

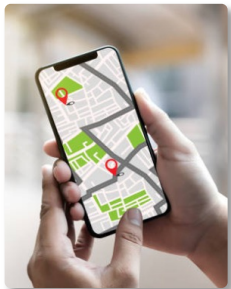
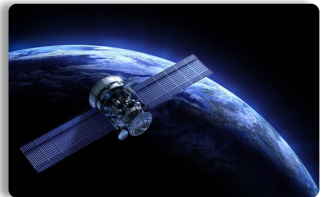


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# Maximizing Geo- intelligence ROI: Case for Business Operations

Geo-location technology innovation is driving digital transformation and helping businesses flourish

# Geo Intelligence leverage is growing multi-fold...



**GPS and satellites** for determining location

**Wi-Fi** based positioning  
Via signals & their strength

**Bluetooth Low Energy (BLE)** beacons for LBS

**IP network**-based location of connected devices

## Geo-focused AI and Machine Learning

Integration of AI & ML algorithms with geospatial data analytics for insights, decision-making, planning, risk mitigation etc.

## Rise of Geo-location based businesses

From Ride-Hailing to Food Delivery Services to micromobility companies to many more.

## Adoption of 'Mobility Tech' IRL

Location data to for multi modal applications: Autonomous Vehicles Development, Drone Services, Route-optimization etc.

## Edge Device Object Identification

Object identification on Edge devices using ML models to recognize & classify objects in real-time

## New Tech Synergies: AR/VR, Blockchain

AR/VR for immersive experiences, Mixed Reality leverage

# While Technology drives innovation, 'Returns on Investment' on this innovation is dependent upon effective **business operations orchestration**

## Clients turn to

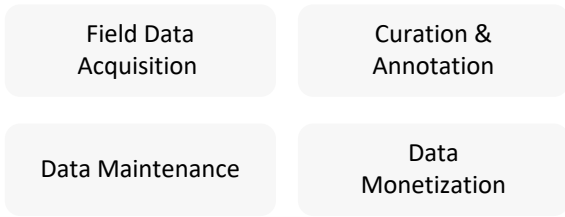


as we help them realize this value &

# ROI

We make 'ROI' yield an operational reality with the help of..

### ✓ E2E Service orchestration



### ✓ 'Glocal': Local yet Global

<b>14,000+</b> Map / Field Associates	<b>75 Mn+</b> Map FACTs Curated
<b>65+ / 3500+</b> Countries / Cities	<b>10 Mn+</b> POIs Collected

### ✓ Deep Domain context

Maps Production | AI, Analytics & Engineering | GIS App Dev | Connected Cars



### ✓ Industrialized Process Assets

Tools: Scalable, Re-usable, Customizable, Quickly Deployable | Efficiency and Effectiveness focus

<b>100+</b> Be-spoke Tools /Automations	<b>20+</b> Custom Geo/Mapping Solutions	<b>10+</b> AI/ML Innovations
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# As a systems and operations integrator, we drive success ROI across our industry clients

**Full-service partner** for solution design, deployment and management of geospatial data, mapping operations, and much more!



## Legacy Mapping Operations

Strategic partner in **Building, curating and improving maps**

*Leading global map providers*



## Sub Surface Mapping

Mapping ops to enable improved **risk management & repairs**

*Leading subsurface map & analytics company*



## Insurance Data Management

Spatial data ops including **parcel data and risk data**

*Leading FS and Insurance Firms*



## Autonomous Vehicles (AV)

Supporting leading **AV tech** companies manage & utilize data

*Top AV and Self-driving car cos.*



## Drones & IoT Data

Clients across **flight ops to analytics to infrastructure support**

*Cognizant Drone COE*

**Outcomes across Engagements**

**Best-in-class industry benchmarking**

**Driving cost optimizations**

**Global Orchestration**  
Multi-lingual and multi-shore

**Innovation Partner**  
Automation and Analytics

# Thank you