

Esri Cited in Gartner Location Intelligence Software Forecast Snapshot



Leading global geospatial platform provider [Esri](#) has been mentioned in Gartner's May 2017 *Forecast Snapshot: Location Intelligence Software, Worldwide, 2017* report. Esri was cited among five location intelligence (LI) specialist platform vendors. The report projects global enterprise spending on location intelligence software to increase from USD1.337 million in 2016 to USD2.563 million by 2021, resulting in a compound annual growth rate of 13.9 percent.

According to the report, The Internet of Things (IoT) and digital business will produce an unprecedented amount of location-referenced data, particularly as 20 billion devices become connected by 2020. Location is one of the most important pieces of information for understanding context in sync with transactional, social, mobile, user and sensor data.

Everything in business happens somewhere, and when you tap into the integrative and analytical power of location, you can boost customer loyalty, improve real estate portfolios, slash operational costs, and build a better supply chain, said Jack Dangermond, Esri founder and president. He said his company believes a location strategy will help any business find profitable growth.

Visualised on a map

The Gartner report also states that location Intelligence provides a way to reveal relationships between datasets that might not have otherwise been obvious or easy to ascertain and, through location analytics, arrive at the kind of insights that get reflected in the bottom line...In the combination of geographic and dynamic data, visualised on a map, location intelligence reveals characteristics that may have been otherwise obscured in a spreadsheet environment.

Esri is known as a worldwide standard for digital mapping and analytics. The company's award winning ArcGIS platform helps organisations of all sizes reveal deeper insights embedded within their geospatial data. Esri applications run on an uncountable number of desktops and servers, supplying the digital backbone for a robust global community of public-and private-sector users across the globe.

Purchase a copy of Gartner's 2017 report on location intelligence software [here](#).