Geoanalytics as an End-To-End Solution

Why geospatial industry needs to extend its focus beyond just the geo
An introduction

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Use cases with adoption gaps

1. Precision Farming
2. Local Governance
3. Climate Resilience
End-To-End approach

- They never anticipated automated processing, the structure and format are optimized for humans

"The data was filled in manually and is stored in three different systems"
### End-To-End approach

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End-To-End approach

- We need to get our hands dirty with imperfect client data
- Adding geospatial dimension is easier for us than for the client

"The data was filled in manually and is stored in three different systems"
End-To-End approach

- Sometimes we need to branch outside of GIS domain as well

“The data was filled in manually and is stored in three different systems”
End-To-End approach

- Training AI models to analyze EO data is easier than ever thanks to transfer learning.

"Wow, I didn’t know this was possible! (*accessible)"
End-To-End approach

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"Wow, I didn’t know this was possible! (accessible)"
End-To-End approach

- We can naturally understand geospatial data, we just need to have it presented to us in a familiar form

“What program do I need to use to open the results you sent me?”
End-To-End approach

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- Automations allow utilizing new tech with existing staff

“We don’t have enough people to use the results you provided us”
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"We don't have enough people to use the results you provided us"
Conclusion

1. End-to-end solutions and managed services lower barriers of entry

2. We need to offer “access ramp” solutions to get more actors into GIS

3. Cooperation enables us to offer more complete solutions and to have local presence