

# ENVISION Reimagined

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**ENVIRONICS**  
ANALYTICS

# Land Acknowledgement

We acknowledge the land of where our head office resides is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

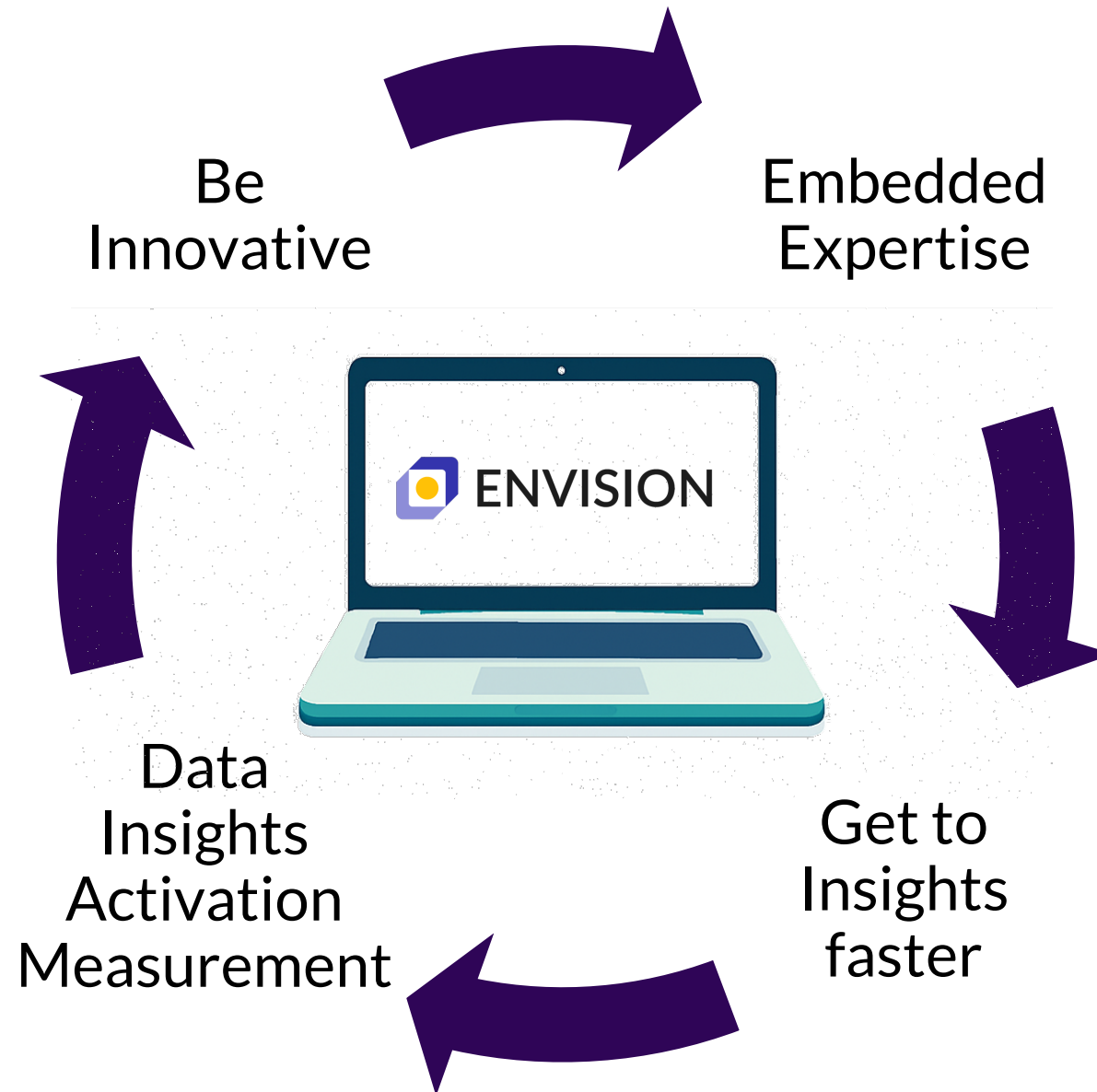
# Welcome and Housekeeping

- All participants, other than the speakers, are muted
- This session is being recorded
- We will share the resources afterwards
- Please use the Q&A panel for questions

# ENVISION: What is it?



# Guiding Principles



# Who uses it?



## Titles of Users:

Business Intelligence  
Business Operations Specialist  
Customer Intelligence Analyst  
Digital Marketing Specialist  
Director, CRM & Customer Insights  
Director, Service Design  
Insights  
Manager, Marketing  
Manager, Stakeholder Relations  
Market Research Specialist  
Marketing Insights  
Marketing Manager  
Research Analyst  
Research and Partnerships  
Research Manager  
Senior Analyst, Market Research  
Senior Business Analyst  
Senior Business and Data Analyst  
Senior Director, Marketing & Communications  
Tourism Research

