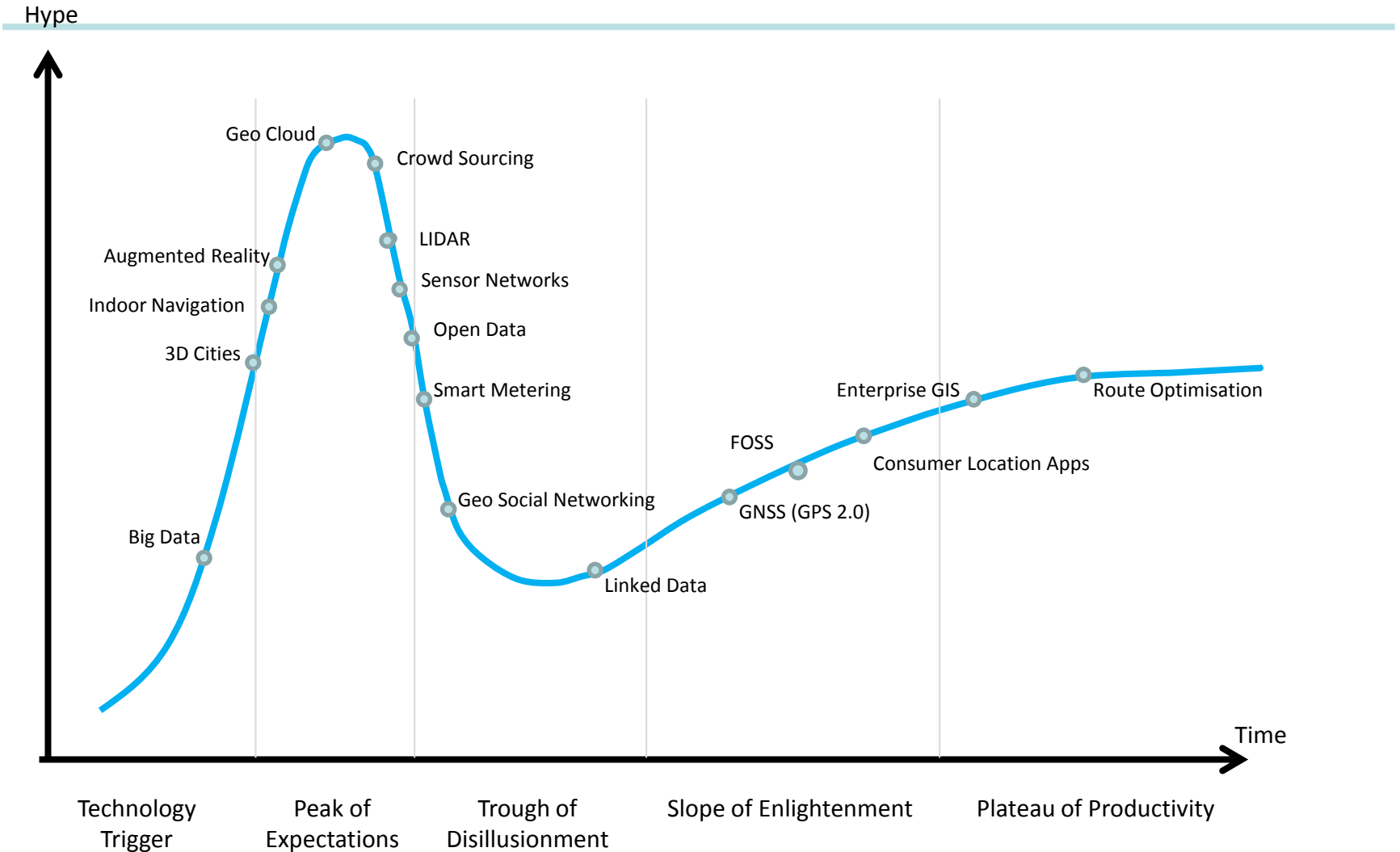




Connecting Place: Making Geospatial more Intelligent and Accessible for decision makers

Andrew Coote
Chief Executive
3rd February 2013

Geospatial Hype Cycle



Agenda

Three big ideas:

- The cloud as an agent for wider collaboration
- Everything happens somewhere - geography as the ultimate integration tool
- Story Maps - The power of simple visualisations to convey complex information



Projects are about People:

The cloud facilitates collaboration

Cloud Computing: the dominant delivery mechanism

“Essentially it will mean that users of IT-related services will be able to focus on what the service provides them rather than how the services are implemented or hosted.”

