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.
A Digital Transformation...

Organizations are adapting to changes in their ecosystem by leveraging digital technologies to create enhanced, customer centric business models.

- Unique Customer Experiences
- Operational Efficiencies
- New Revenue Streams

Digital Traffic - Unprecedented
Location is at the center
Location Technology has Application in Almost Every Aspect of Human Living

Source: Sanjay Kumar
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.

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?
Identify patterns, trends and relationships with location-based data from tabular data representation to spatial visualization which enables better decision-making.

Better data management and integration of work processes
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

Sensoring Up... Make Our Applications Thinkful!
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 its constituent parts)

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

It Depends!
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

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.
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

Why Location Intelligence?

With **Location Intelligence**, you can make informed decisions that contributes to greater profitability
Better Insight ⇒ Better Decisions

In Government
Better Decisions ⇒ Good Governance

For Businesses
Better Decisions ⇒ Greater Profit

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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