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Geospatial Market Intelligence Report

The State of Location Intelligence & Geospatial Technology

Executive Insights from the 2026 Esri User Conference

San Diego, California | July 13–17, 2026



An Executive-Level Analysis of the Key Trends Emerging in Geospatial Technology & Location Intelligence

Every year, thousands of geospatial professionals attend the Esri User Conference expecting to hear product announcements, watch demos, and network with partners.

But the most valuable information at Esri UC is rarely presented on the keynote stage.

It happens in private conversations, exhibitor booths, side meetings, social events, partnership announcements, and in the subtle shifts how companies are redefining themselves in response to geospatial AI, digital twins, spatial analytics, and demand for cloud native solutions.

That intelligence is difficult to capture unless someone is there specifically looking for it.

This year, I'll be attending Esri UC in San Diego as an industry analyst with the objective of producing a comprehensive, executive-level Geospatial Market Intelligence Report focused on what actually matters strategically across the location intelligence marketplace.

What makes this different from a typical conference summary?

The report is being built from:

- Direct exhibitor observations across 200+ companies
- Executive conversations and interviews
- Analysis of competitive positioning shifts
- Product and partnership announcements



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- Emerging technology and investment signals
- My independent assessment of which innovations are meaningful versus marketing noise.

The reality is that many companies either:

- Cannot attend the conference,
- Only send a limited team,
- Or leave without a structured understanding of the broader competitive landscape.

That creates a significant blind spot.

- *Most executives simply do not have the time to walk hundreds of booths, analyze every strategic announcement, identify emerging players, and connect the dots across the market.*

This report is designed to fill that gap.

Inside the Report You'll Receive...

Key Industry Analysis & Trends

Analysis of major trends shaping today's geospatial technology, including:

- Geospatial artificial intelligence and which companies have real solutions that move the needle.
 - Digital twins and 3D geospatial platforms and which, if any, are buying them.
 - Cloud-native geospatial integration - Databricks, Snowflake, GCP - Who's winning?
 - Geospatial analytics & spatial statistics - Are solutions gaining acceptance?
 - AI Data Centers & Digital Infrastructure - Are geospatial companies playing in this arena?
 - ***ON REQUEST – Contact me for information on the market that you need now!***
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Strategic Implications

My analysis of what these developments mean for:

- Private Equity and Venture Capital Investors
 - Small-Medium size companies anticipating new product launches
 - Major geospatial company messaging alignment and differentiation
 - Relative competitive positioning
 - Large GIS user organizations looking for best practices and state-of-the-art solutions
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Deliverables

- Executive Market Intelligence Report (PDF)
- Approximately 25 pages of analysis and insights
- Delivered within 2–3 weeks following the conference.
- Optional virtual executive briefing session available

Incentive

- Free copy of the Guide to the Location Intelligence Marketplace – Version 2 – due out in September-October for individual or Enterprise license clients
- Sponsorship of two, weekly *All Things Location* newsletter with banner ad (Approx. 4000 weekly impressions)

Pricing & Licensing

License Type	Investment
Individual License	Pre-order price - \$395 After July 1- \$495

One Last Point to Consider...

Using AI for research and information can only do so much. With the geospatial industry evolving rapidly — and with fewer major analyst firms actively covering the broader market — independent intelligence and interpretation have become increasingly valuable for executive teams making strategic decisions. You need a trusted expert...being there is important.

If you'd like additional information, email me and I'd be happy to schedule a brief call to discuss more details.

About the Author

Joe Francica is a geospatial industry analyst, market strategist, and publisher of *All Things Location*, a growing industry newsletter focused on geospatial technology, location intelligence, and Geospatial Artificial Intelligence innovation.

With more than 40 years of experience in GIS, geospatial analytics and product marketing, Joe provides strategic market intelligence and advisory services to companies operating across the location intelligence ecosystem.



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