

Session “Geospatial Innovation, Science and Technology”

**Location at Heart of 4IR**

Monday 19<sup>th</sup>, November 2018



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## Some Initial Thoughts....

- The lines between the digital and physical world continue to blur creating new opportunities for digital businesses.
- The Future is a Digital Thing!
- Smartness is being embedded in Everything to increase efficiency
- Location is mainstream
- The true definition of disruption is that it comes from targeting a underserved market with a technology that is “beneath” the current markets expectations.



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## A Digital Transformation...

Organizations are adapting to changes in their ecosystem by leveraging digital technologies to create enhanced, customer Centric Business Models



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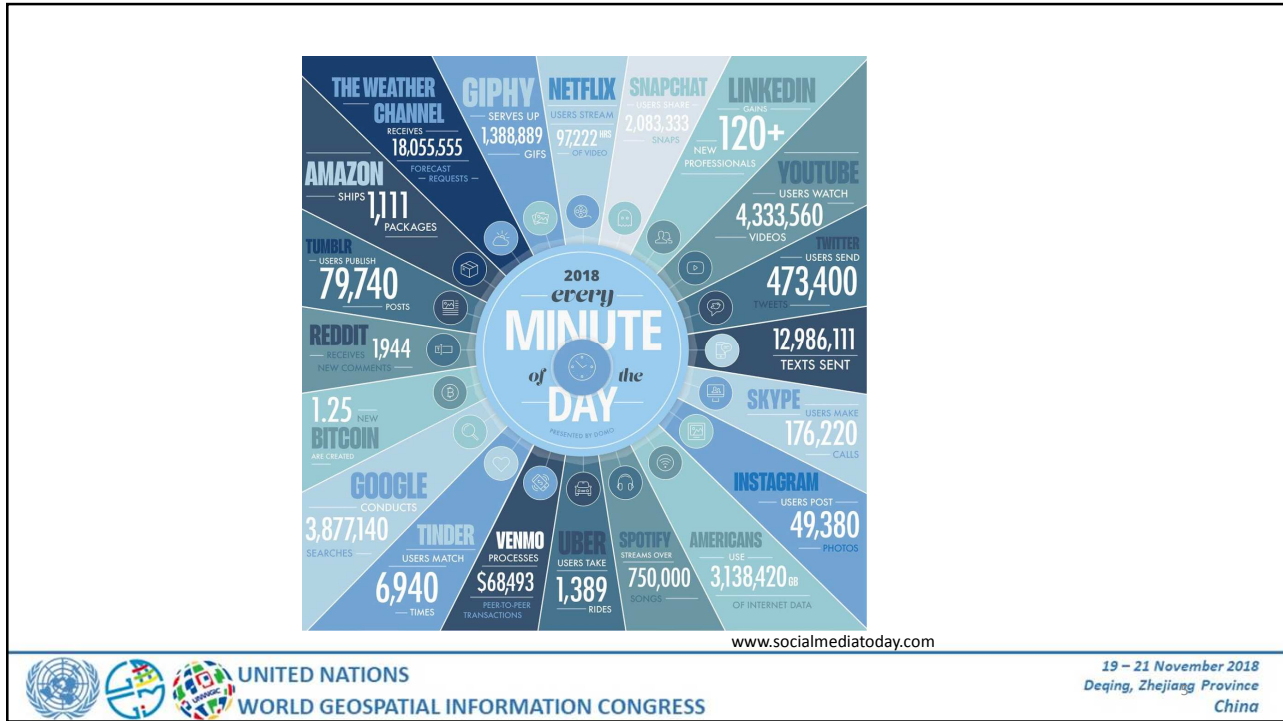
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## Digital Traffic -Unprecedented



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## Location is at the center

