

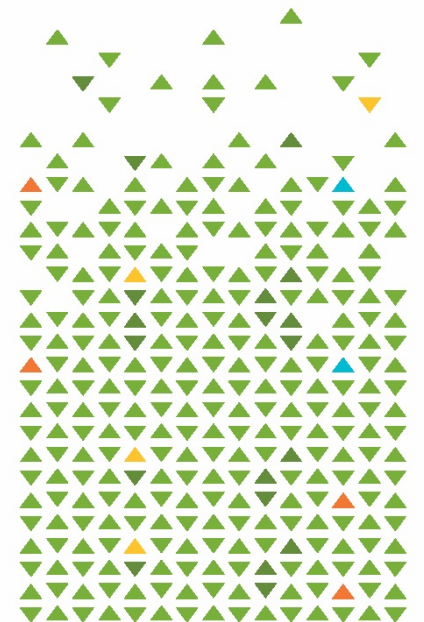


# REGIONS | Spatial Intelligence

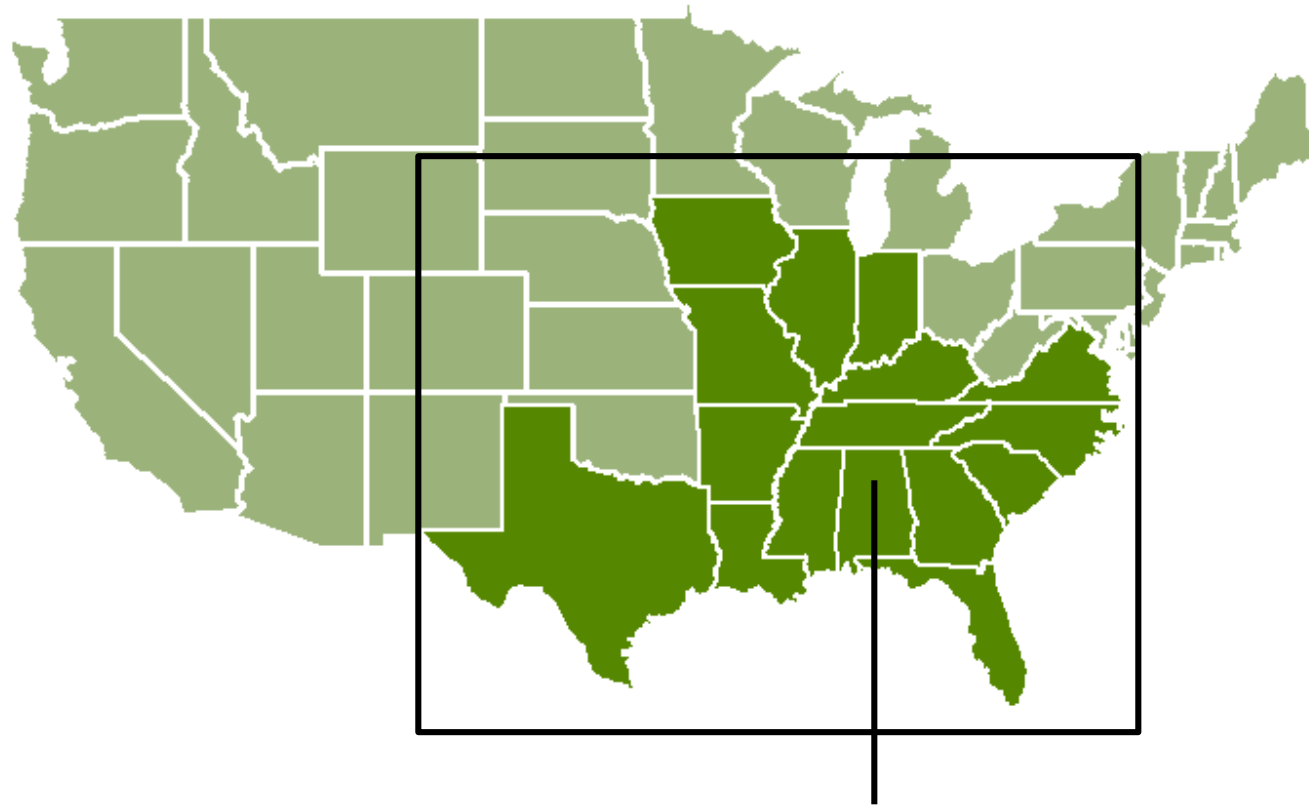
Esri Business Summit  
July 18<sup>th</sup>, 2015

