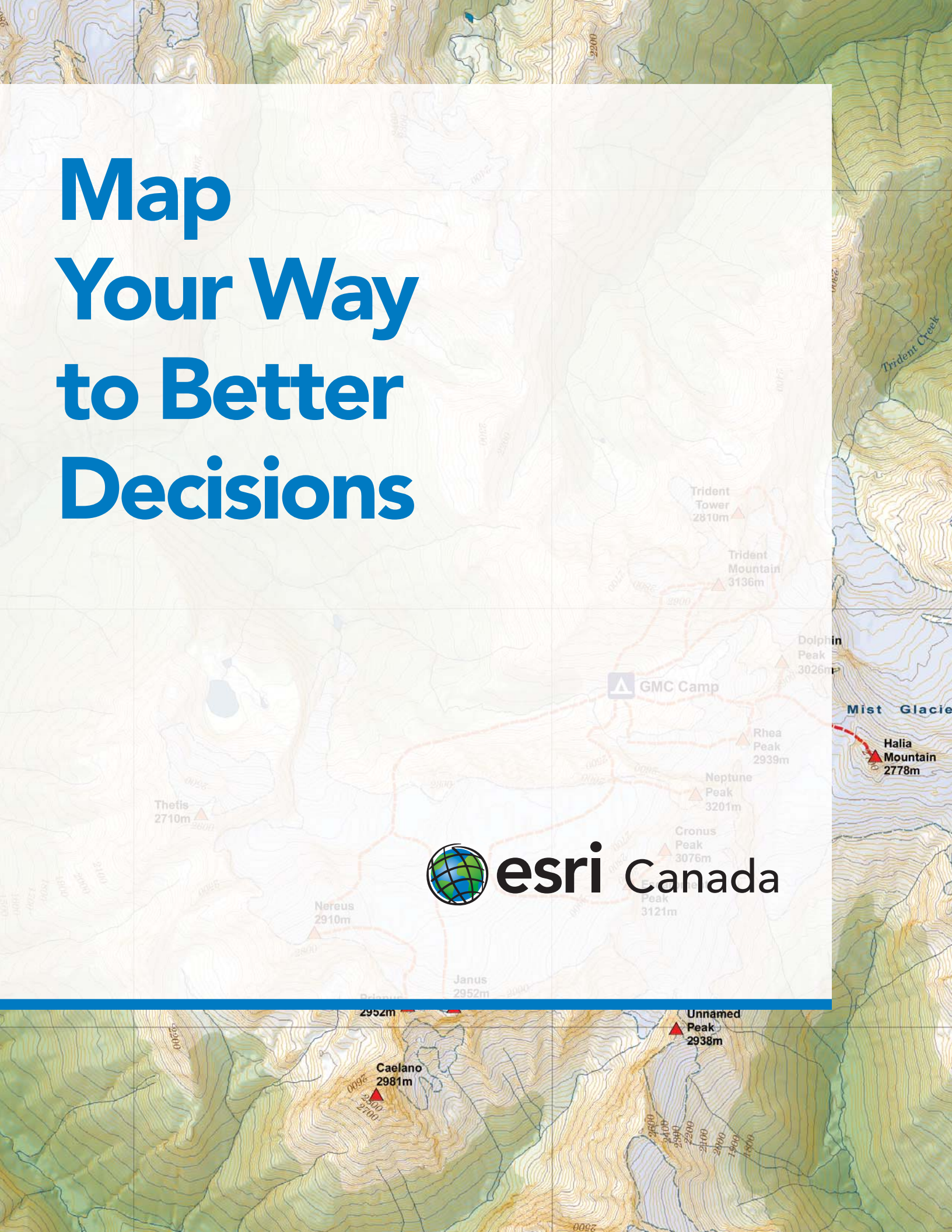


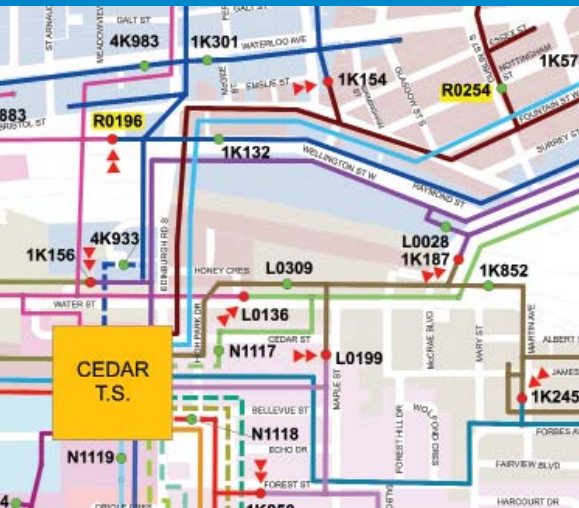
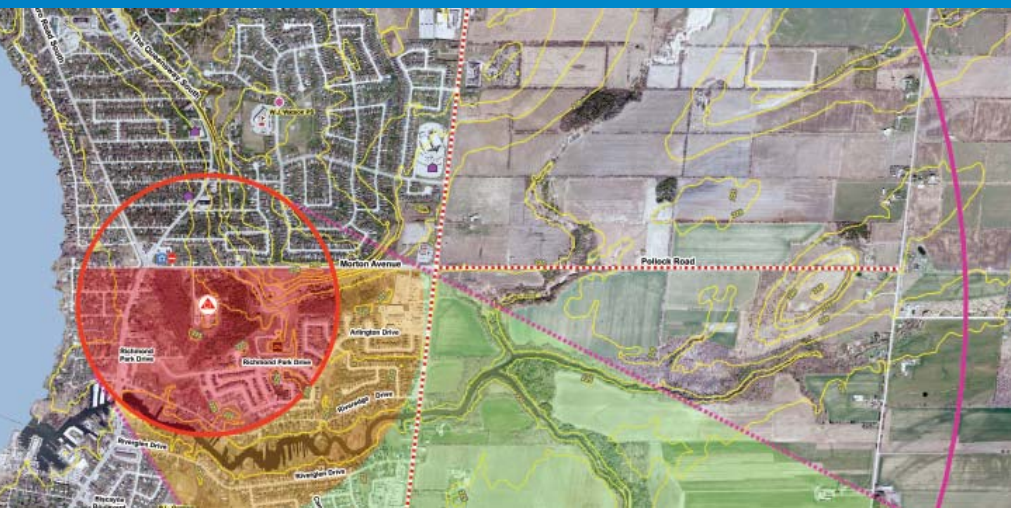
Map Your Way to Better Decisions



esri Canada



A Picture is Worth a Thousand Words



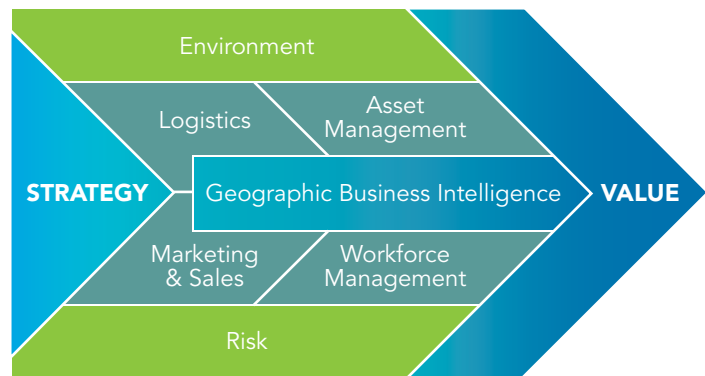
Geography Matters

Whether it's choosing the best site for a new facility, targeting a specific market segment, planning a distribution network, zoning a neighbourhood, routing vehicles to respond to emergencies, monitoring land use planning, or locating a power outage, geography plays a role in nearly every decision made in the world today.