Gartner

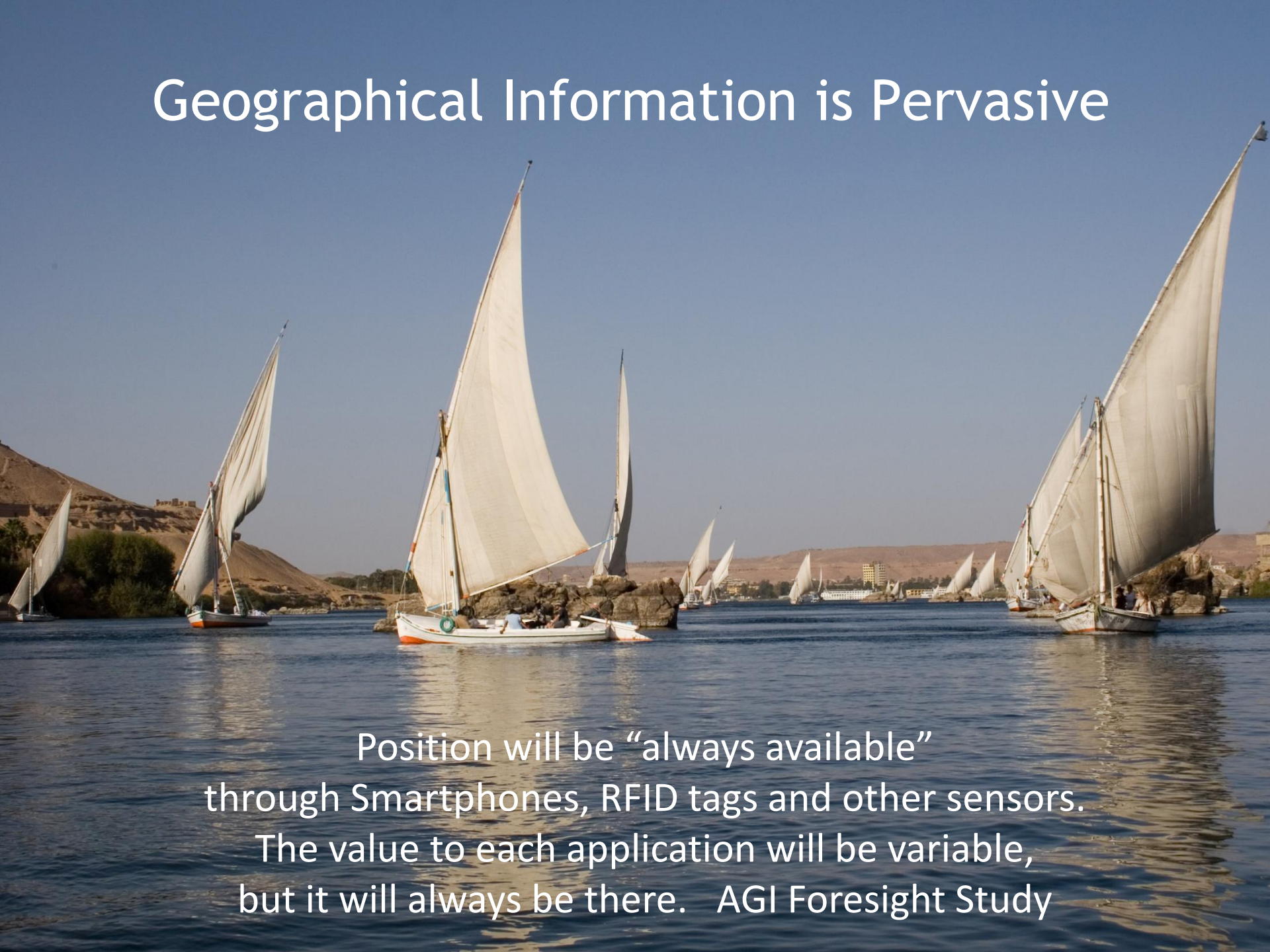
Key attributes of the cloud

- No longer necessary to even know physically where or how data is stored
- More and more data readily discoverable on the web or searchable through data aggregators e.g. Google, ESRI's Community Map and Government data portals
- This leads to:
 - Lowering the “barriers to entry” - cost and personnel
 - Non-invasive approach
 - Reduced need for central planning
 - Encourages new collaborations
 - Serendipitous results