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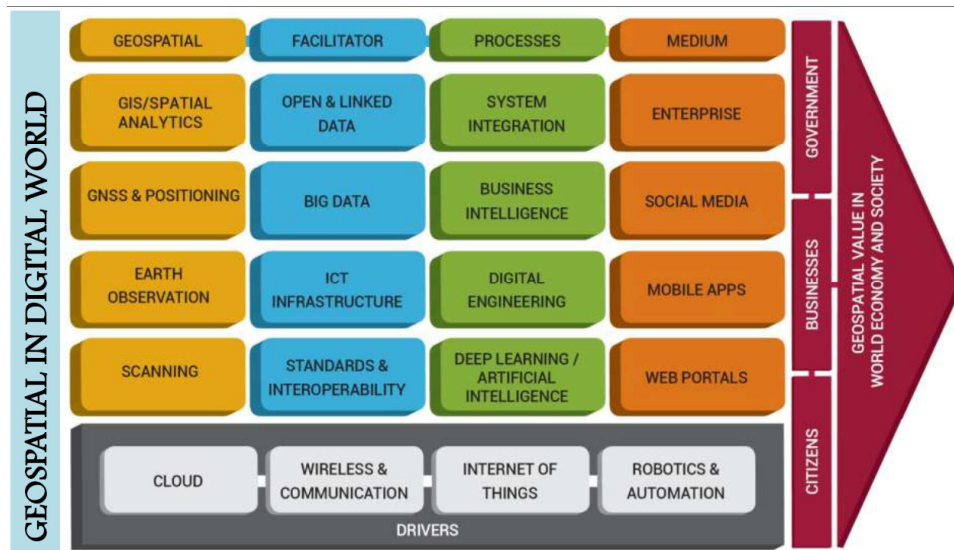
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## Location Technology has Application in Almost Every Aspect of Human Living



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Source: Sanjay Kumar



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## THE LOCATION OPPORTUNITY

Competition, supply and demand, and consumer demographics all impact your bottom line.

With intelligent maps and location analysis, you can better understand the precise location and nature of these variables.

Understand what trends are shifting and where you can fill in market and service gaps, and strike when opportunities arise.

Continue to support your existing customers, and provide products and services in new markets.



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## LOCATION INFORMATION IS BUSINESS-CRITICAL

With LI we can save money, time and make better decisions ...

### ▪ A spatial context

- Location
- Proximity
- Distance

*Why does it matter?*

*See, plan, operate and economize  
cost and time to execute*

### ▪ A business-critical forecasting system

- What new properties are being developed? Where? How many?
- Can we establish new infrastructure to support growth?

### ▪ An analysis engine: – What if?



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OBJECT ID	OD	Name	Transaction Number	POINT_X	POINT_Y	Client	Asset	Description of Asset
1	0	Cedar Grove Close	41325.7800000000	-76.78077419500	18.056157010	National Commercial Bank	Car	Black Honda 2014
2	0	Teak Way, Barbican	39013.7800000000	-76.75895670020	18.02764310000	National Commercial Bank	Land	12 acres
3	0	Worthington Mews	36531.3900000000	-76.78230209950	18.00552393990	National Commercial Bank	Car	White Audi 2014
4	0	Ykewon Crescent, St. Andrew	35253.8700000000	-76.74866520390	18.05209193960	National Commercial Bank	Furniture	Whirlpool Stove
5	0	CHERRY DRIVE	1530.7100000000	-76.77312752000	18.04423481510	National Commercial Bank	Car	Black Honda 2014
6	0	Gibbs Avenue	212.0700000000	-76.76789020000	17.97264700400	National Commercial Bank	Land	6 acres
7	0	PINKNEY GREEN JACKS HILL	3465.7100000000	-76.71555678910	18.03540781850	National Commercial Bank	Car	Black Honda 2014
8	0	HALL DELIGHT	2853.9700000000	-76.66031390340	18.05375075210	National Commercial Bank	Furniture	
9	0	EDAM DRIVE	11397.0700000000	-76.77847040040	18.03737320010	National Commercial Bank	Furniture	
10	0	NEW PORT WEST	3508.9400000000	-76.82220775000	17.96296520960	National Commercial Bank	Car	Black Honda 2014
11	0	Canymead	5563.0900000000	-76.87641939990	17.96750760010	National Commercial Bank	Land	
12	0	Longville Park	8064.3100000000	-77.55426839870	17.90527753900	National Commercial Bank	Car	Black Honda 2014
14	0	August Town	503.4200000000	-76.74086653890	17.95302303520	National Commercial Bank	Furniture	
15	0	Buena Vista	957.6400000000	-76.78174370010	18.02754439960	National Commercial Bank	Furniture	
16	0	Crayne Crescent	405.0900000000	-76.80096725600	18.04763204680	National Commercial Bank	Car	
18	0	Hope Road	7727.2300000000	-76.77602090000	18.02026163970	National Commercial Bank	Land	
19	0	Doune Avenue	1112.0700000000	-76.77930867600	18.00539696660	National Commercial Bank	Car	
20	0	Abbot Road	27455.3400000000	-76.74283760040	17.99200353990	National Commercial Bank	Furniture	
21	0	Barett Avenue	5407.2200000000	-76.76617100010	17.98969600010	National Commercial Bank	Furniture	