A geographic information system (GIS) uses computers and software to leverage this fundamental principle of geography – that location is important in people's lives. With the vast information sources available today, GIS is a key tool in determining what it all means. And with so much information tied to a location, GIS helps find patterns we might not see without a map.

Simply put, GIS takes the numbers and words from the rows and columns in databases and spreadsheets and puts them on a map. The use of maps to convey information adds an extra dimension to data that might not jump off the page in a simple list or spreadsheet. It allows you to view, understand, question, interpret and visualize your data in ways previously not possible. The visual aspect of a map provides you unprecedented insight and knowledge into your organization's assets and workflows.

Putting geography at the heart of your organization enables an enterprise-wide analysis of operational performance, reduces risk and drives business strategy. It allows you to tap into an entirely new level of intelligence from existing data sources, what we call Geographic Business Intelligence (GBI). When integrated with existing asset management, logistics, marketing, sales, customer service, workforce and work order management operations and applications, it brings new insights that improve operational efficiency which impacts the bottom line.



At the forefront of GIS technology is Esri. Esri offers a market-leading GIS solution that helps users make mission-critical decisions, keep communities safe and create a more sustainable world.

Key benefits include:

- **Cost savings resulting from greater efficiency**
- **Better decision making**
- **Improved communication**

Esri's GIS solutions are robust, scalable, open and built on a platform that provides a foundation to span the enterprise. Esri is committed to innovation and reinvests 20% of revenues in Research & Development (R&D) to address the fundamental challenges organizations face. As a percentage of revenues, Esri far exceeds industry peers in R&D expenditures.

"The tight integration of GIS and Web services into our everyday workflow allows us to efficiently share information with our partners. As a result, we are more effective at managing our water resources."

Dr. Amir Ali Khan

Newfoundland and Labrador
Department of Environment and Conservation

Transforming Technology Designed to Help Solve Problems

GIS has widespread application for business, government and educational institutions. It is transforming the way these types of organizations manage their assets, serve their customers or citizens, make decisions and communicate.

Business

Business managers, marketing strategists, realtors, insurers, asset managers, financial analysts and professional planners are increasingly relying on GIS to manage deliveries, study new franchise locations, segment consumer data, underwrite risk and more.

Government

Revenue collection, economic development, policy development, public information, land development, agriculture, environmental monitoring, elections and census demographics are just some of the opportunities that GIS affords federal, provincial and municipal governments.

Defence

Defence and intelligence agencies use GIS for geospatial intelligence, military operations, installation and environmental terrain analysis, and facilities management. Whether assessing potential terrorist targets, planning where to strike on the battlefield, or deciding where to locate a new building with minimal environmental impact, geography always comes into the equation.

Health Care

GIS software is used extensively by health care professionals and researchers to understand the geographic relationships that affect health outcomes, public health risks, syndromic surveillance, disease transmission, access to health care and other health care concerns.

Education

GIS helps students and teachers engage in studies that promote critical spatial thinking and integrated learning at all grade levels, including post-secondary education. It is also used by libraries and museums to organize and present information in ways that spark greater understanding and interest.

Natural Resources

GIS helps foresters and natural resource managers develop long-term supply strategies, forecast silvicultural stock, determine harvesting system options and more. It also enables geologists and mine operators to extract resources intelligently, efficiently, competitively, safely and sustainably. The oil and gas industry relies heavily on geography to determine where to drill, route a pipeline, manage pipeline integrity, improve efficiencies in operations or build a refinery.

“Esri Canada’s Common Operational Picture exceeded my expectations. It allowed us to align all of our goals into a single platform and be fully operational quicker than I ever imagined possible.”

Gerry Delorme

Office of Disaster Management, Manitoba Health

Public Safety

In the mission-critical nature of law enforcement, information about the location of a crime, incident, suspect or victim is vital in determining the manner and size of the response. GIS also allows public safety personnel to plan for emergency response, determine mitigation priorities, analyze historical events and predict future events.

