

# Blue-chip Companies to Speak at Business Summit

The Esri Business Summit, which will convene from 22 to 24 July 2012 in San Diego, USA, aims to gather commercial organisations dedicated to showing how a better understanding of location analytics and GIS can improve business effectiveness and efficiency. This forum will provide the perfect balance between visionary keynotes, inspiring breakout sessions, technical workshops and networking. The morning Plenary Session will feature speakers from leading companies who will discuss the creation of better business systems through improved market and customer analysis.

They will discuss how they are improving supply chain management and optimising operations based on predictive analytics and enterprise collaboration. Featured speakers include: David Kniffin, 3M Traffic Safety Systems; Bishwa Pandey, AIR Worldwide; Rob Bakker, Achmea; Wayne M. Gearey, Jr., Jones Lang LaSalle; Felma Degefa, Kohler.

Simon Thompson, director of global commercial solutions at Esri, says that location analysis has proved itself to be an essential part of a successful organisation's strategy to navigate in today's global economy.

This year's summit will feature breakout sessions that discuss game-changing strategies implemented through thought leadership, technological insight, and best practices. A retail expert panel led by executives from organisations including Petco and Starbucks will also be offered, followed by an evening social.

The Esri Business Summit is sponsored by Microsoft (Gold level), Accuweather, CloudTrigger, i-cubed, Nokia, and TomTom. Registration includes all scheduled sessions: the GIS Solutions EXPO and social on Sunday 22 July 2012 and access to the Esri International User Conference on Monday and Tuesday, 23 and 24 July 2012.

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