LOCATION INTELLIGENCE ENHANCES PROFITABILITY

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Everything Happens Somewhere:
Rising Awareness of 'Where'

▶ **Increasing awareness of location services**

▶ **Access to "Free" on-line tools and locators**

    1. **Google Earth / ESRI Earth, Google Maps**

    2. **Yahoo Maps**

    3. **Bing Maps**

▶ **Changing expectations**

    1. **Aesthetics**

    2. **Interface**

    3. **Cost!**

▶ **Fast food type consumption of Location information/ Location Reliant Culture**

    1. **Web/Mobile**

    2. **In-Car Navigation**

THE POWER OF LOCATION ANALYTICS

- Better understanding of Customers

- Location analysis gives you new insight.

- Intelligent maps supply powerful analytical tools that can help you answer the tough questions.

- Providing insight with GIS solutions means you can meet every business needs.

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

- **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?**

Why does it matter?
See, plan, operate and economize cost and time to execute

ECTID	OID_	Name	Transaction Number	POINT_X	POINT_Y	Client	Asset	Description of Asset
1	0	Cedar_Grove_Close	41325.76000000000	-76.78071419900	18.05615970130	National Commerical Bank	Car	Black Honda 2014
2	0	Teak_way_Barbican	39013.79000000000	-76.75899670020	18.02164910000	National Commerical Bank	Land	12 acres
3	0	Worthington_Mews	36531.99000000000	-76.78230209960	18.00592399990	National Commerical Bank	Car	White Audi 2014
4	0	Milverton_Crescent_St. Andrew	35259.87000000000	-76.74868203930	18.06209136960	National Commerical Bank	Furniture	Whirlpool Stove
5	0	CHERRY_DRIVE	1830.71000000000	-76.77312752000	18.04423481510	National Commerical Bank	Car	Black Honda 2014
6	0	Gibbs_Avenue	212.07000000000	-76.76769020000	17.97261470040	National Commerical Bank	Land	6 acres
7	0	PINKNEY_GREEN_JACKS_HILL	3465.71000000000	-76.77158878810	18.03540781180	National Commerical Bank	Car	Black Honda 2014
8	0	HALL_S_DELIGHT	2859.97000000000	-76.66031380340	18.05375075210	National Commerical Bank	Furniture	
9	0	EDAM_DRIVE	11397.07000000000	-76.77847040040	18.03737320010	National Commerical Bank	Furniture	
10	0	NEW_PORT_WEST	3508.94000000000	-76.82220775000	17.98286282860	National Commerical Bank	Car	Black Honda 2014
11	0	Garvymeade	5569.09000000000	-76.87641999990	17.96750180010	National Commerical Bank	Land	
12	0	Longeville_Park	8064.31000000000	-77.15426839870	17.90927759900	National Commerical Bank	Car	Black Honda 2014
14	0	August Town	503.42000000000	-76.74086659890	17.99302309920	National Commerical Bank	Furniture	
15	0	Buena Vista	987.64000000000	-76.76174370010	18.02754499960	National Commerical Bank	Furniture	
16	0	Crayne Cresent	405.09000000000	-76.80086725600	18.04763284680	National Commerical Bank	Car	
18	0	Hope Road	7727.29000000000	-76.77602080000	18.02026169970	National Commerical Bank	Land	
19	0	Downer Avenue	1172.07000000000	-76.77830867800	18.00539685600	National Commerical Bank	Car	
20	0	Abbott Road	27455.94000000000	-76.74283780040	17.99200359990	National Commerical Bank	Furniture	
21	0	Barrett Avenue	5407.22000000000	-76.76612300010	17.98068060020	National Commerical Bank	Furniture	

