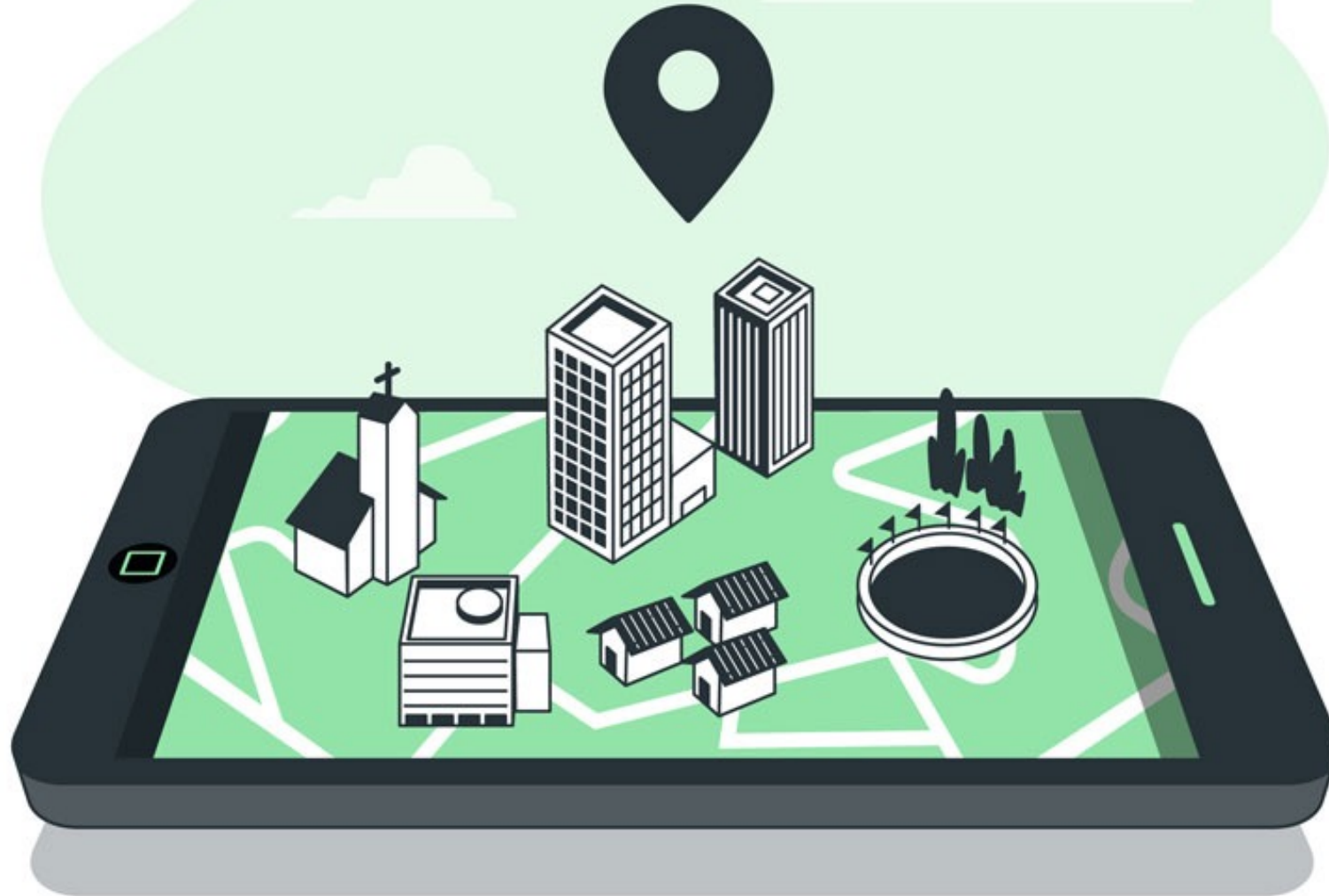




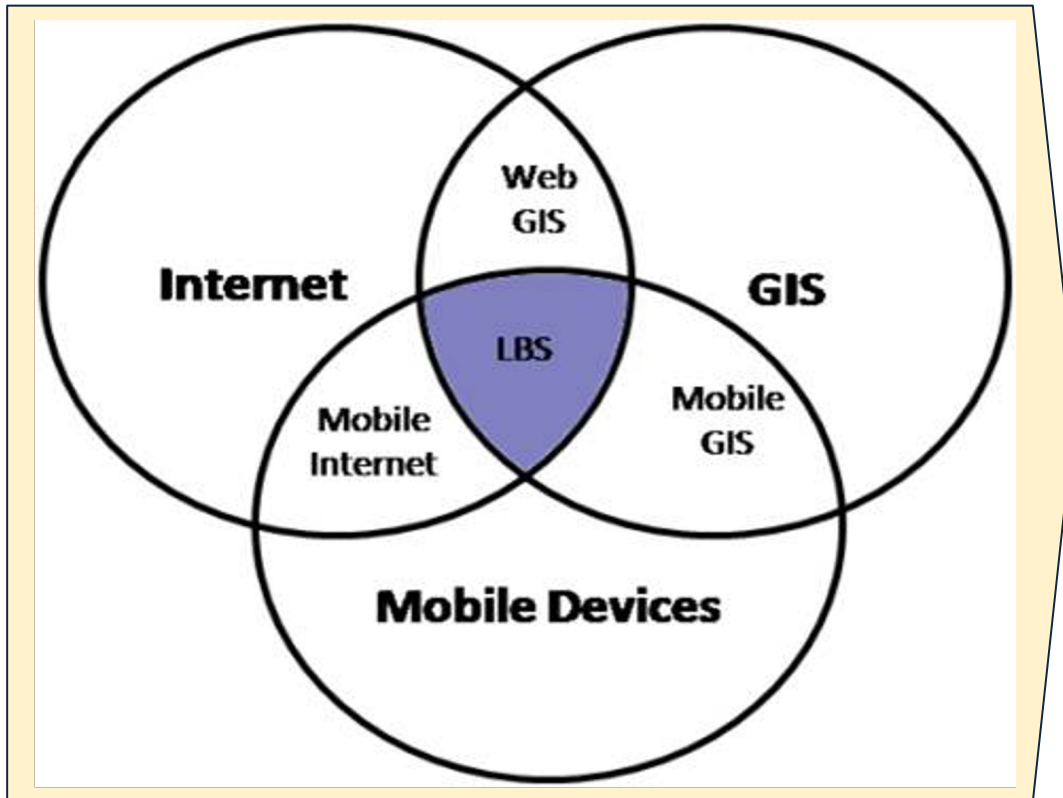
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# Cognizant Location Based Services Capabilities



# What is LBS?

Location based services cover a wide range of services that are directly dependent on **Maps Info - Navigation (Geo data) & Business Info (Local data)** and via **Social Networks - Tweets, photos etc.**



Location Based services are '**Contextual**' services offered on a mobile device based on the devices geographic location

Services such as '**Contextual**' advertising/ marketing | '**Geolocation**' based tracking - risk profiling - service customization

**WiFi Access points & Sensor** leveraged for last mile connect - leveraging **GPS/ Geolocation** as foundation

Services are offered on the device via SMS,Email, Mobile App/Website or a captive portal

# The Great Disruption...Geospatial services shaping industry verticals

1

## Massification Of Maps

Maps/ Geo data have become a pivot for all kinds of decision making

**Transactional tasks**...*parking* to **Critical Action enablement** ...*Disaster Mgmt.* to **Predictive Business Decision Models**...*Insurance Coverages*

