



Plenary Session:  
Convergence: Fostering Innovations in Applications



# Location Analytics - A New Dimension for your Applications

**Agendra Kumar**  
President, Esri India



# WHY Location?





# Location Data is Pervasive





big data  
collections

Social  
media

Images &  
video

spreadsheets

assets

people

customer  
records

analytics

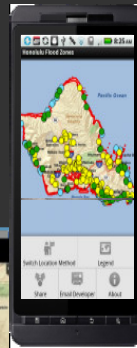
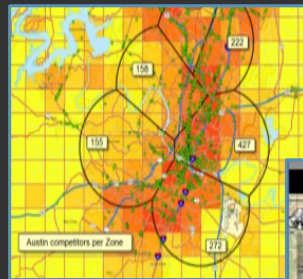
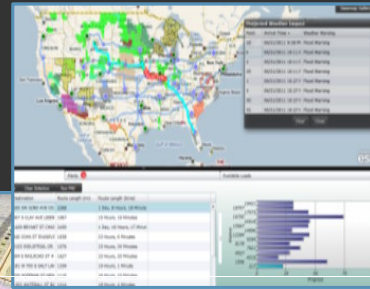
mobile  
devices





# Why Is Location So Compelling Now?

- Maps communicate
- Spatial analysis is powerful
- New technology is making location easier



....Better and Faster Decision Making  
... Improved Communication  
... Increased Efficiency





# Technology and engagement is evolving...





# A New Set of Questions

What's the social sentiment for  
My brand or products



SOCIAL & Web  
ANALYTICS



LIVE DATA  
FEEDS

How do I better  
predict demand and price?