# Industries served and example use cases

**Retail** – Optimize store locations and customer segmentation for targeted promotions.

**Financial Services** – Identify high-value prospects for credit products or wealth management.

**Not-for-Profit** – Map donor demographics and plan fundraising campaigns.

**Real Estate** – Analyze neighborhood profiles for property development and investment decisions.

**Government Agencies** – Plan public services and allocate resources based on population insights.

**Utilities** – Forecast demand and improve service delivery in high-growth areas.

**Consumer Packaged Goods (CPG)** – Target households for product launches and loyalty programs.

**Automotive** – Pinpoint markets for new vehicle models and electric car adoption.

**Media** – Build audience profiles for advertising and content placement.

**Agencies** – Develop data-driven marketing strategies for clients across sectors.

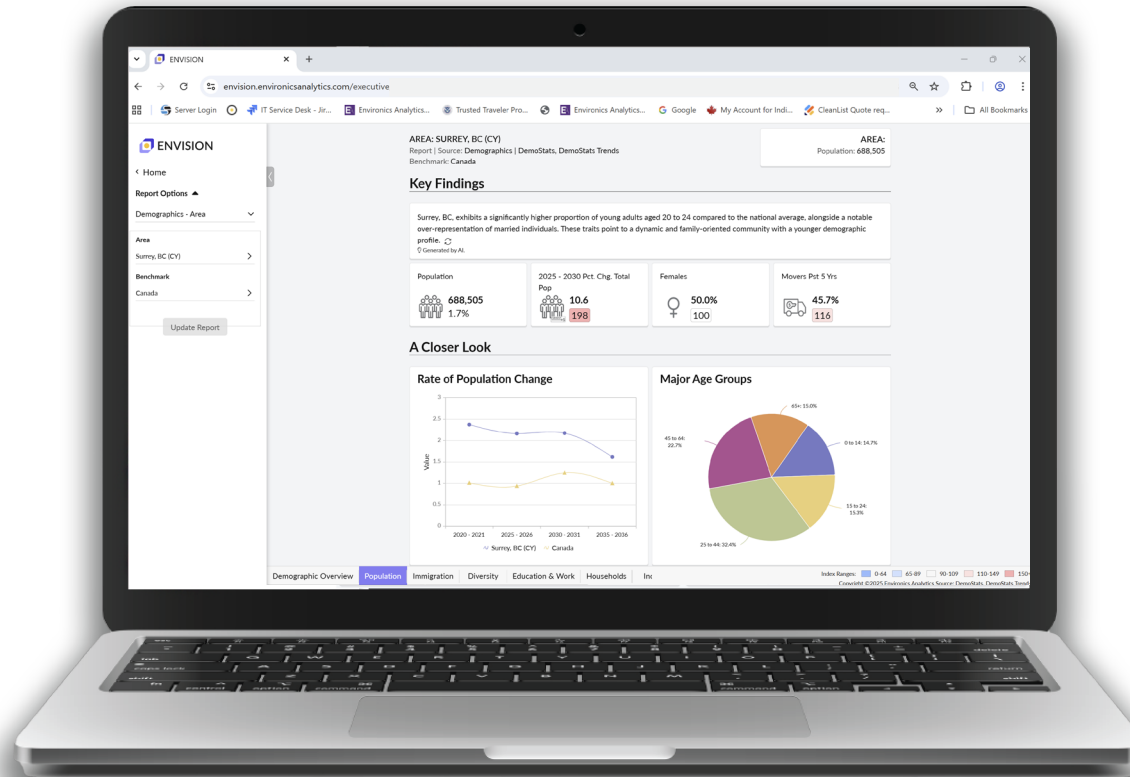
**Travel** – Identify traveler segments and plan destination marketing campaigns.

