

Video on Location Intelligence

The company eSpatial, Ireland, has launched a video aimed at explaining the value of GIS for business people unfamiliar with the discipline. The 4-minute video entitled "What is location intelligence?" is pitched at a non-expert audience, and aims to provide a brief overview of what GIS is, the benefits of using GIS, a business perspective of how GIS software works and eSpatial OnDemand GIS.

The company has also produced a range of free downloadable infosheets in addition of this video. Available on the company's website, the downloads provide short, digestible introductions to a range of topics.

"We're committed to making the benefits of GIS software available to the broader business community," says Chief Sales & Marketing Officer Colm Mulcahy. "That commitment extends to creating resources aimed at informing business people on location intelligence, such as this video."

<https://www.gim-international.com/content/article/video-on-location-intelligence>