Advanced  
ANALYTICS

How do I optimize my  
store inventory based  
on weather & trends





# True for All Industries

Agriculture

Mining

Government

Manufacturing

Real Estate

Retail

Finance

Defence

Insurance

Utilities

Oil & Gas

Forestry

Public Safety





Real Estate

Executive Suite

Marketing

Sales

Operations

Finance

HR

Customer Support



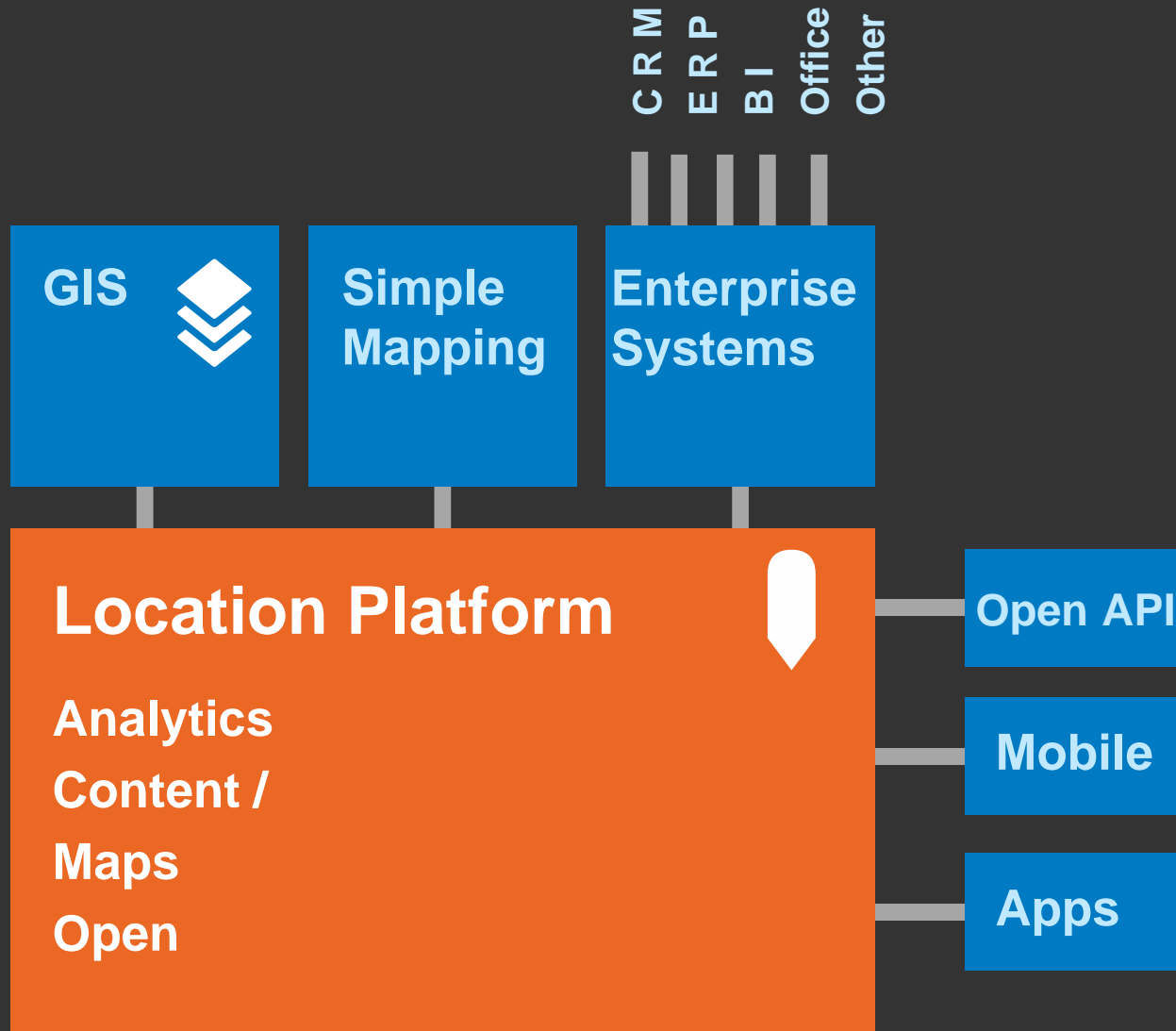


# Location as a Platform

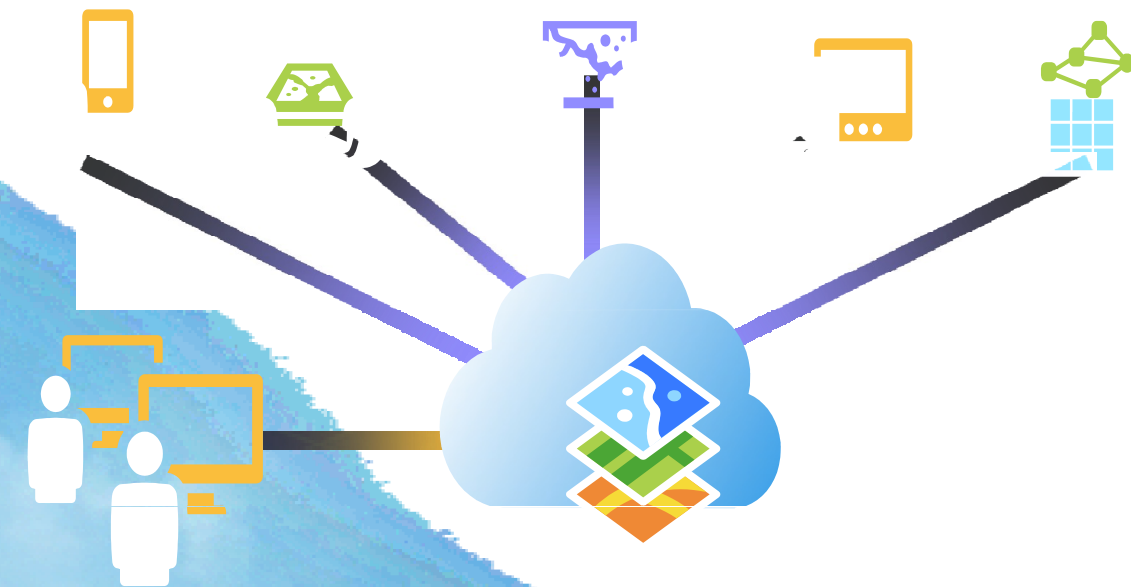




# Location Platform



# A Location Platform Integrates and Connect Everyone



Geospatial  
Professionals

*Improving  
Communication  
and Collaboration*

**Making Mapping and Location Analysis  
Available Across Organizations**



# The Platform Geo-enriches Enterprise Systems

*Providing Mapping, Spatial Analysis, and Reporting*

Microsoft Office

Business Systems

Spreadsheets

Esri Maps  
for . . .

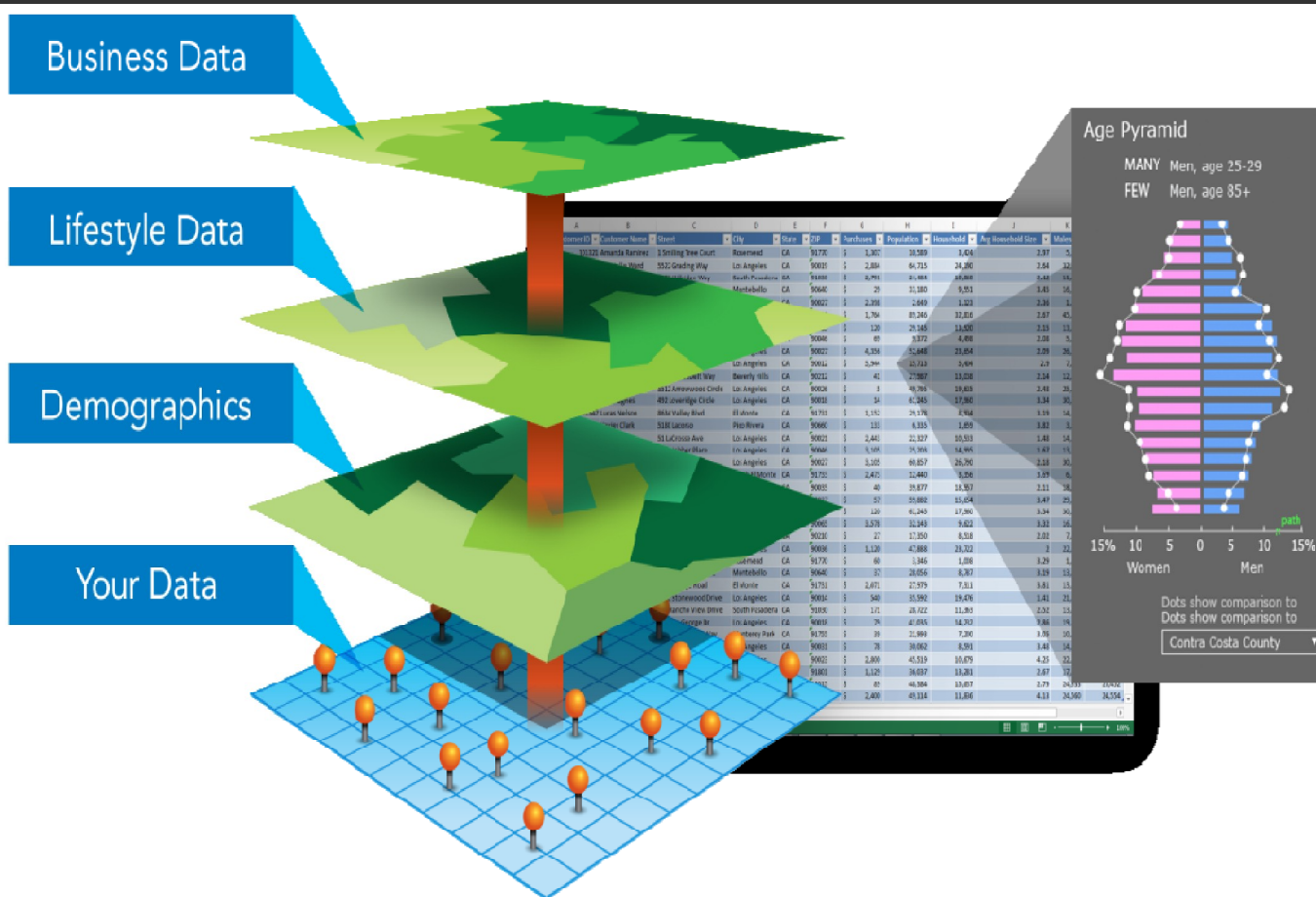
- Office
- IBM Cognos
- SharePoint
- MicroStrategy
- SAP
- Sales Force
- Dynamics





