace listing](#).