

Location Analytics

Adding "where" to business data and systems.



How can you get the best return on location analytics?

Find out what your peers have to say in this independent study by Ventana Research. You'll learn:

- Which technologies others use
- Which delivers the highest satisfaction
- How others benefit from location analytics

[Get the Report](#)

Does location help? Yep.

Of business users with Location Analytics

48%

SIGNIFICANT IMPROVEMENT



Early adopters are reaping the rewards.

How important is location in business?

74%

say location is VERY IMPORTANT or IMPORTANT

41%

VERY IMPORTANT



33%

IMPORTANT

Who is using Location Analytics?

In the world of

BI

BUSINESS INTELLIGENCE

74% say location is important, yet most miss out on location analytics.

45%

OF COMPANIES USE LOCATION ANALYTICS

10%

PLAN TO IMPLEMENT

Which Technology?

Spreadsheets

49%

Use it

Location Analytics / GIS

23%

Use it

16% Very Satisfied

User Satisfaction

49% Very Satisfied

User Satisfaction

80%

Organizations using customer mapping for location who are very satisfied



Get help building your Location Analytics strategy at esri.com/locationanalytics.



Source: Ventana Research, Location Analytics Benchmark Research Report, 2013.