Grant L. Mullins  
*Vice President*  
*Spatial Intelligence &*  
*Location Analytics*

Shane Jones  
Microsoft  
US Financial Services



# Regions Bank – Where in the World?



Birmingham, Alabama

Ranked  
**#14**

TOTAL  
ASSETS

**TOP**

ALABAMA  
FORTUNE 500  
COMPANY

**TOP**

EMPLOYER IN  
THE STATE  
OF  
ALABAMA

Ranked  
**#1**

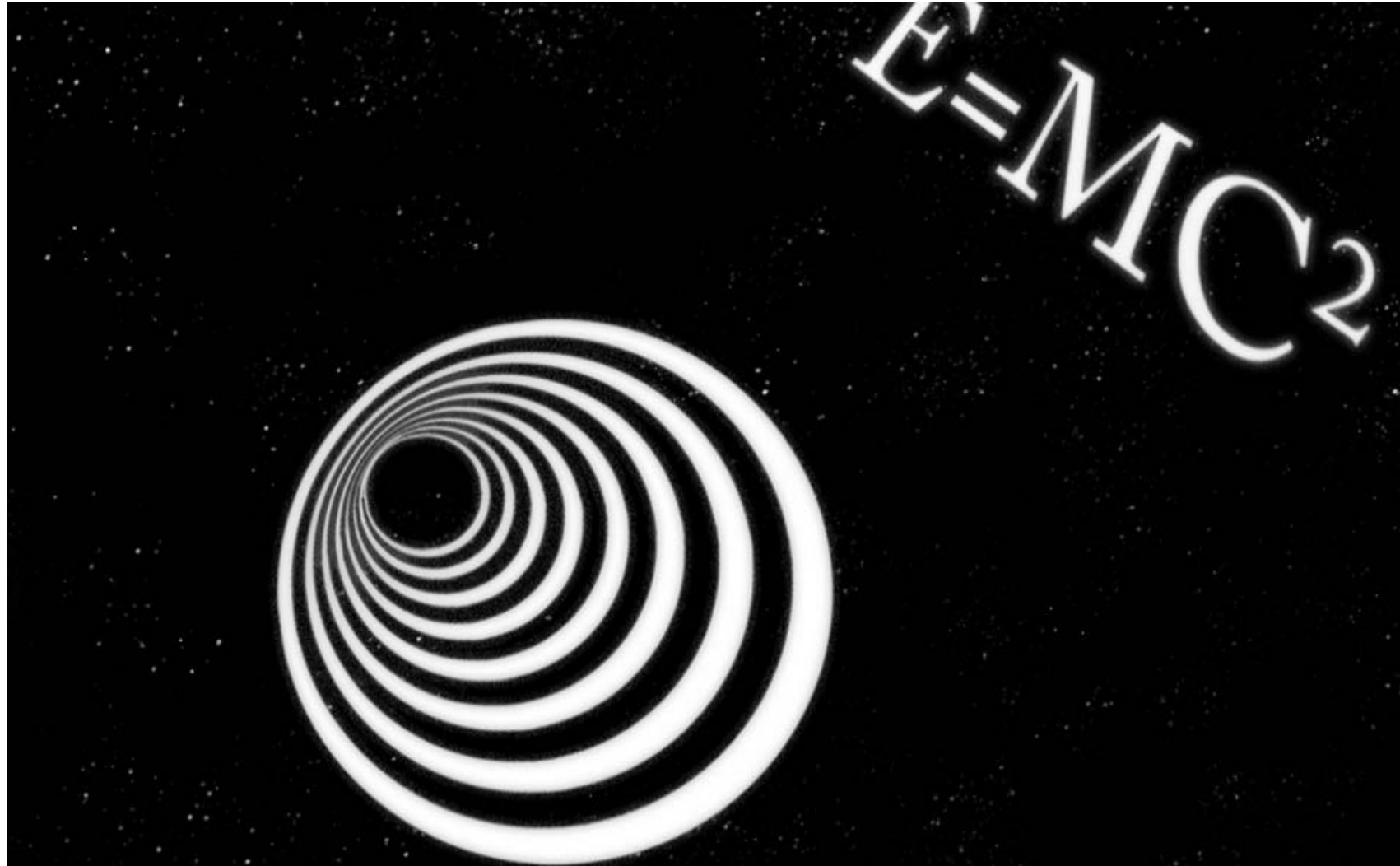
AMERICAN  