Telecommunications

GIS technology gives telecommunications providers new ways to analyze service areas and customers. With GIS, you can plan and design networks, streamline engineering and construction, target sales efforts, manage a mobile workforce, track complaints and share the results across the enterprise.

Public Works

GIS is used by local governments and private organizations for capital works planning, managing assets and streamlining operational workflows. Whether for parks and recreation, waste management, water/wastewater, road maintenance, fleet management or compliance, GIS is being used to manage and improve all aspects of public infrastructure.

Transportation

GIS is a critical technology for many areas in transportation including ports, marine, railways, aviation, roadways and public transit. It is used for infrastructure management, fleet and logistics management, and transit management.

Utilities

Gas and electric utilities use GIS for asset management, network planning and design, emergency management, land management, pipeline monitoring, outage management, work force productivity, supervisory control and data acquisition, customer service, inspection and maintenance. GIS is a foundation of the smart grid.

In Good Company

Leverage Experience & Expertise

With a large Professional Services team, Esri Canada's consultants and project managers deliver services from 16 locations across the country. The team utilizes industry best practices and highly qualified personnel to ensure that implementations are delivered on time and on budget.

Their expertise is focused on local market and specific customer needs and how best to meet these using GIS software. We work in partnership with your organization to identify the right implementation approach. By matching your functional and strategic requirements with the most appropriate deployment plan, our Professional Services team can help you realize a rapid return on your investment in GIS.

The Technical Support team provides customers with direct, nationwide access to expert staff for ongoing quality checks, technical analysis and support of Esri solutions.

We offer technical and functional assistance through unlimited email or telephone support via a toll-free number. All customers also have access to online Web support tools including product documentation, knowledge bases and product enhancement programs.

Facilitating Knowledge Transfer

Education and training are a vital component to every successful GIS implementation. We deliver high quality, high value training courses that are tailored to the specific learning requirements of our customers. All courses are delivered by an experienced team of professional trainers and can be taken on-site or at one of 16 dedicated centres across Canada.

As an integral part of our engagement methodology, certified instructors offer formal classroom training and advanced workshops to help increase product and domain knowledge, as well as accelerate user adoption.

Our customers value the proactive role we play in solving their problems. To ensure the widest communication of customer success, we issue a range of publications that reflect our work in applying GIS to real issues. We also host a large number of seminars, workshops and conferences to share best practices and communicate the latest developments in GIS technology.

Partnering for Your Success

As part of our commitment to ensure our customers get the most out of their investment in our software, Esri Canada has forged partnerships with an extensive array of industry leaders to ensure solutions continue to match ever-changing needs and requirements. Over 140 business partners provide value-added solutions that are built to work in conjunction with Esri software. We also have access to a global network of 2,000+ partners to help you implement and maintain a successful GIS.

“Having Esri Canada specialists who really understood our requirements helped ensure we were able to translate business requirements into a successful technology implementation.”

Jack Jacoby
PowerStream

Strength in Numbers

We serve over 10,000 customers from 16 locations across Canada. Our customers are part of the largest GIS user community in the world: more than one million users in nearly 300,000 organizations rely on Esri to provide answers that matter. Diversity in our customer portfolio gives us a broad perspective and tremendous base of experience.

With over 25 years of consecutive revenue growth and profitability, we have the depth of resources to sustain excellence in solution delivery and customer support. While many of our competitors have merged, changed ownership or simply vanished, we have remained focused on providing comprehensive GIS solutions and enhancing relationships with our customers.



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Founded in 1984, Esri Canada provides enterprise geographic information system (GIS) solutions that empower businesses, governments and educational institutions to make timely, informed and mission-critical decisions by leveraging the power of geography. The company distributes the world's leading GIS software from Esri, Telvent, Cityworks – Azteca Systems, Inc. and other technology partners. Headquartered in Toronto, the company serves over 10,000 customers from 16 regional offices across Canada.

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