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

Identify patterns, trends and relationships with location-based data

GeoTechVision
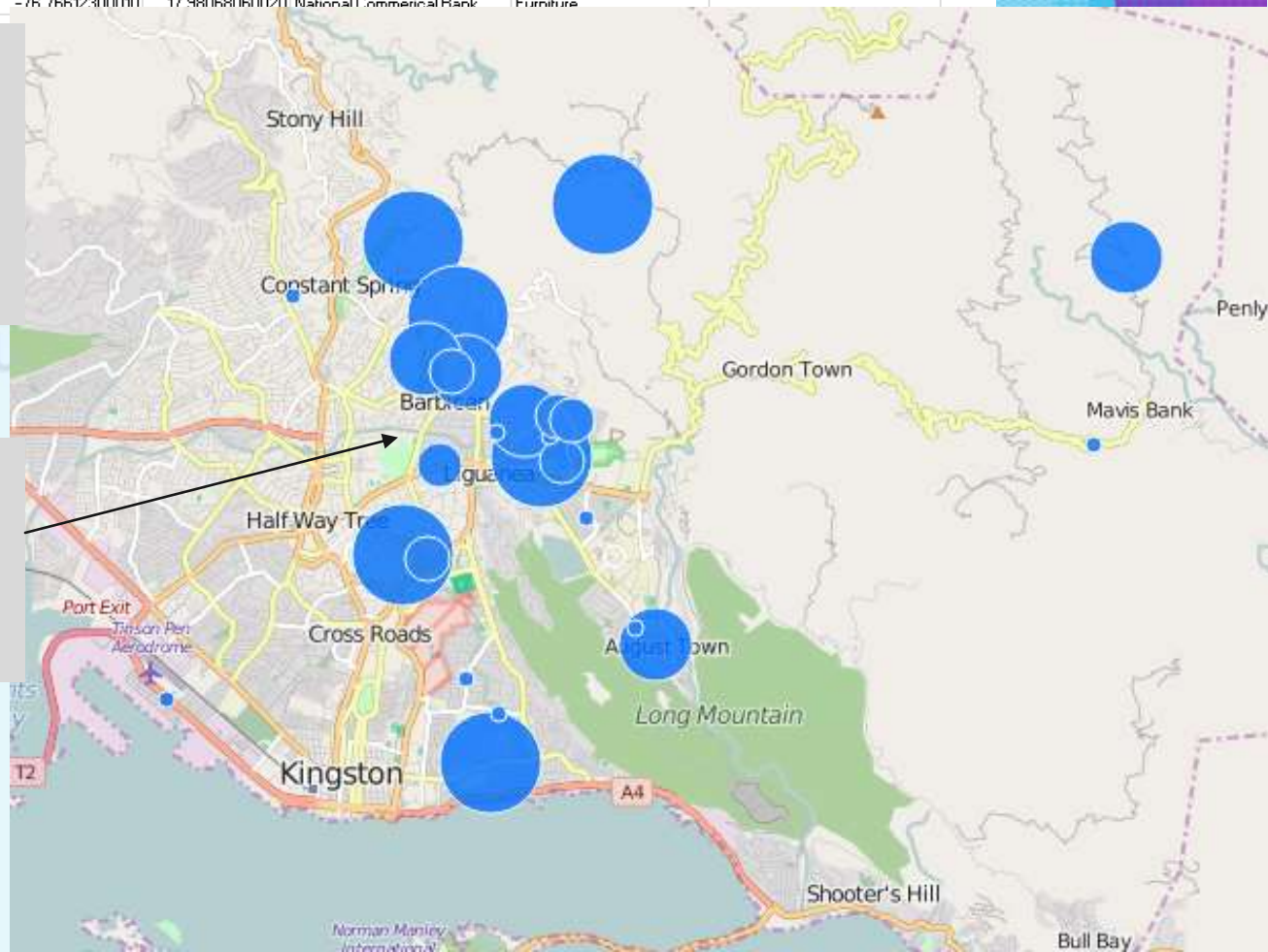
GEOSPATIAL SOLUTION

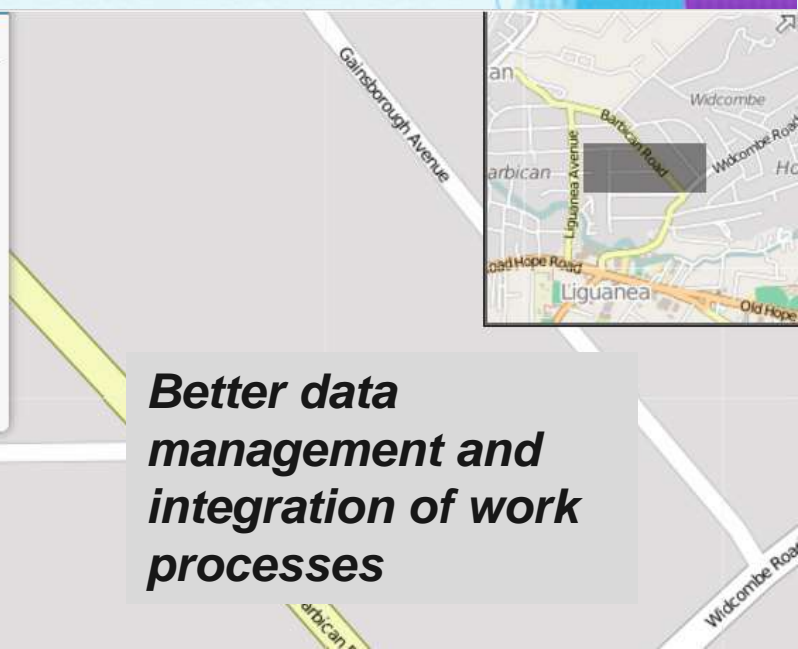*Better data management and integration of work processes*

IAS (31 features, 0 selected)

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

Chester Avenue

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

Zoom to   Get Directions

Better data management and integration of work processes

SPATIALLY-ENABLED ASSET RECOVERY MANAGEMENT

- **Supports evidence-based decision-making at the management level**