BANKER  
CUSTOMER  
REPUTATION

# Regions Bank – How in the World?



# Regions Bank – How in the World?





# Spatial Intelligence – Rebirth of Analytics

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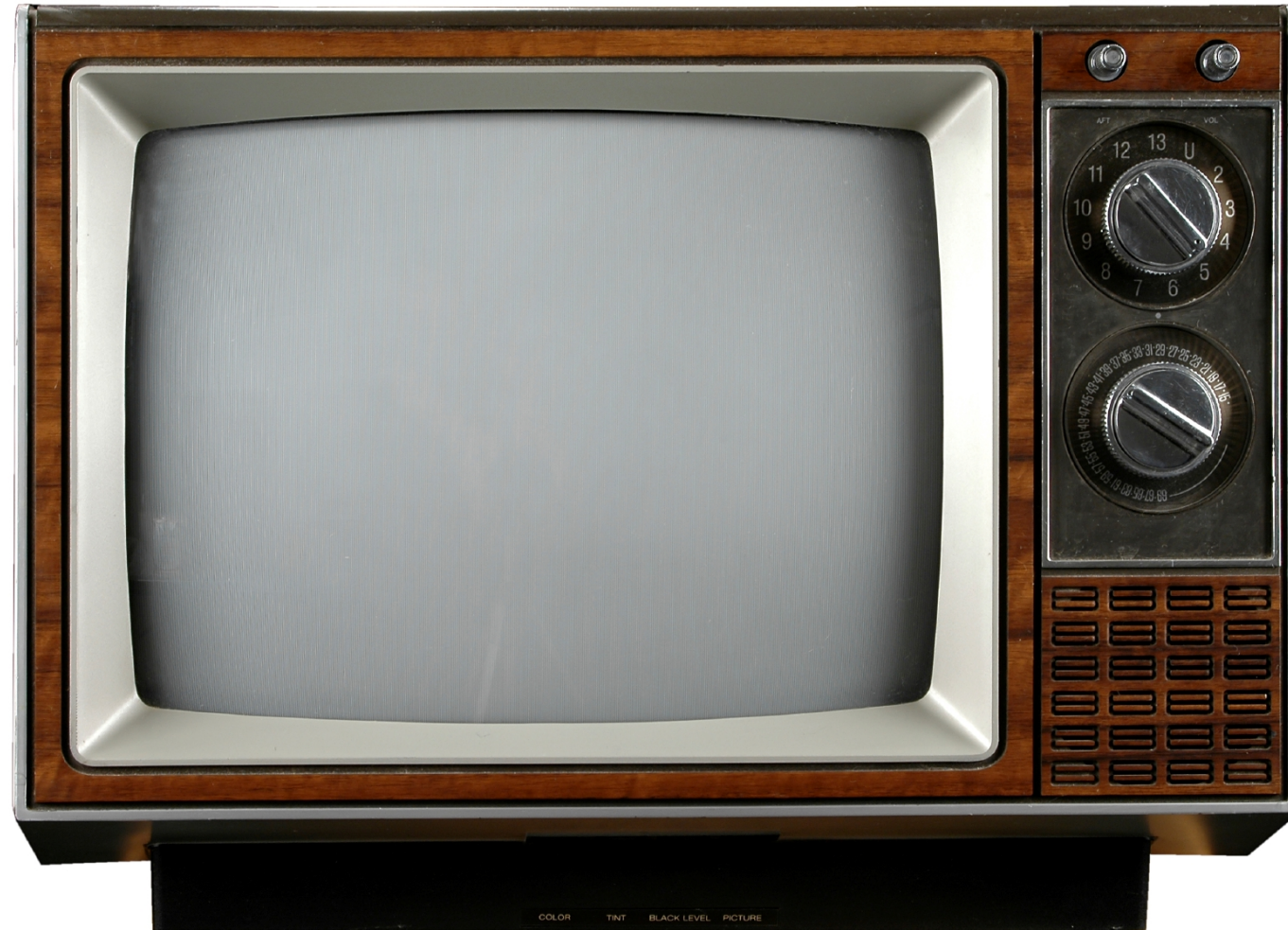


# Spatial Intelligence – Greenfield Reality





# Spatial Intelligence – Changing Channels



# Spatial Intelligence – Partners, Why Bother?



