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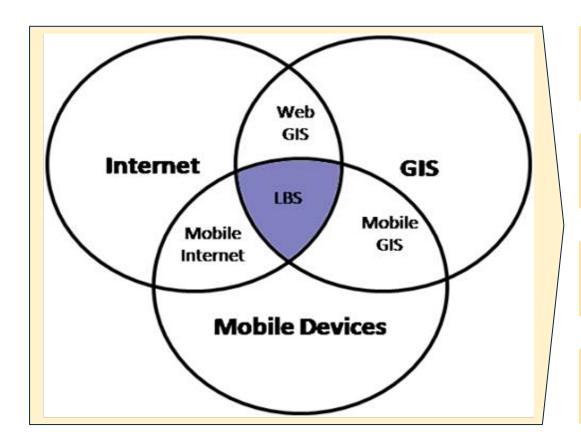


Cognizant Location Based Services Capabilities



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

Demand for Real time information

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

Digital Revolution

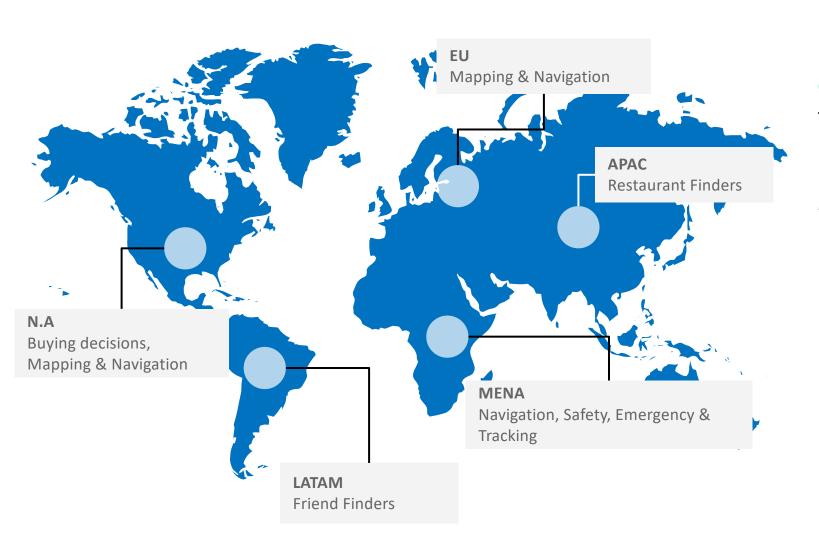
Cloud, IOT, Automation, VR/ AR are opening up new horizons driving the disruption - Customer UX | Avenues for Enterprises to optimize Cost x maximize Revenue channels

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





· Entry & Exit

Points

Imagery

collection

Pedestrian

mapping

Signs



Road View Updates

 Comparison Mapping

HD Maps

Imagery

Predictive

Analytics

Advertising

Locations

- Sensor installations
- Urban Canyon Mapping
- GPS Location accuracy
- Hotspot Mapping
- Indoor Mapping



Paths

- Pedestrian

with Access **Attributes**

Lanes

- Internal Street side View
- Access **Points**



Addresses

 Buildings (2D & 3D)

· Road, Rail, Tram, Ferries, Flights, Bus

Road &

Transit

Map Creation Curation

AOI's

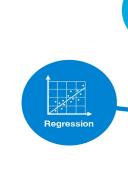
Edits

User Provided Content Review, Verification &

Validation Data capture,

Review, Verification & Validation

 Bike Advance Driving **Assistance Systems**







- Houses

Toll Stations

Cognizant