    - "Seeing" is believing

    - Provides sound and relevant analytical decision support

    - Communicates differential outcomes –visually

- **Integrates disparate data, fuses workflows, triggers desirable actions**

    - Mashes-up tabular and spatial data in all new ways

    - Customer pattern + asset location

    - Reduces "silo" thinking and acting

Public Transit App

An application that provides real time updates on JUTC buses

**Better
estimates
of Arrivals
and
Departures
of buses**

The JUTC App

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**
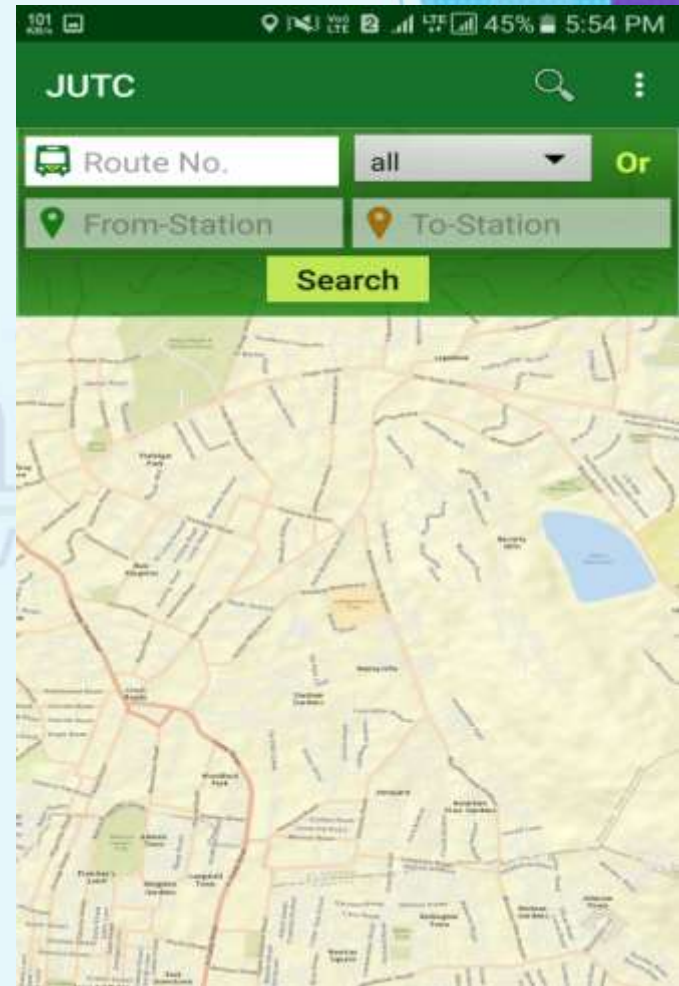
PUBLIC
Better Insight ⇨ Satisfied Passengers

