

“ Executives are waking up to realize that they can save money and make better decisions if they start thinking geographically. ”

-Jack Dangermond, President and Founder of ESRI (Environmental Systems Research Institute), a privately held mapping software company.

Geographic Information Systems (GIS)

- ▶ GIS is a computer system that assembles, stores, manipulates, and displays geographical information using spatial data (Schlichting & Simon, 2001).
- ▶ “GIS is a data management and analysis tool that can map the location and attributes of data and analyze spatial relationships among them” (Blough, 2003).
- ▶ GIS was initially for land use (Schlichting & Simon, 2001).
 - ▶ Other purposes/uses today
- ▶ Identifies applicants quickly and visually
 - ▶ Using GIS can help the user “visualize” the data for a more in-depth understanding (Jardine & Teodorescu, 2003).
 - ▶ Easily view errors or patterns

ESRI (Environmental Systems Research Institute)

- ▶ Created ArcGIS
 - ▶ Mapping software
 - ▶ <http://www.esri.com/>
- ▶ More than 75% of Fortune 500 companies use ESRI products
 - ▶ Other uses: Conservation, Education, Humanitarian Aid
- ▶ Originally founded to solve problems like natural disasters and humanitarian issues
- ▶ ESRI has global access to demographic data
 - ▶ 137 countries
- ▶ Over 350,000 organizations depend on ESRI technology

ESRI (n.d.)

ESRI Business Analyst Online

- ▶ Analyze Demographic Data
 - ▶ Market Analysis
 - ▶ Fast, interaction within a few clicks
- ▶ Create Maps
 - ▶ Color-coded/Heat maps
 - ▶ Use rings, Drive-times, Bands
 - ▶ Generate Reports
- ▶ Customize Analysis by drawing shapes

Examples of Economic Sectors Using GIS

- ▶ Insurance
- ▶ Banking
- ▶ Supply Chain
- ▶ Retail
- ▶ Real Estate
- ▶ Government
- ▶ Utilities and Communication
- ▶ Education
- ▶ Defense

