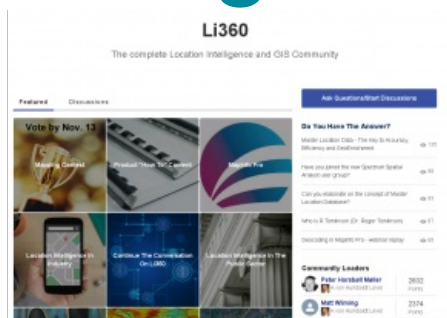# Global Collaboration Community for Innovation Among Location Intelligence Experts

Pitney Bowes has made available the Li360 Community, an online community for clients, product engineers, partners and the "GIS curious" to explore Location Intelligence capabilities, applications and tools to resolve challenges in the market.

The Li360 Community is a home for all subject matter experts, and those interested in Geographic Information Systems (GIS) to generate mindshare that will grow the Location Intelligence market and foster leading innovation. To date, over 1000 people are accessing the Community to share best practices, analyse case studies, participate in real-time discussions, and identify development needs for Location Intelligence solutions. The Community has received 40,000 page views, and over 15,000 Community engagements since its introduction in August 2017.

Location Intelligence provides a way to reveal relationships between data sets that might not have otherwise been obvious or easy to ascertain and, through location analytics, derive insights to grow business revenue. In fact, recent research reveals 63 percent of business professionals find Location Intelligence to be important to their ongoing business processes.

New use cases are being fuelled by advances in Big Data analytics, machine learning, artificial intelligence and augmented reality. For example, the public sector can use Location Intelligence to identify missing persons or improve infrastructure management; telecommunications providers can optimize their coverage areas and better market to consumers; and insurance providers can better assess risk associated with an area and offer the best coverage to a consumer.

Li360 provides a place for people to learn and advance their LI practice, including affinity groups by vertical and geographic region. Anyone can join the Li360 Community for free, and access an array of resources, such as "How To" content, industry use cases, sample data and sample maps, live discussion boards, industry-specific groups, and free software downloads.

You can also join Pitney Bowes during Geography Week 2017 to dive into the world of Location Intelligence. Webinar sessions are open to the public for free.