Geography: the ultimate integration tool

Geographical Information is Pervasive

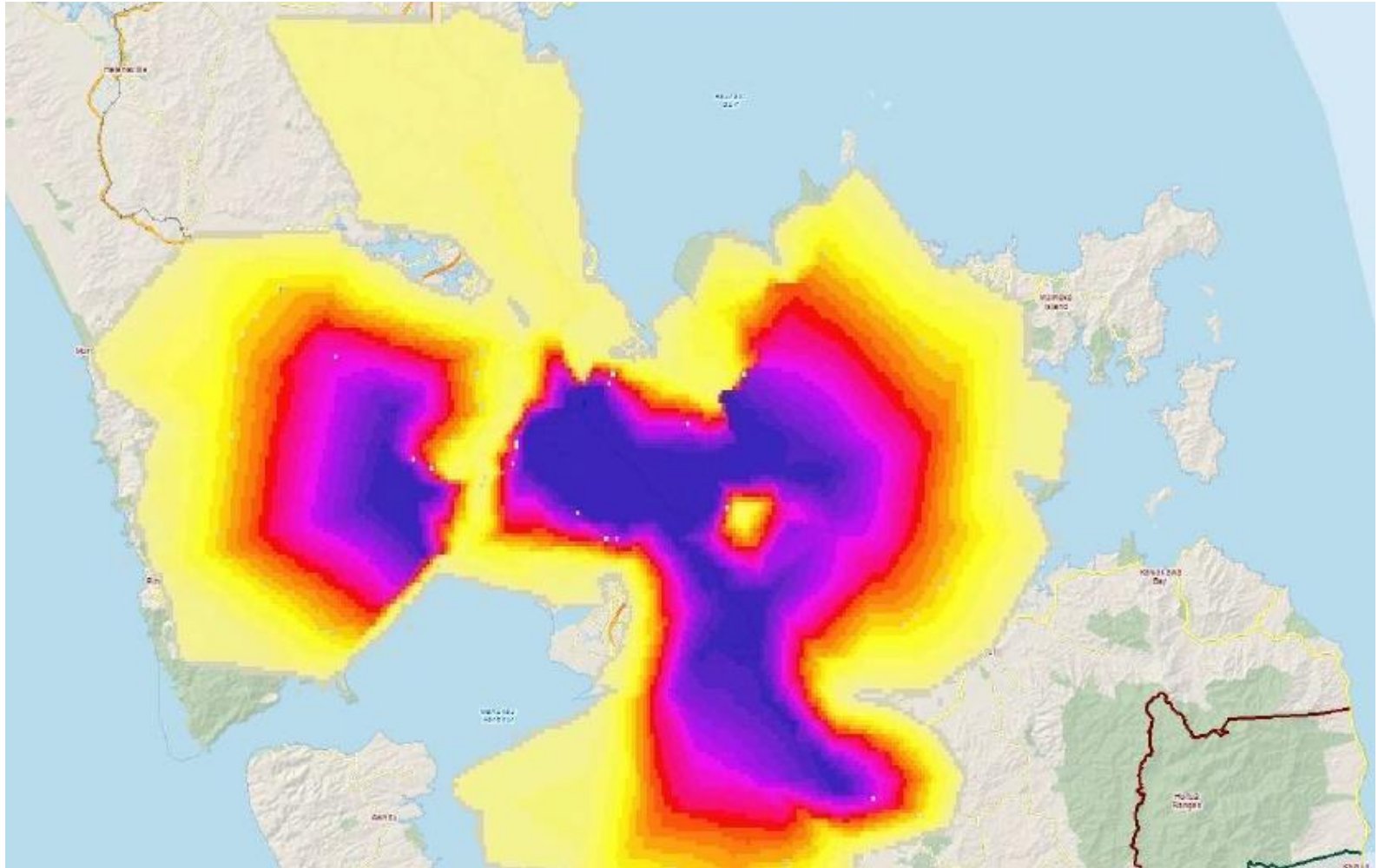


Position will be “always available”
through Smartphones, RFID tags and other sensors.
The value to each application will be variable,
but it will always be there. AGI Foresight Study

Integration: everything happens somewhere

- The volume and diversity of pervasive data sources is increasing dramatically - its a “big data” challenge
- To “mine” knowledge from these Petabytes* of real time/3D data requires new approaches to database management
- Grid computing and noSQL (not only SQL) advances are enabling discovery of new information “patterns” only possible using location attributes.
- Key Applications
 - Insurance catastrophe modelling and climate change
 - Retail consumer behaviour
 - Transport modelling