# Enrich Your Analysis

# Your Data Location +





# Energy and Location



Operations  
Planning



Production &  
Operations



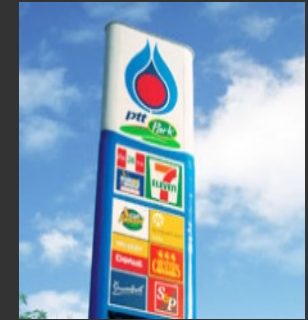
Risk  
Management



Performance  
Management



Distribution





# Retail and Location



Market  
Planning



Marketing



Store  
Operations



Merchandising



Distribution

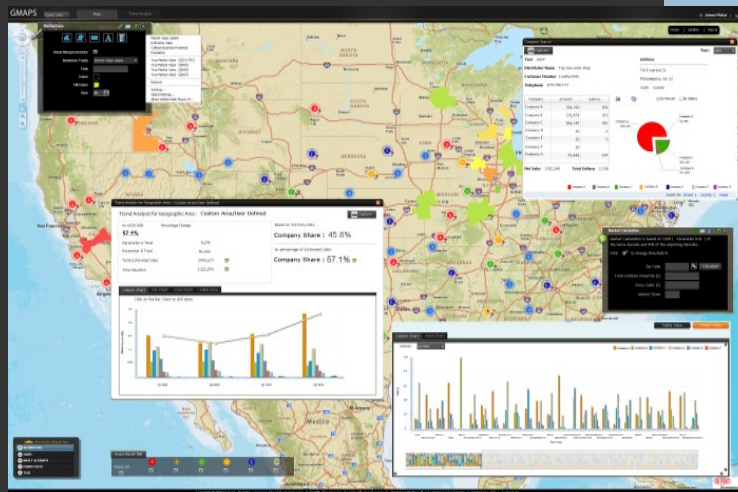
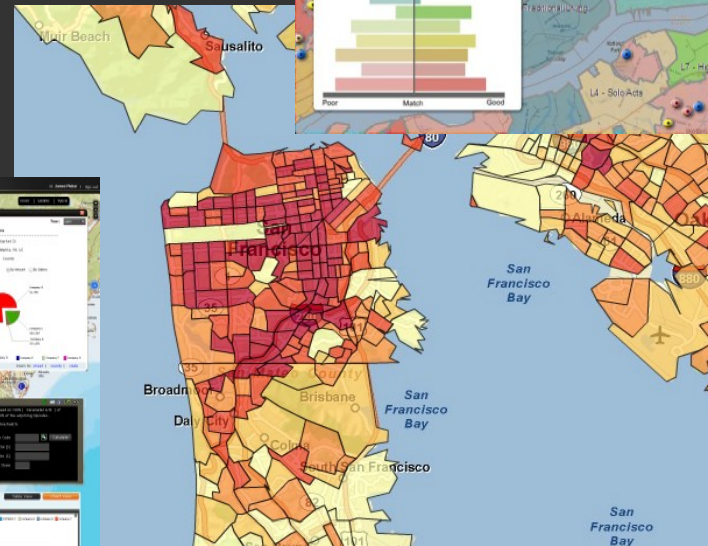
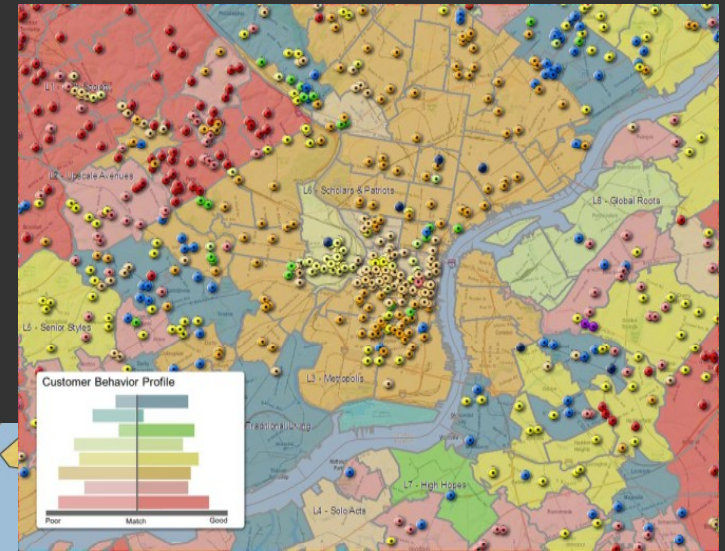