**From tabular data representation to spatial visualization which enables better decision-making.**

**Identify patterns, trends and relationships with location-based data**

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## GEOSPATIAL SOLUTION

**Better data management and integration of work processes**

Transaction Number	Client	Asset	Description of Asset
41326	National Commercial Bank	Car	Black Honda 2014
39014	National Commercial Bank	Land	12 acres
36532	National Commercial Bank	Car	White Audi 2014
35260	National Commercial Bank	Furniture	Whirlpool Stove
1831	National Commercial Bank	Car	Black Honda 2014

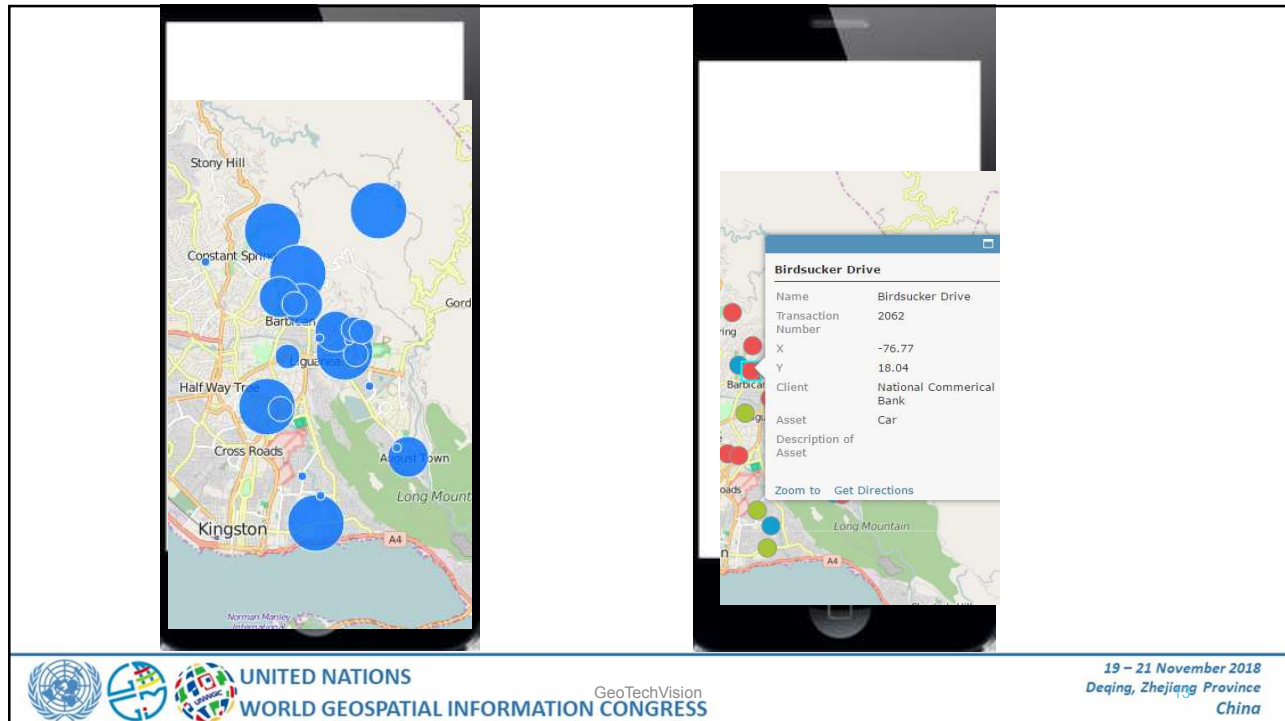
**Chester Avenue**

Name: Chester Avenue  
 Transaction Number: 1,262,720.00  
 X: -76.77  
 Y: 18.03  
 Client: National Commercial Bank  
 Asset: Car  
 Description of Asset:

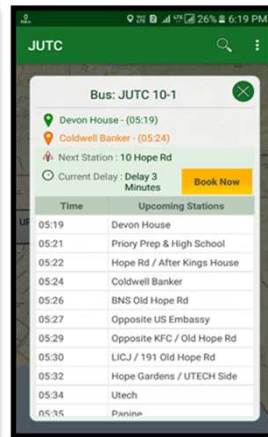
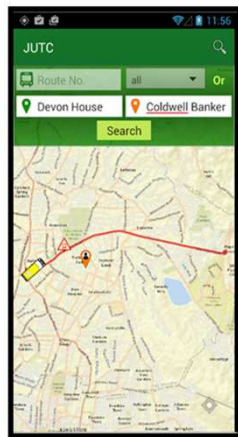
[Zoom to](#) [Get Directions](#)

**Better data management and integration of work processes**

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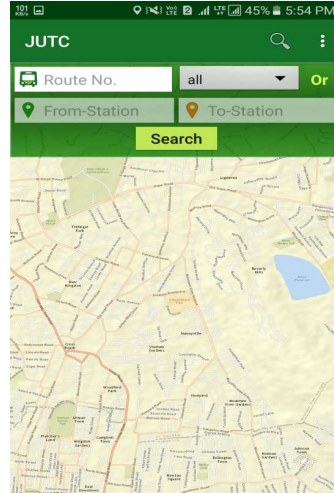
# Intelligent Transport



## Key Features

### Some Top Features:

- Fast and Intuitive GUI
- Helps you locate the buses along with the route it takes from start to destination
- Gives you detailed distance coverage and helps you locate the nearby Bus Stop which will take you to your destination in optimal time
- Shows you direct as well as indirect connections
- Provides real time push messages from JUTC on weather, route matters, promotions, etc
- Fare details
- Active Payment Gate-Way to purchase Bus Tickets



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## Sensing Up... Make Our Applications Thinkful!



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## GeoTechVision Business Model

- Identify the Needs
- Find the various pieces of the solution
- Provide a comprehensive solution
- By pooling resources the resulting solution is best of breed (better than it's constituent parts)



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Collaborating for Digital Content Production in New and Emerging Markets

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Does the Market drive the application or does Content or does Technology?

## It Depends!



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## Change in Direction...

- Better Business Models
- Integrated business processes
- Rapid Adoption
- Greater agility and flexibility
- Transforming the way we do business
- Growing ecosystem of new ventures
- Location data permeating all kinds of processes
- Consumers are driving the direction



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## The Human Interoperability Factor

Changing Human Behaviour or the Human interoperability factor can be a major challenge. The process then needs to be carefully managed to ensure easier adoption



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## Digital Transformation is Cultural Transformation

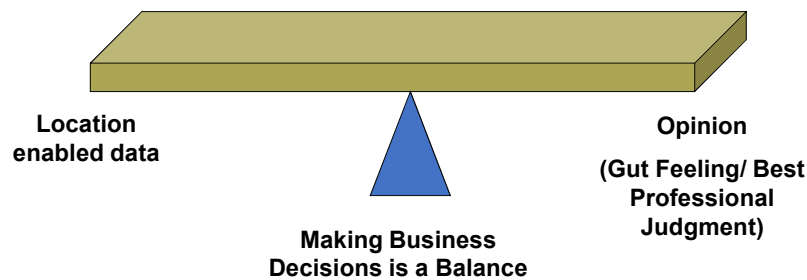
- Technology is a driver, but really it's main role is an enabler.
- The transformation has to occur in our organizational culture, our people and processes– everything that touches the customer and their interaction with the brand



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## Why Location Intelligence?



With **Location Intelligence**, you can make informed decisions that contributes to greater profitability



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**Better Insight ⇒ Better Decisions**

**In Government**  
**Better Decisions ⇒ Good Governance**

**For Businesses**  
**Better Decisions ⇒ Greater Profit**



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## Conclusion

- Proliferation of digital content and widespread adoption of technology has created new opportunities and new challenges
- New approaches must be explored
- Collaboration can translate to cooperation in areas of research and development, purchasing and standard setting
- Emphasize procompetitive benefits of joint ventures and avoid frameworks/structures that can be anti-competitive for any party.
- Contribute to your discipline – build the ecosystem
- ‘Collaborate to Innovate !’



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**THANK YOU  
FOR YOUR ATTENTION**

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