

ESRI ELECTRIC & GAS PARTNER OPPORTUNITIES

The strategic messaging for the electric and gas industry is centered around its greatest needs and showcasing how GIS can guide it through these challenging times. The marketing content will emphasize the business value that can be gained by utilizing ArcGIS® to support sustainability, reliability, resilience, equity, and network operations. Strategic marketing campaigns target electric transmission organizations and MIB utilities.

You are invited to join us in opportunities throughout the year to showcase your products, solutions, and customer successes. The events and comarketing activities described below offer excellent ways to coordinate messaging. Don't hesitate to contact Joe Johnson, Esri's electric and gas marketing manager, for more information.

PARTNERSHIP COMARKETING OPPORTUNITIES

ARTICLES

Recommend your customer for a feature in *Esri News for Electric and Gas Utilities*. Share their accomplishments (and yours) with the industry peers. Articles should demonstrate how ArcGIS solved a problem or improved workflow.

CUSTOMER SUCCESS STORIES

Highlight how your customers have saved time, money, or resources in an Esri-branded customer success story. This story would include information on how Esri solutions and your work have resulted in measurable results.

WEBINARS


Nominate your customer to tell their story in an Esri webinar. They offer a great way for customers to share their GIS journey with their peers. Postwebinar surveys allow attendees to connect with you for more information.

BLOGS

Collaborate with the industry team to share successes, milestones, events, and activities. Gain the opportunity to provide thought leadership. Engage with us by sharing your newest solutions, services, and accomplishments.

ESRI COMMUNITY

Actively engage with Esri staff and customers in the [Esri Community](#) - a global forum of Esri users where you can share ideas and solutions and collaborate to solve problems. Join the the following industry groups.

 [Esri Community–Gas and Pipeline](#)

 [Esri Community–Electric](#)

 [Esri Community–Electric Generation and Transmission](#)

Important Information for all Partners

[Click here to Download all of our Partner eBooks](#)

[Click here to Submit an Esri Utility Partner-Customer Success Story](#)

[Click here to Read all of our Customer Success Stories and eBooks](#)

[Click here to Find all the Events Esri will be Exhibiting at in 2024](#)