# Market Planning & Analytics

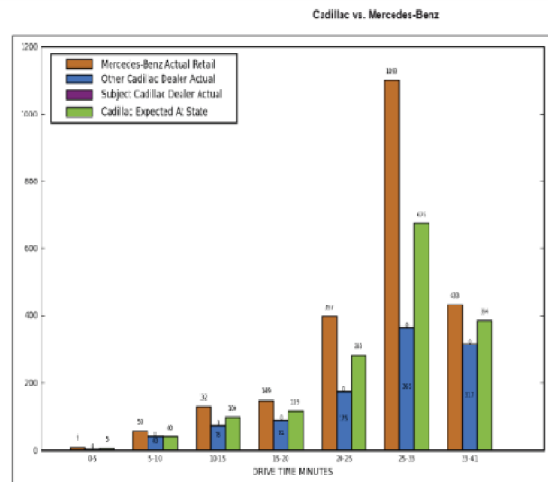
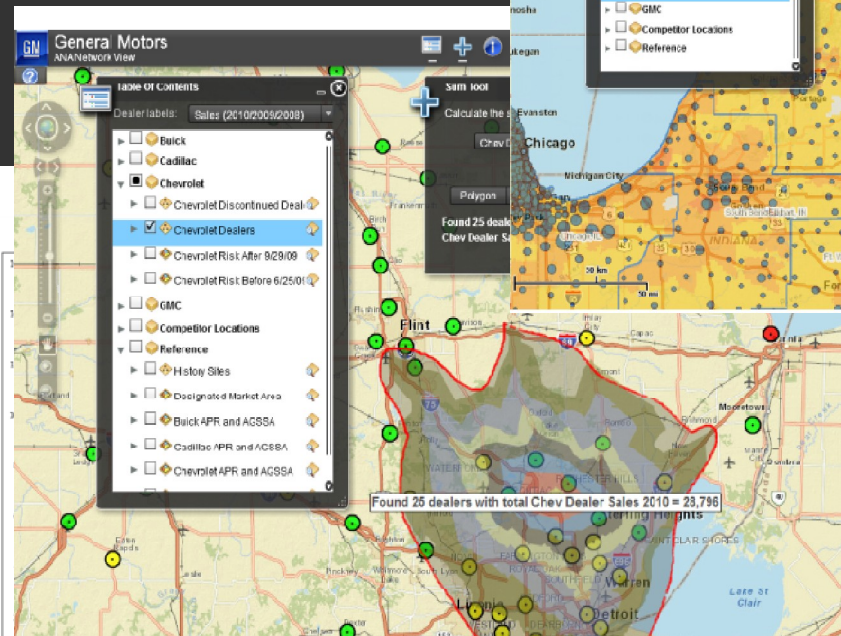
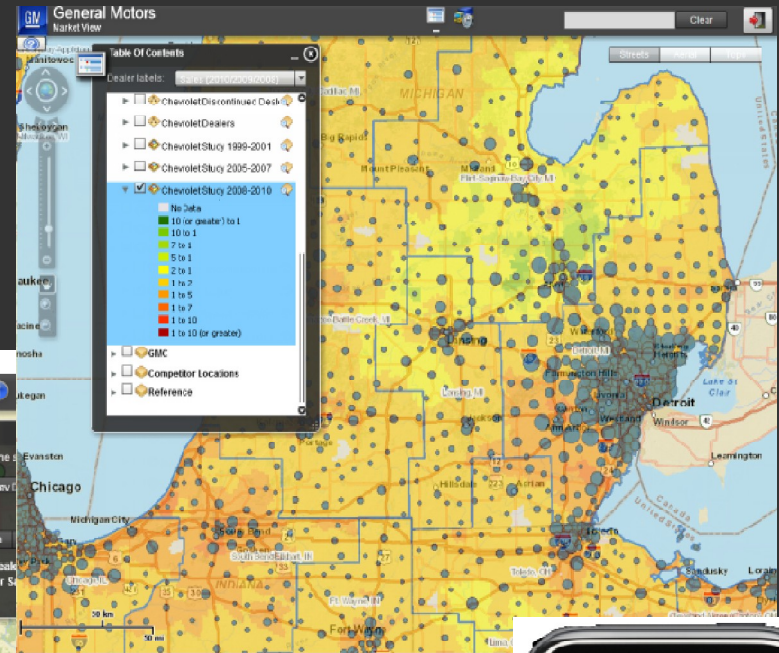
- Customer & Demographic Analysis
  - Research & Development
  - Expanding International Markets
  - Forecasting
- Category Localization





