The Economic Value and Impact of Geospatial Technology

Joe Francica
Managing Director, Location Intelligence Solutions
Pitney Bowes today.

We’re a global technology company offering innovative physical + digital products and solutions that enable commerce.

90% of the Fortune 500 and more than 1.5 million small and medium-sized businesses in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes.

- Acquired Group 1 Software in 2004
- Acquired MapInfo 2007
Premise #1
Government is a naturally geographic business
Premise #2
Economic development begins with an understanding of demographics and land assessment.
Premise #3
The value of GIS to government is … better governance and better citizen engagement
Drivers of Digital Transformation in Government

Economic Development
- Jobs, Jobs, Jobs
  - Education
  - City Services
  - Demographics
  - Land improvements

Emergency Response
- Real-time Data
  - Asset management
  - Location/Allocation
  - Routing
  - Responsiveness

Citizen Engagement
- Improve information flow
  - Transportation Services
  - Open Budget
  - Repairs and Maintenance
  - Urban Planning
Harness the power of location to drive better citizen outcomes and deliver location-enabled services.
The value of GIS to commerce is …

…Money earned or Money saved
Corollary #1
Internet of Things

Soon everything will be connected.

- Automobiles
- Medical monitoring
- Energy consumption
- Asset tracking
- Building information
- Home appliances
- Personal fitness
- Smart meters

Mobile

Nearly 2 billion smart phones will ship globally by 2018.

- Each user generates 60 gigabytes of data each year, detailing:
  - Where consumers shop
  - Where they go
  - When they go
  - What they purchase

Social media and e-commerce

72% of online adults visit Facebook at least once a month, creating data around:

- Relationships
- Hometowns and jobs
- Preferences
- Interests
- Locations and check-ins
Corollary #2
GIS is a general purpose technology
i.e. *try doing without it*
The true impact of Geospatial technology is…
Contribution of GIS to a Country’s GDP: 0.5%

$110 B U.S. Economy
$ 10 B Australian Economy
Data Is the New Water
Thank you.

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