Culture and Place in Auckland, New Zealand





ConsultingWhere

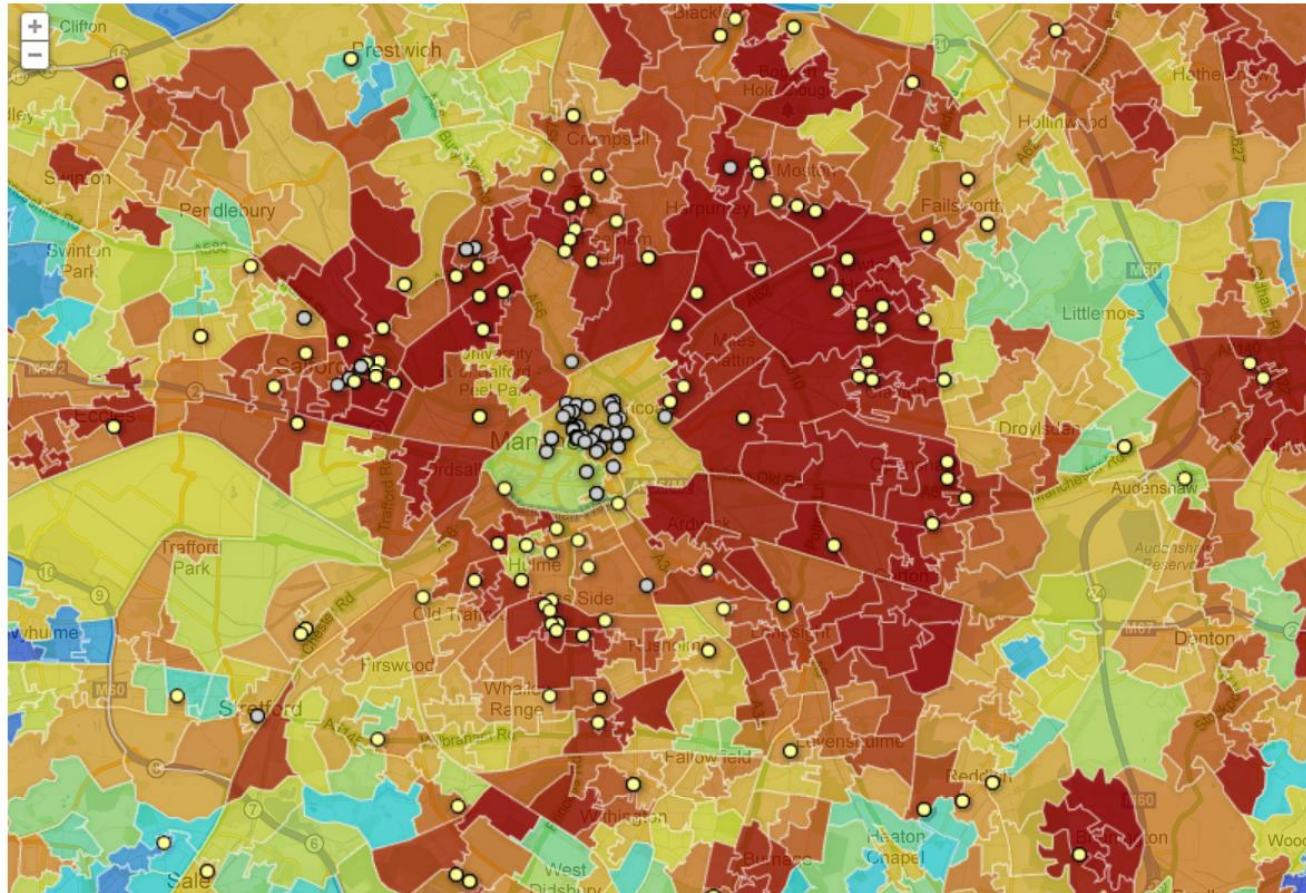
Maximising the value of location information

Story Maps

Telling complex stories simply

Crime and Deprivation in UK

Key ○ Offence ○ Accused address Deprivation *Poorer* ■ Richer





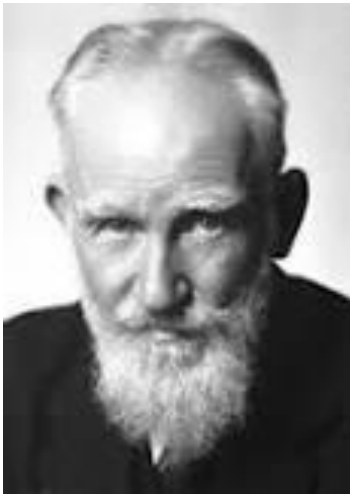
ConsultingWhere
Maximising the value of location information

Summary

Call to Action

The reasonable man adapts himself to the world:
the unreasonable one persists in trying to adapt
the world to himself.