# Network Planning

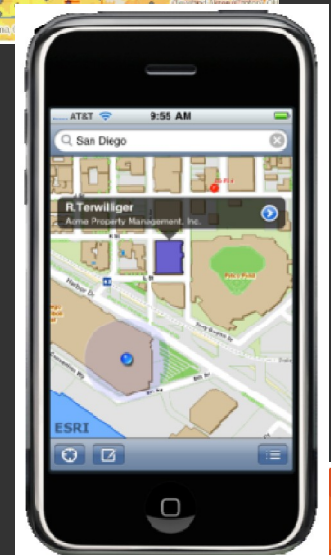
- Network Performance
- Site Performance
- Market Penetration



	3-5	5-10	10-15	15-20	20-25	25-30	30-40
Subject Cadillac Registrations	0	0	0	0	0	0	0
Other Cadillac Registrations	3	40	76	91	175	365	317
Total Cadillac Actual Registrations	3	40	76	91	175	365	317

NOTE: Scale change

	41-125	TOTAL
Subject Cadillac Registrations	0	0
Other Cadillac Registrations	1302	2449
Total Cadillac Actual Registrations	1302	2449

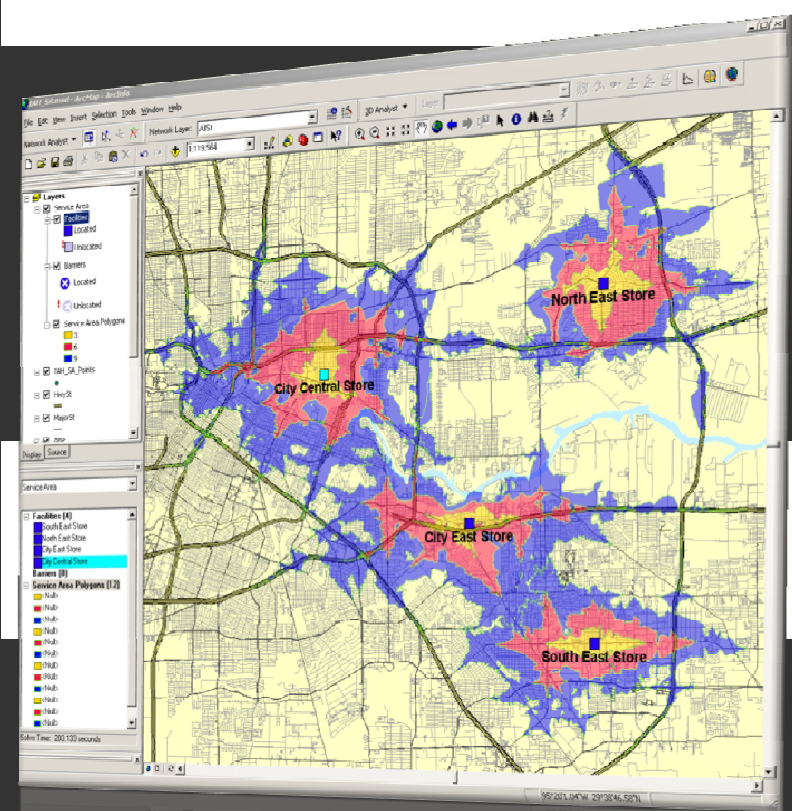
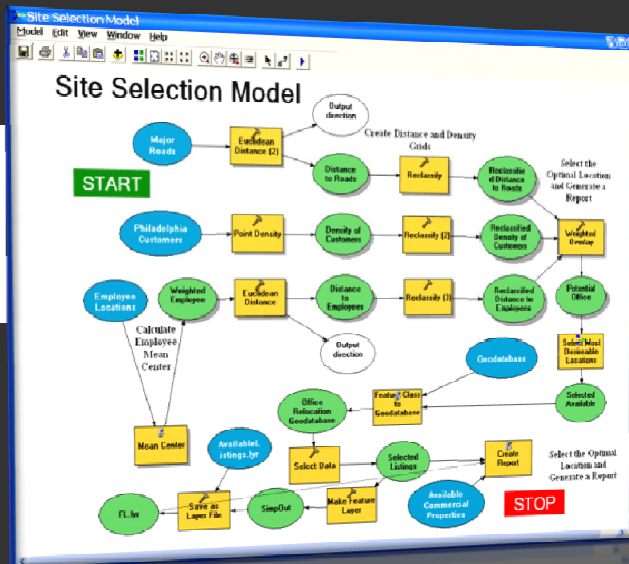




# Location Optimization

- Where should we place our distribution centers to minimize costs and maximize our reach?