**Telecommunications (Telco)** – Target customers for new plans and network upgrades.

**Tourism** – Promote attractions to the most relevant visitor segments.

**Pharma** – Identify regions with high demand for specific medications and plan outreach to healthcare providers.

# So why the change?



## A Smarter, Faster, More Intuitive Platform

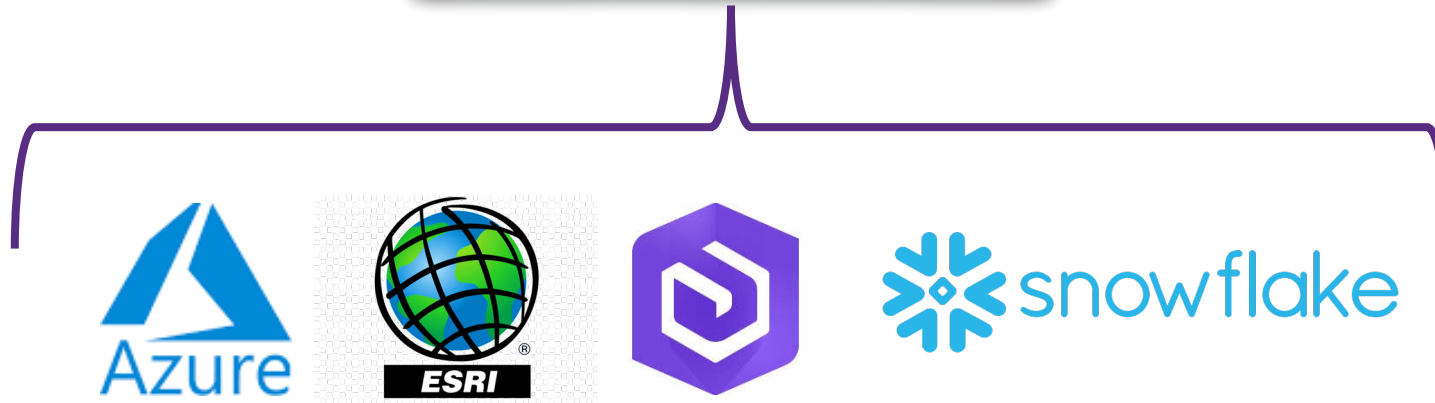
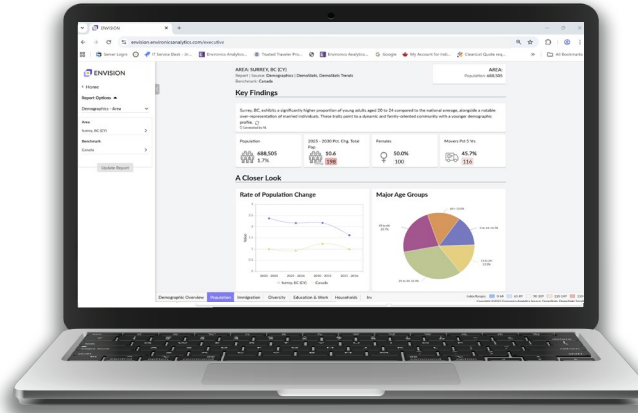
Instant, Actionable Insights

Scalable, Secure and Fast

Tools that Drive Outcomes



## The technology that supports it



# Privacy-first approach

## Highest Privacy Designation



### ISO 31700-1 Privacy by Design

- ISO ensures a much higher privacy protection level than the Privacy by Design framework
- EA is one of first in the world to achieve
- Covers lifecycle of development
- Principles-based approach that gets to the core of protecting privacy

