

Businesses Manage Risk & Service Customers

Insurance, financial services, real estate and other commercial organizations recognize that location data and aerial imagery are providing a competitive advantage in customer service, sales and marketing, risk mitigation, claims management, site location and development.



Service – A Customer-First Strategy

Innovative companies have uncovered an important dimension missing from their analysis: geo-analytics. Customers are inextricably tied to location based on where they live, shop, bank, work and play. Using current aerial imagery from Nearmap and Esri's ArcGIS® Platform, these organizations apply location analytics to identity hot-spots, locate sites, resolve customer inquiries and target market more efficiently.



Risk – Be Prepared, Respond Quickly

Risk comes in many forms. Insurance companies instantly access high resolution areal imagery from Nearmap applying ArcGIS® and data layers to analyze total insured value and balance their book of business. Banks integrate data geospatially to better plan for cyber-attacks, power outages and structural damage. Clear imagery provides the vision needed to plan your risk mitigation strategy and better service customers when damage hits.



Target – Push Deals Over the Top

The information revolution has transformed the way customers behave. Their unwavering expectation centers on immediate service grounded in fact. Dynamic companies have incorporated Nearmap's high resolution aerial imagery with ArcGIS® to deliver compelling sales and marketing proposals and highly targeted customer acquisition strategies. Whether your interest is improving claims management, cross-selling your financial customers or sales effectiveness in real estate, Nearmap and Esri® instantly deliver and help drive new business.

**HIGH-RESOLUTION,
TIMELY IMAGERY WITH**

**\$0 INCREMENTAL
IT COST**

- *Understand risk, diversify your portfolio*
- *Better service customers with high quality imagery and tools*
- *Instantly answer the tough questions*
- *Improve sales conversion rates*

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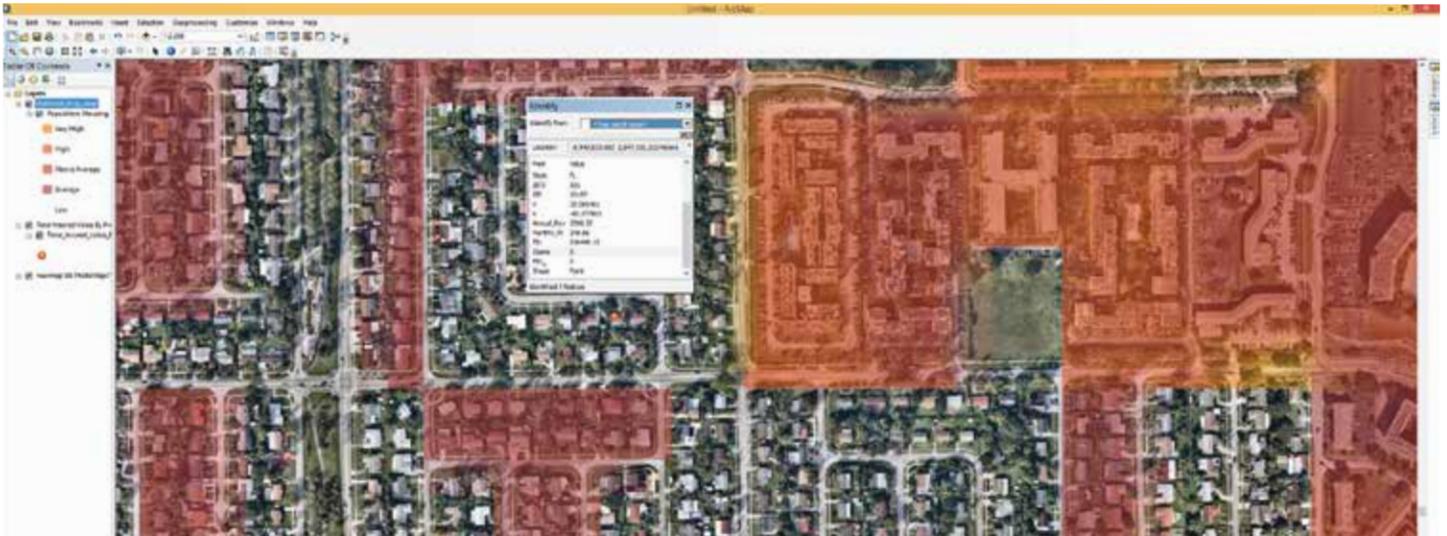
“Our business processes – claims management, risk analysis and customer service – have all been improved. Response times exceed expectations.”

– CEO –

National Insurance Provider

Current. Clear. Change.

It's time to reinvent how you operate. There's no need to visit every site. And when you do, you need to be better prepared with geospatial information that's accurate and addresses all customer inquires. Esri® and Nearmap provide an easy way for you to combine data with imagery that tells the complete story.



Amazing High Resolution

Our imagery is better than 2.8" GSD—much clearer than satellite imagery—giving you unrivaled clarity, precision and detail.

Imagery Updated Regularly

We regularly update imagery of locations and deliver within days of capture. See changes over time by comparing current and historical imagery.

Powerful Integration

Combine Nearmap's spectacular imagery with powerful analytics using our simple and seamless integration with Esri® products.



Esri + Nearmap = Better Decisions

There's no need to log in to Nearmap—Nearmap is ArcGIS® ready. Combine Esri's ArcGIS® Platform with current, clear imagery for faster, more accurate decisions.

ArcGISSM Online users gain full access regardless of the client used and ArcGIS® Marketplace applications allow users to easily collaborate. Let data services, basemaps, Nearmap imagery and third party data improve your commercial business.



Request a Nearmap demo today.

 nearmap.com

 1-844-4nearmap



100%
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