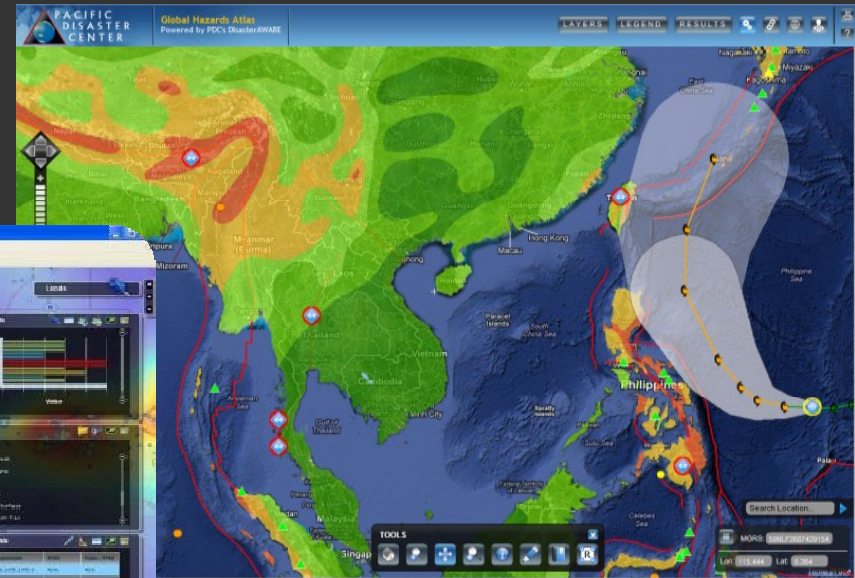
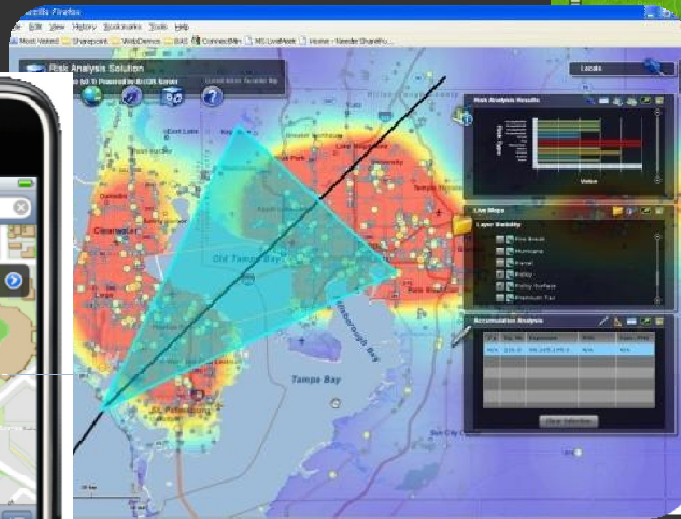
- Service Areas
- Proximity to customers
- Suitable transportation





# Supply Chain Resiliency & Risk

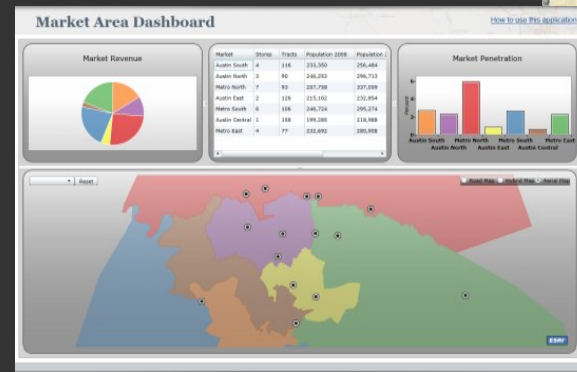
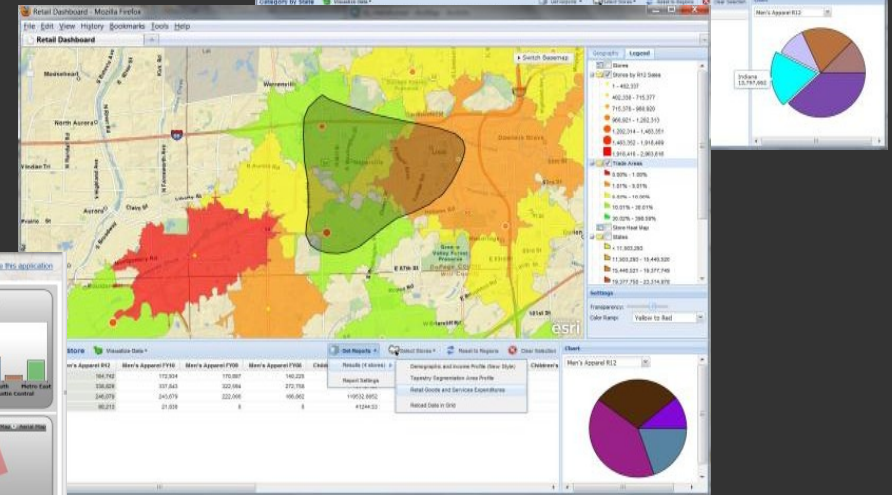
- Risk Analysis
- Situational Awareness
- Mitigation