2

## Demand for Real time information

**Location Based Intelligence** and **data analytics** is all about real time access to information and its analysis

3

## Digital Revolution

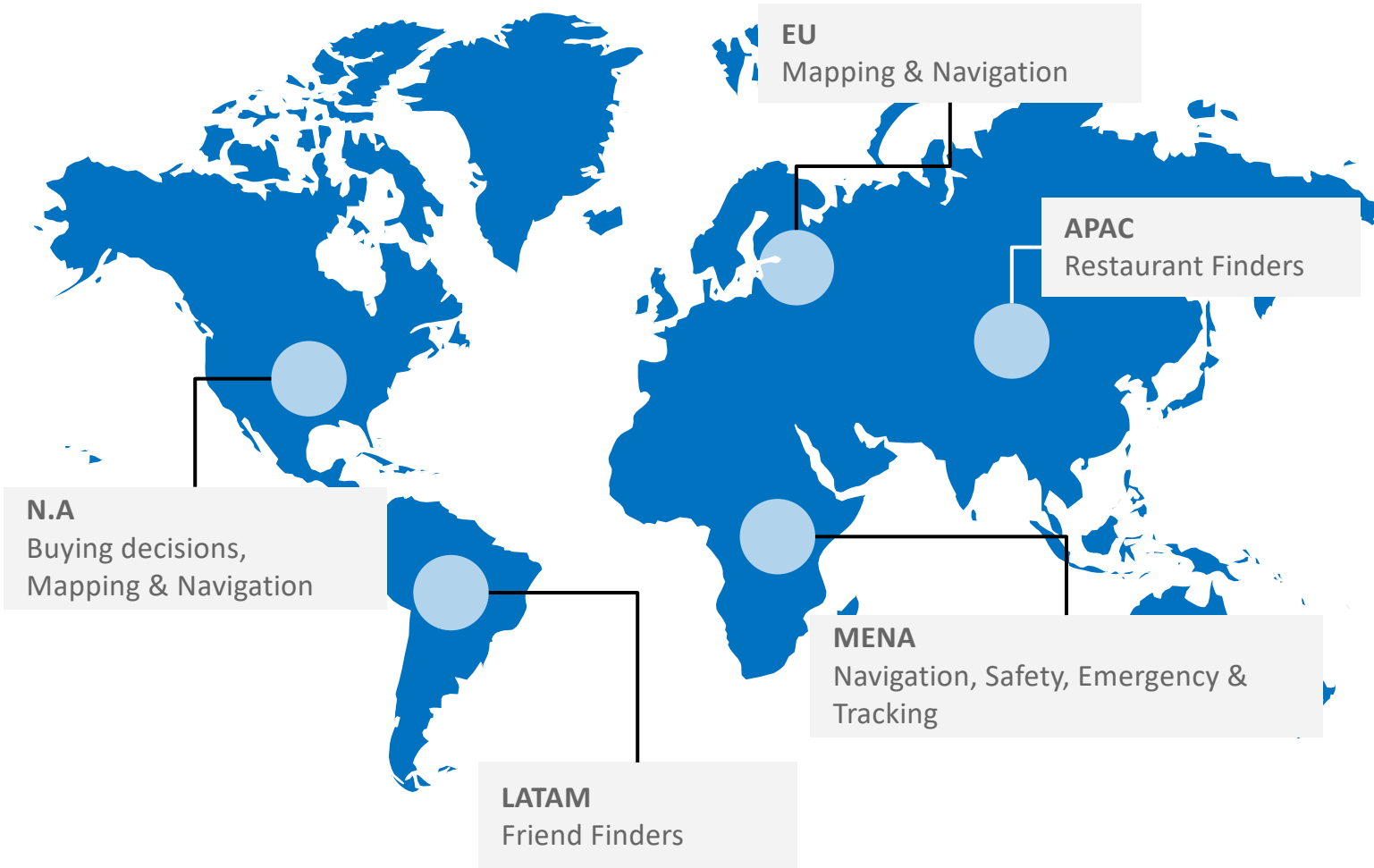
**Cloud, IOT, Automation , VR/ AR** are opening up new horizons driving the disruption - *Customer UX* | Avenues for Enterprises to *optimize Cost x maximize Revenue* channels

4

## Mushrooming startup community

Disruptive business models defining new-normal (**Uber | Lyft | Motivate | Airbnb | Waymo | Apple HealthKit | The Boring Company**) | *Confluence of nextgen business models x moonshots bets*

# Key Consumer Use Cases for LBS



**Consumer use cases** include **applications related to buying decisions** (*discounts/ deals*) , **travel & lifestyle** (*social*) : *GPS navigation, weather alerts, traffic updates, restaurant reviews and locating nearby businesses*

- **Navigation** is the most popular application used by **46%** of all LBS users | **19%** for **public transport schedules**
- **26%** use LBS to find **service providers** - **restaurants and entertainment venues** | **12.5%** for **deals and offers**

# Cognizant Value Chain Experience