JUTC
Better Insights ⇨ Better Decisions

Better Decisions ⇨ Greater Profit

Tablets in Schools Delivery

Routing Application used by GeoTechVision's ICT Department for eLearning tablet in School's Projects
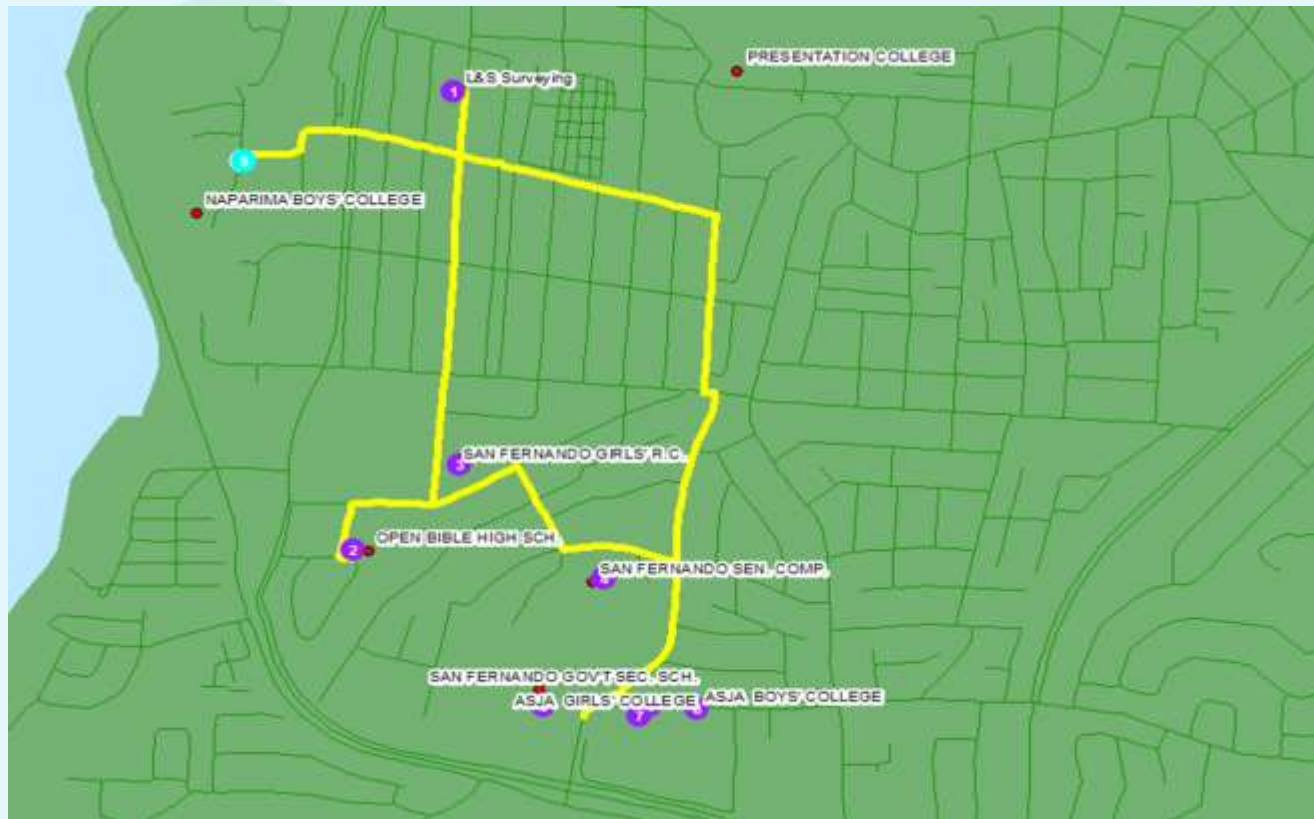
Shore Zone Management System