# Performance Management

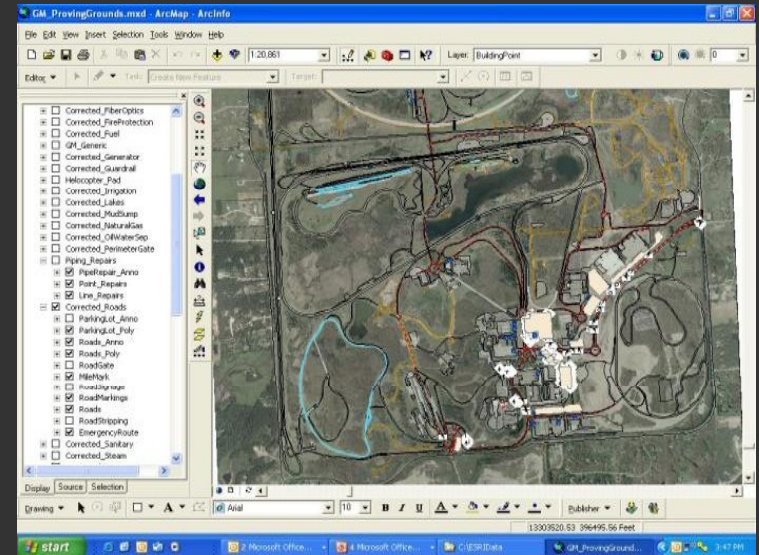
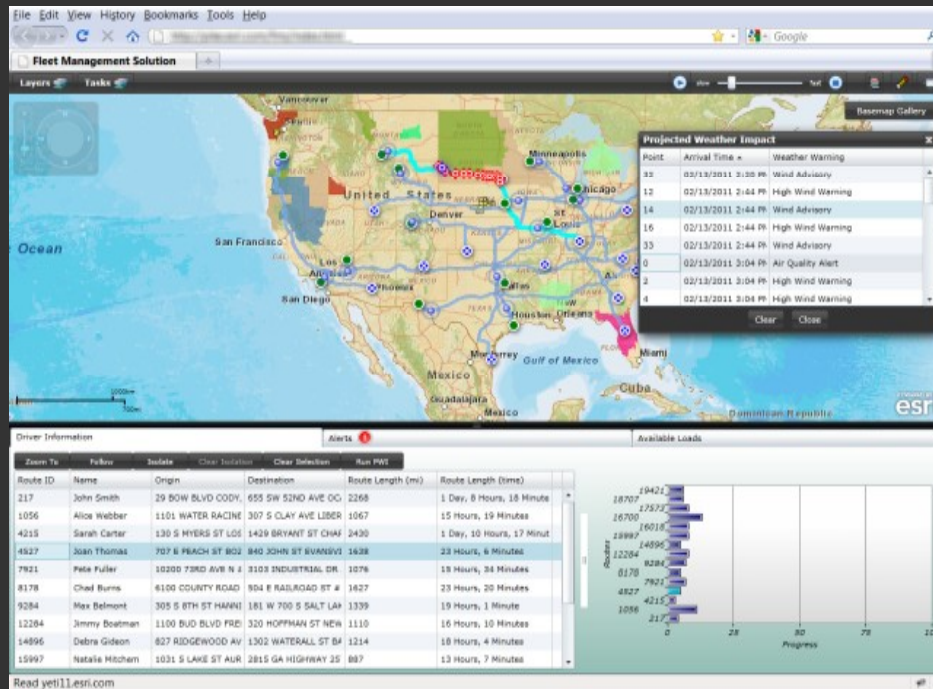
- Sales Analysis and Reporting
- Executive Dashboard Enablement
- BI / ERP / CRM Integration
- Sales Staff Optimization
  - Territory Alignment
  - Field Applications