Therefore all progress depends on the
unreasonable man



George Bernard Shaw
from *Man and Superman*

Take Away Points

Let's make our messages simple:

- The geo cloud facilitates wider collaboration
- Integration - data mining new knowledge using location
- Story maps to present complex data simply

A final thought:

- In an increasingly resource constrained world, geospatial is an undervalued agent of efficiency and reduced costs
 - Why? because we don't speak economics (RoI, GDP ...)



ConsultingWhere

Maximising the value of location information

Thank You

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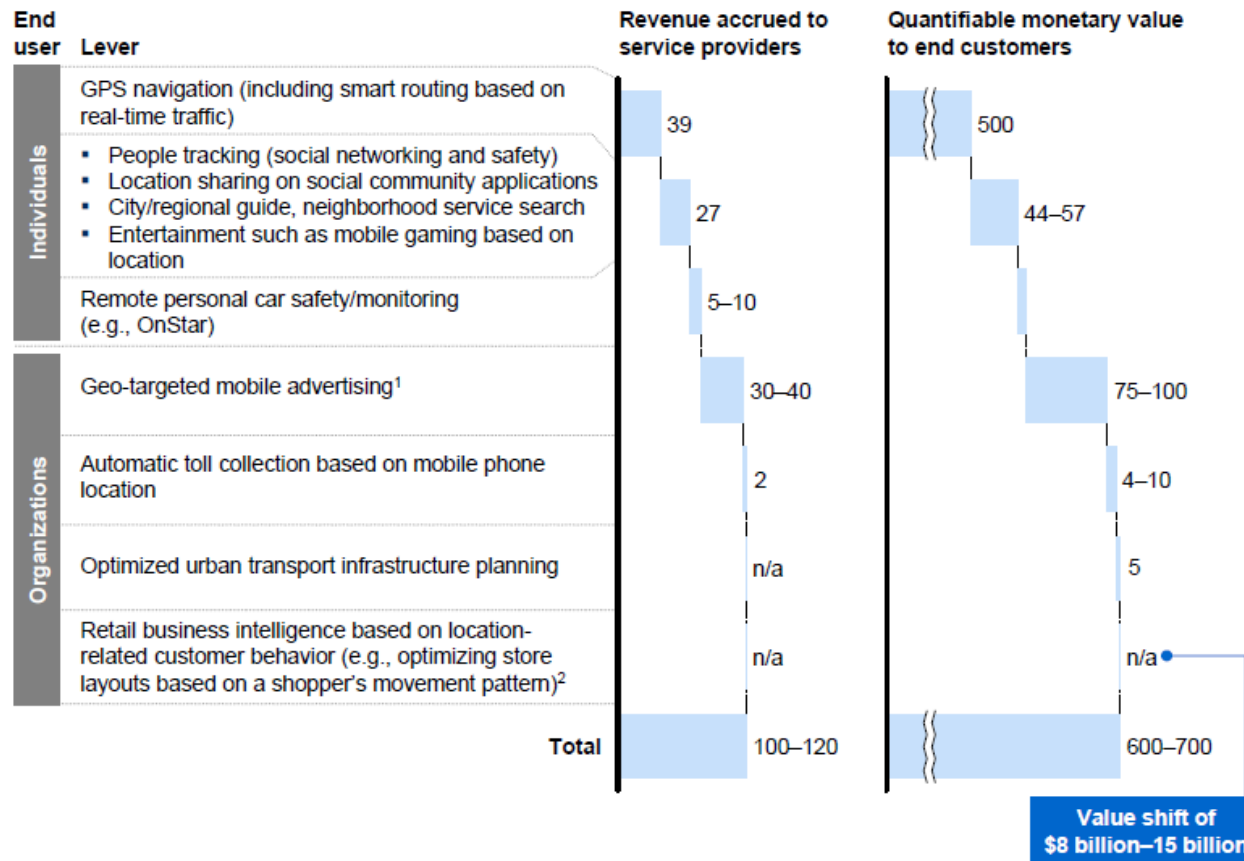