## Specialized Security Audits



SOC1 Type 2

Internal controls audit



SOC2 Type 2

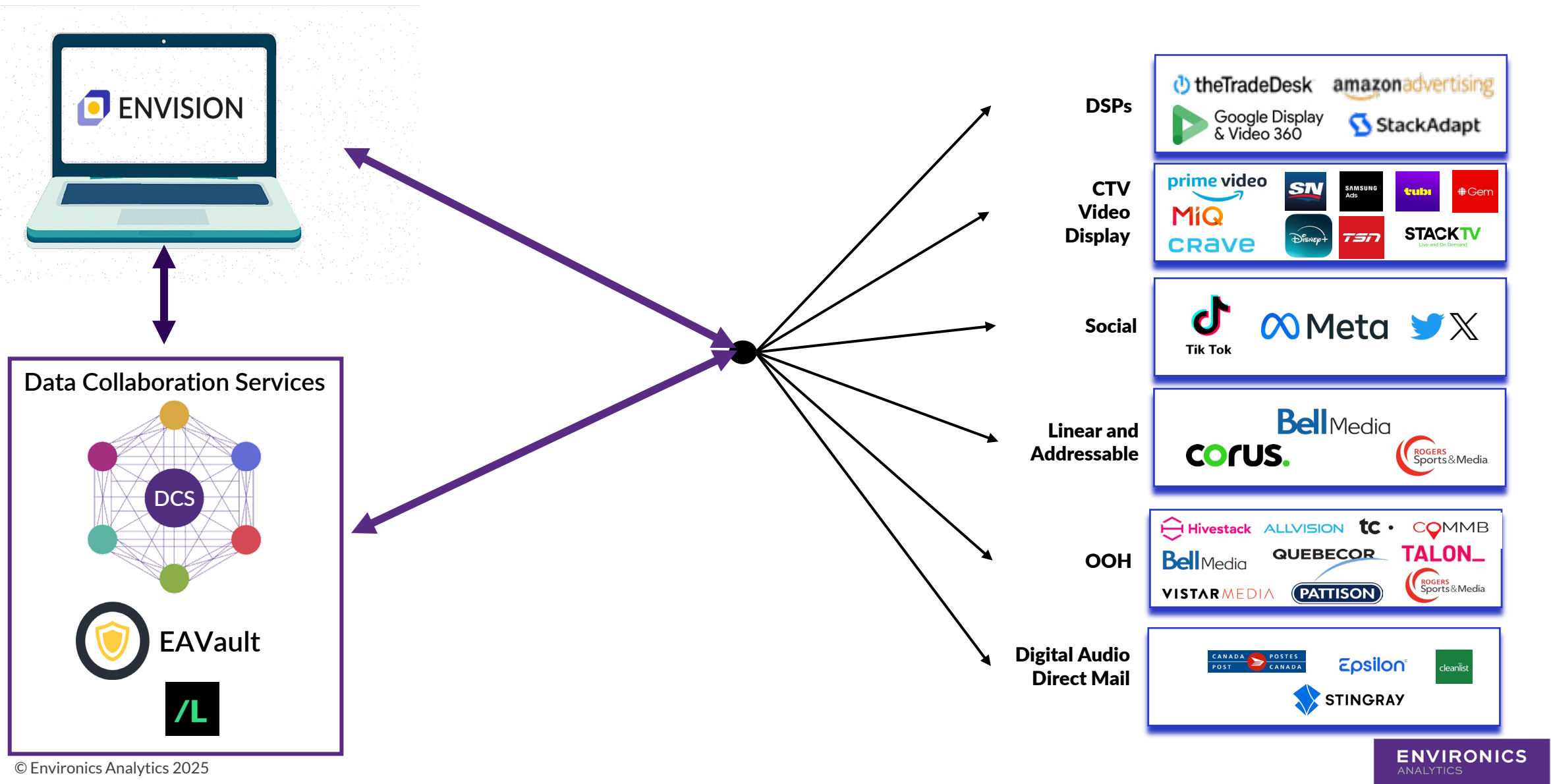
Data protection audit



TRUSTe Data Collection  
Certification

Secure data collection audit

# Connecting across platforms





Demo

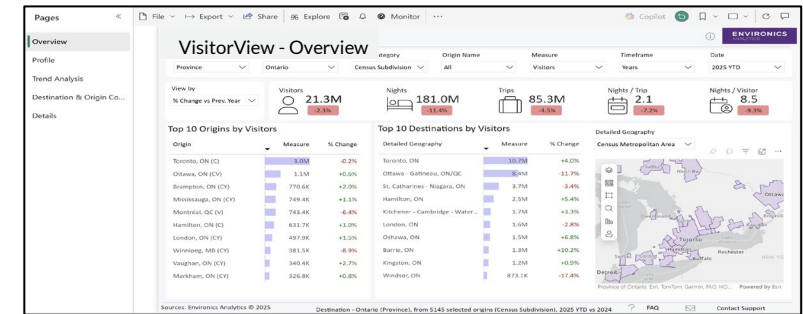
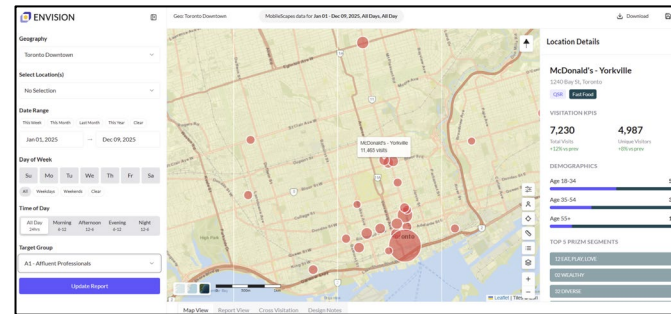


# ENVISION

# What's coming?

Q1, 2026

MobileScapes, ClickScapes, VisitorView



And this is just the beginning:  
New data, reports and functionality coming throughout 2026.



Make your decisions faster with insights  
you can rely on.

Better outcomes start now.



# Thank You



Request a customized walkthrough by  
contacting your sales team or visiting  
[www.environicsanalytics.com](http://www.environicsanalytics.com)