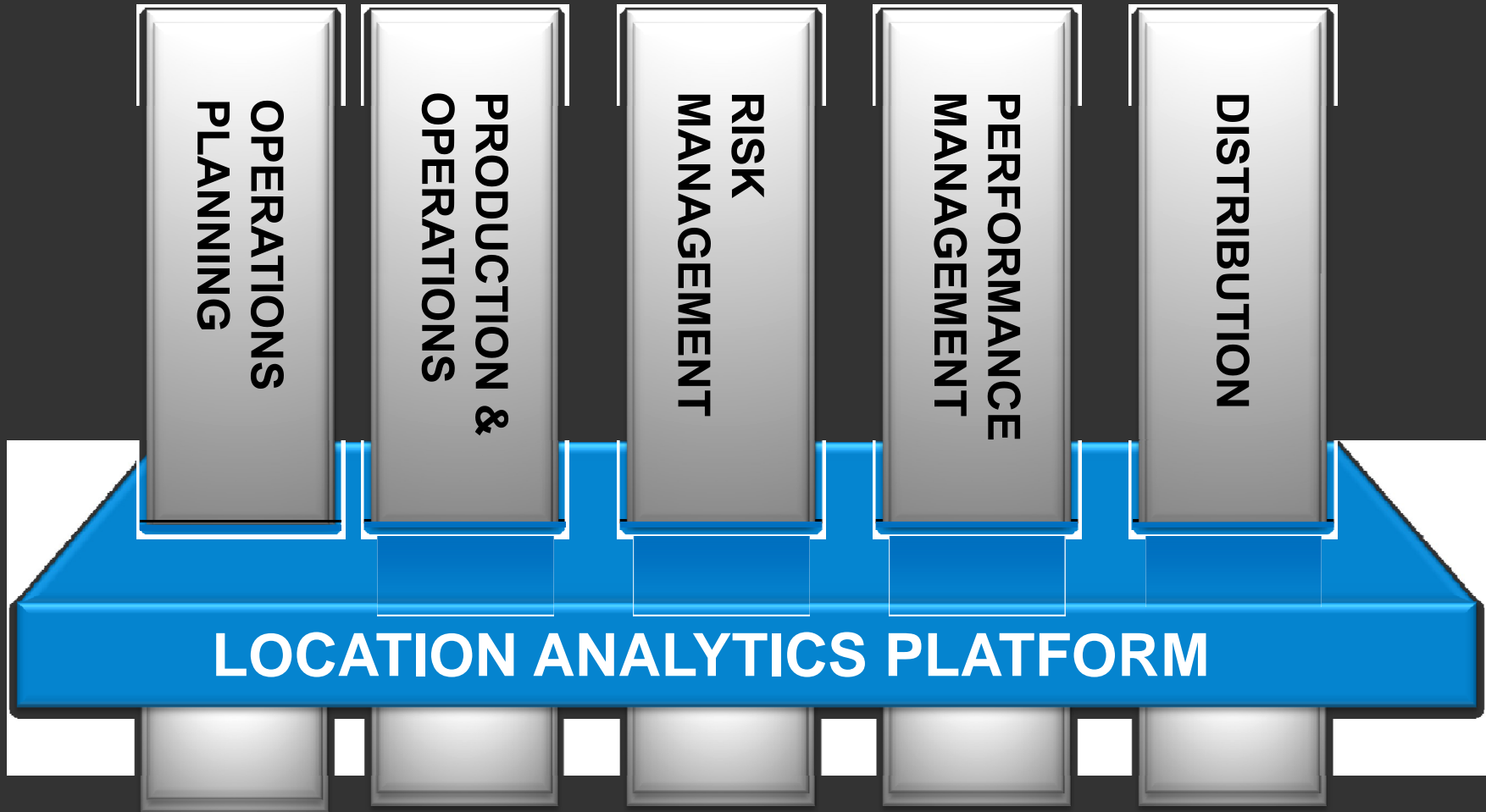
# Operational Efficiency

- Facility / Asset Management
- Environmental Health & Safety
- Logistics





# Geo-Enabled Business

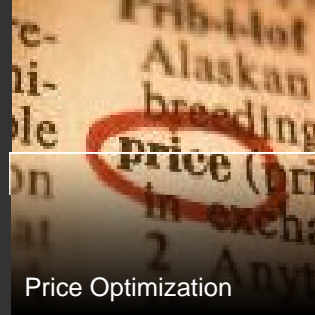




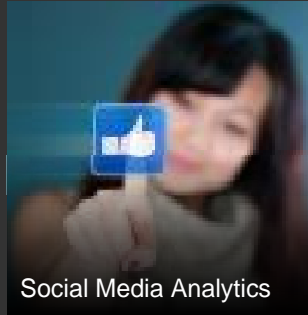
# Apply Location



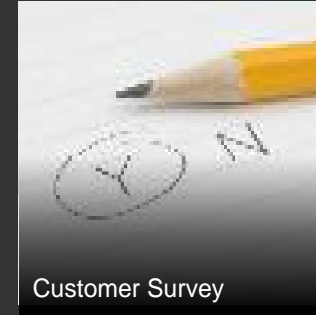
IT infrastructure



Price Optimization



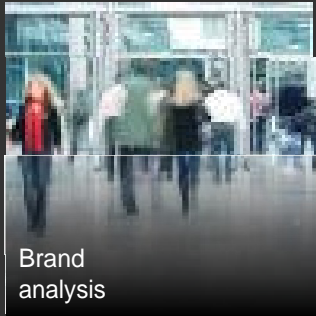
Social Media Analytics



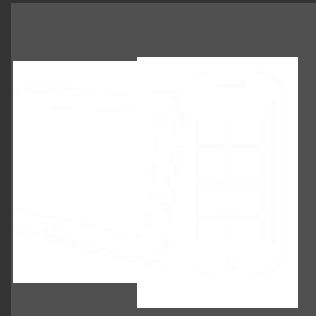
Customer Survey



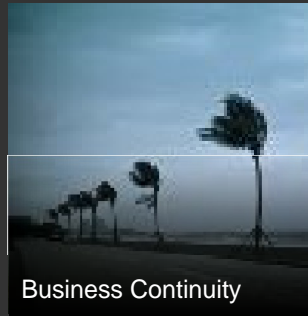
Operations



Brand analysis



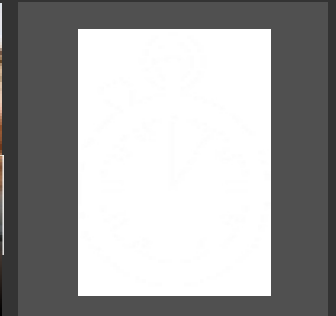
Sales & Inventory Forecasting



Business Continuity



Workforce Management



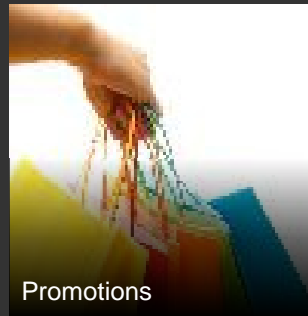
Financial Services



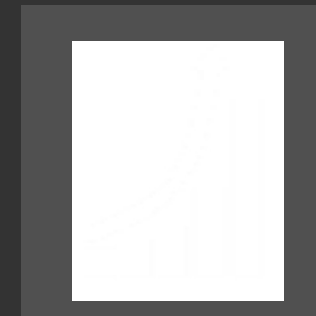
Customer Analytics



Advertising



Promotions



Product Mix







Thank you