Back Story: Additional Slides

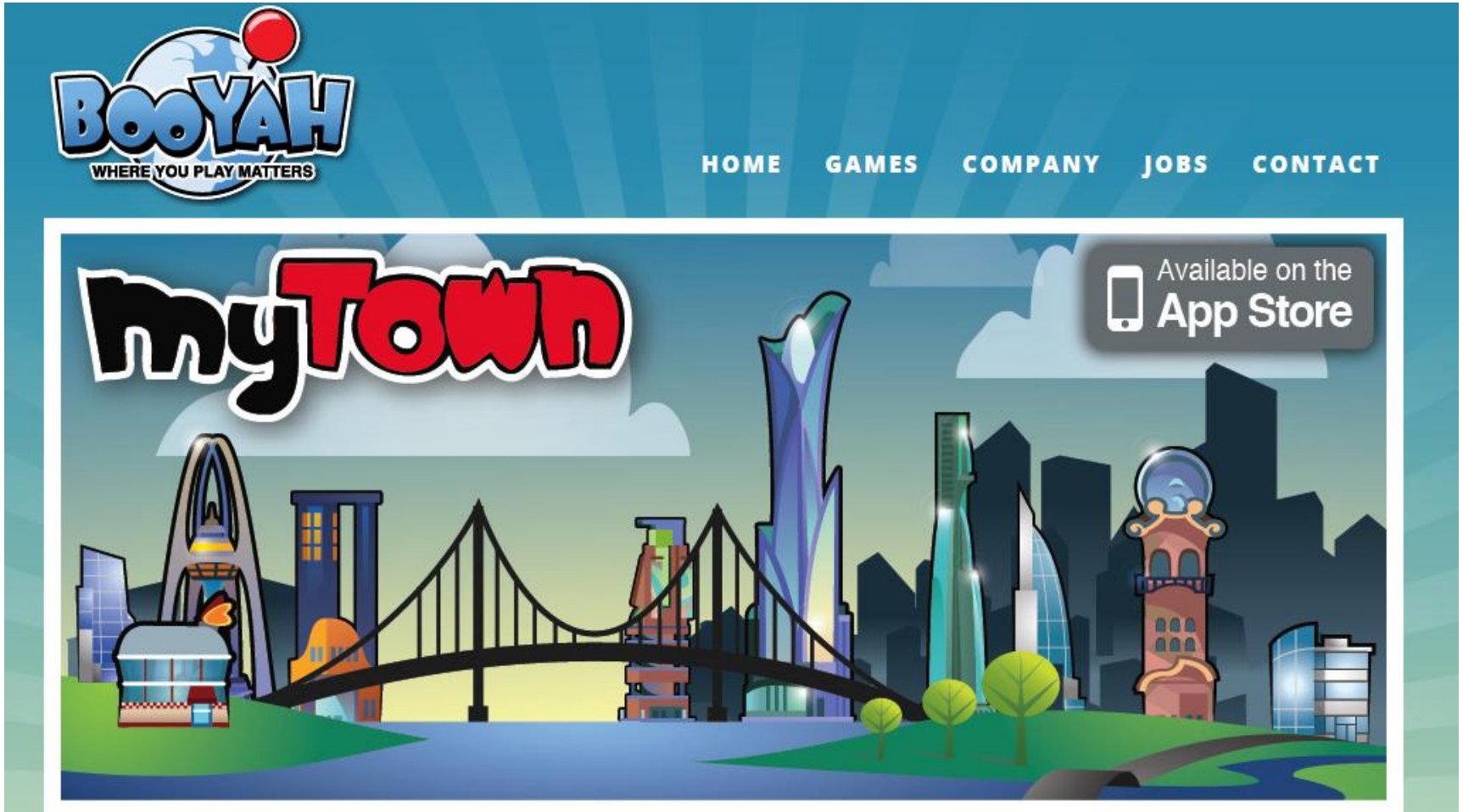
Value Created by Personal Location Data

The value of the major levers increases to more than \$800 billion by 2020

\$ billion per annum



Entertainment: Games and Film



The image shows a screenshot of the Booyah website. At the top left is the Booyah logo, which includes a red balloon and the tagline "WHERE YOU PLAY MATTERS". To the right of the logo is a navigation menu with the following items: HOME, GAMES, COMPANY, JOBS, and CONTACT. Below the navigation menu is a large banner for the game "myTOWN". The banner features a stylized cityscape with various buildings, a suspension bridge, and a Ferris wheel. The text "myTOWN" is written in a large, bold, red font with a white outline. In the top right corner of the banner, there is a dark grey button with a white smartphone icon and the text "Available on the App Store".

E-Commerce: bits and atoms



Augmented Reality

