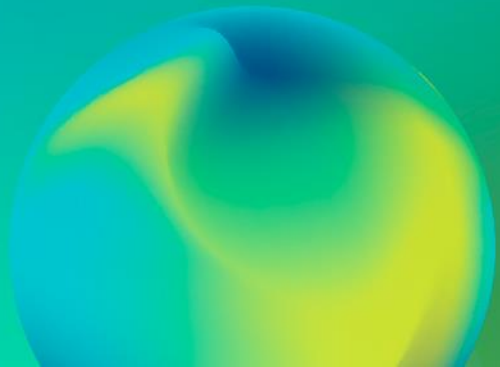




GIS as a Value Creator for Business & Customers

Liz Parrish, MBA, GISP

Manager of Geospatial Analytics & Insights @ H-E-B



Ways to Create Value for Business:





Real Estate Site Selection
Customer Analytics
Advertising Campaigns
Capture More Market Share
Product Mix

Identify Redundancies

Crime Analysis

Emergency Response

Simulate Scenarios

Transportation Planning

Supply Chain Resilience

Human Resources Management





Optimize Routes

Canibalization Analyses

Supply Chain Logistics

Territory Design

Resource Allocation

Communication

Corporate Social Responsibility

- Environmental Management / Sustainability
- Philanthropic Endeavors
- Community Support
- Ethical / Human Rights

Diversity, Equity & Inclusion

- Recruiting
- Employee Programs
- Tracking Engagement & Results



ArcGIS Common Patterns of Use

Mapping & Visualization



Understand locations and relationships with maps and visual representations

Data Management



Collect, organize, and maintain accurate locations and details about assets and resources

Field Mobility



Manage and enable a mobile workforce to collect and access information in the field

Monitoring



Track, manage, and monitor assets and resources in real-time

Analytics



Discover, quantify, and predict trends and patterns to improve outcomes

Design & Planning



Evaluate alternative solutions and create optimal designs

Decision Support



Gain situational awareness, and enable information-driven decision making

Constituent Engagement



Communicate and collaborate with citizens and external communities of interest

Sharing & Collaboration



Empower everyone to easily discover, use, make, and share geographic information

Ways to Create Value for Customers:





Case Study: UPS

So how can this add value for *YOU*?

- **Consider GIS as a key/foundational component in business systems**
- **Put the geospatial lens on data, projects, business problems and help promote spatial literacy**
- **Become a domain subject matter expert (SME) in addition to foundational GIS skills**
- **Craft compelling stories using GIS and geospatial data, analyses, maps, and apps**

Thank You

Q & A

The logo for GIS day, featuring the text "GIS day" in a white, sans-serif font. The "i" in "GIS" has a white dot, and the "y" has a white tail. The background is a vibrant blue and green gradient with abstract, glowing shapes.

Liz Parrish

<https://www.linkedin.com/in/lizparrish/>