Maintained by the GIS UNIT at Ministry of Public Works and Communication

Current Action: Pan Map

E: 372725.0 m   N: 755129.1 m

Find by Coords

Project Areas

CRAIG
368240 739276 370408 740569

GREENFIELD
394812 744220 396980 745514

Map Layers

R4-BH-OP001

69/310 1/17/B
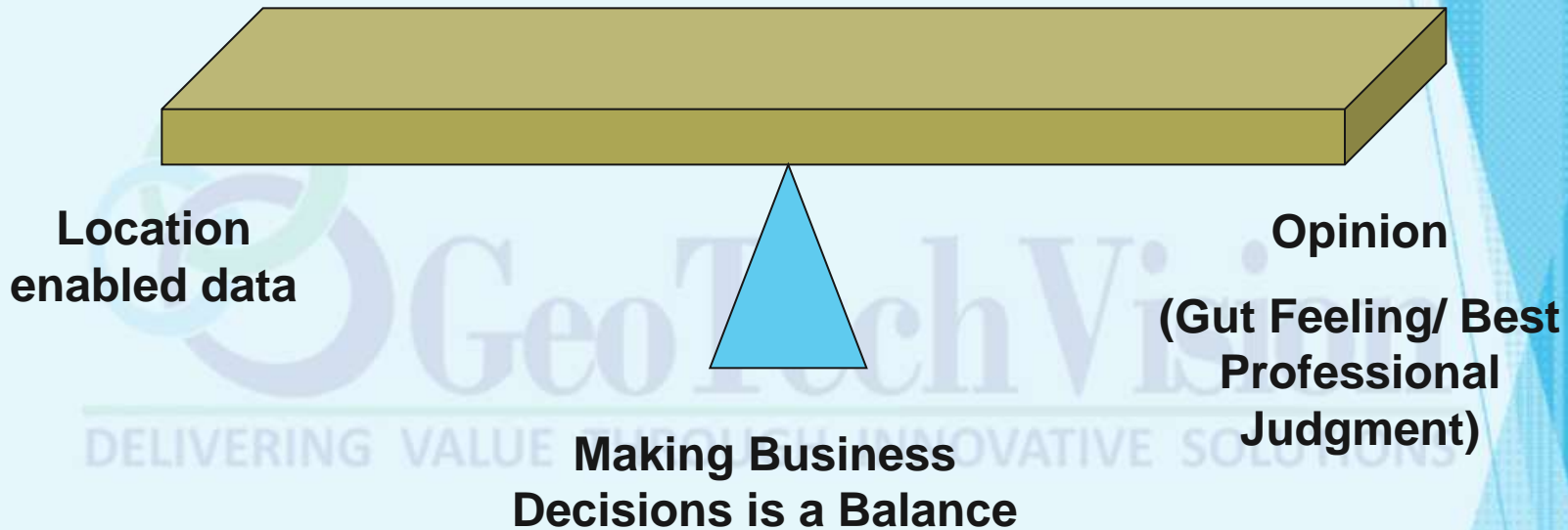
Dochfour Hope
Clonbrook
Anns Grove

400 m

1000 ft

Transforming the WSG

▶ **Not about maps or drawings but about gaining new knowledge**

▶ **Uses location to discover solution**

▶ **Visualize discoveries in the form of maps**

  1. **Where are the locations of areas render critical in the sea defence structure where a single breach could mean disaster?**

▶ **Location information is aiding in preventative maintenance.**

Why Location Intelligence?

Location enabled data

Opinion

(Gut Feeling/ Best Professional Judgment)

Making Business Decisions is a Balance

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

CONCLUSION

Location and Business Continuity

Access to good, consistent geographic information is necessary for unleashing the most important benefits of GIS applications

GIS can help to **unlock the locational component of valuable business data**

Reveals patterns in work tasks, promotes efficient scheduling. Greater profitability

Location brings new relevance to data analysis and information presentation . Better meet customer needs

Drives corrective actions with/without direct intervention

Allows rapid evaluation of alternatives

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