



DataCapable's UtiliSocial Platform Bolstered with Esri Integration: 'ArcGIS Online' and 'GeoEnrichment Service' Fully Integrated to Maximize GIS Investments.

San Diego, CA – October 5, 2015

[DataCapable, Inc.](#), an industry leader in delivering nontraditional data to electric utilities, telecommunications providers and more, today announced the integration of both Esri ArcGIS Online and the GeoEnrichment Service with the engagement and operations technologies of the UtiliSocial™ platform.

DataCapable's UtiliSocial™ platform empowers operators with two-way communication across a variety of digital channels, including social media, mobile applications and SMS/MMS capabilities. UtiliSocial™ is also the first software platform to offer nontraditional data integration into existing utility systems, such as Outage Management Systems (OMS), Distribution Management Systems (DMS) and Customer Information Systems (CIS). Esri's ArcGIS Online is an online, collaborative web GIS that allows you to use, create, and share maps, scenes, apps, layers, analytics, and data. This, in combination with Esri's GeoEnrichment demographic and life style data enables UtiliSocial™ to provide new value to utilities.

"The modern utility needs to actively monitor and engage with their customers at all levels" said Adam Narkiewicz, DataCapable's Director of Marketing and Customer Outreach. "Integration with ArcGIS Online enables existing Esri customers to easily maximize the value of their GIS investment and unlock additional insight. For example, UtiliSocial™ can take outage event data via social media and leverage the robust Esri GeoEnrichment Service to query and display information ranging from demographics and consumer behavior to natural environmental datasets."

Alongside expanded integration functionalities, DataCapable's global customer base receives additional improvements to the core platform:

- **Advanced Data Management and Visibility:** Esri users add significant value to their service by enabling geo-listening and two-way communication capabilities with UtiliSocial™.
- **Analysis of Grid Events in Combination with Social Data:** Enhanced customer communications supported with robust data provided by Esri's GeoEnrichment Service.
- **Deeper Insights and Compelling Geographic Visualizations:** Visual social media and nontraditional data with broader context thanks to ArcGIS' Online's wide range of features and capabilities.

DataCapable joined the [Esri Startup Program](#) in early 2015 and quickly announced the integration of the ArcGIS mapping platform at the July 2015 Esri User Conference. "We highly recommend the Startup Program, it is a phenomenal experience, and their managing team is a pleasure to work with" said Peter DiSalvo, Co-Founder and CTO. "By investing in the program, Esri is empowering founders, developers and entrepreneurs to bring new value to themselves *and* Esri customers around the world."

Attendees of the [Esri Electric and Gas GIS Conference](#) can visit the DataCapable booth (Z4) to experience UtiliSocial's™ comprehensive suite of analytics and engagement tools and to learn more about scalable, cost-effective implementations for their specific use cases.

About DataCapable, Inc.

DataCapable is an industry leader in delivering nontraditional data to electric utilities, telecommunications providers, and more. Currently working with major service providers and enterprise vendors in the Electrical Utilities space, DataCapable is also collaborating with federal agencies to promote open data standards and one of the world's foremost research institutions to develop advanced analytics for intelligent outage detection and real-time event prediction.

DataCapable's flagship product, UtiliSocial™ is a comprehensive customer engagement platform that provides real-time aggregate outage reports, customer sentiment feedback, weather event data, situational awareness and logistics support to the electric utility industry. Founded in 2014, it has been featured in the industry's leading publications and conference and was profiled in Forbes.

For additional information, please visit: www.DataCapable.com

Contact for journalists: info@datacapable.com; Phone: 207-664-3733

About Esri

Since 1969, Esri has been giving customers around the world the power to think and plan geographically. The market leader in GIS, Esri software is used in more than 350,000 organizations worldwide including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 7,000 colleges and universities. Esri applications, running on more than one million desktops and thousands of Web and enterprise servers, provide the backbone for the world's mapping and spatial analysis. Esri is the only vendor that provides complete technical solutions for desktop, mobile, server, and Internet platforms. Visit us at www.esri.com.