



# GWFF

GEOSPATIAL WORLD FORUM

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An aerial photograph of a coastal region. The left side shows dark, rocky terrain meeting turquoise water. The right side features a large, light-colored, sandy or silty area, possibly a beach or a large tidal flat, with some darker patches. The overall scene is captured from a high angle, showing the intricate patterns of the land and water.

**UP**<sup>42</sup>

# Powering downstream innovation with Earth observation

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Navaneeth Soori | Senior product marketing manager

# Urgent need for downstream applications



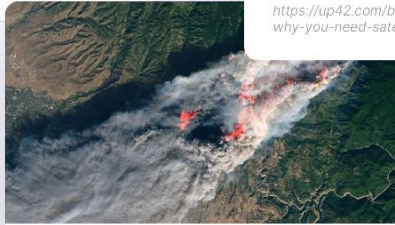
**Why does space matter in the safety and security of critical infrastructures?**

SOURCE  
<https://business.nasa.int/news/safety-and-security-critical-infrastructures>



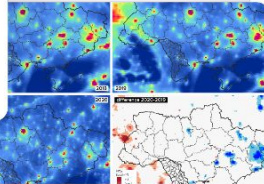
## Tackling deforestation in India: Why you need satellite data

SOURCE  
<https://up42.com/blog/tackling-deforestation-in-india-why-you-need-satellite-data>



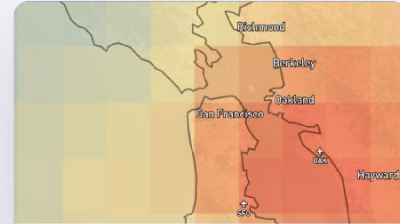
## NASA shared high-resolution satellite images of California's Camp wildfire

SOURCE  
<https://www.dpreview.com/news/1345517241/nasa-shares-high-resolution-satellite-images-of-california-s-camp-wildfire>



## Satellites see the pollution you can't, and can help us solve the problem

SOURCE  
<https://www.undp.org/eurasia/stories/satellites-see-pollution-you-cant-and-can-help-us-solve-problem>



## Seeing the COVID-19 Pandemic from space

SOURCE  
<https://www.nasa.gov/missions/aura/seeing-the-covid-19-pandemic-from-space/>



## Earth observation data and the fight for global food security

SOURCE  
<https://up42.com/blog/earth-observation-data-and-the-fight-for-global-food-security>

# The boom in satellite **Earth** **observation capabilities**



## **Satellite size & production costs**

are decreasing



## **223 launches in 2023**

8,277 satellites in orbit,  
1,052 for EO



## **Boom in cloud computing**

with big data and ML/AI  
integrations



## **AI-based geospatial analytics**

transforming how we  
derive insights



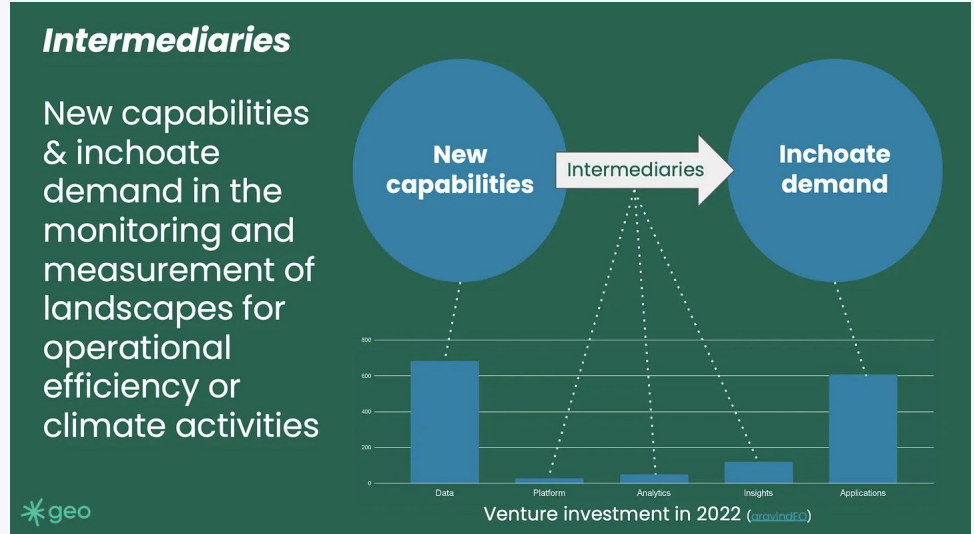
## **Increase in geospatial platform plays**

addressing a wide range of  
applications

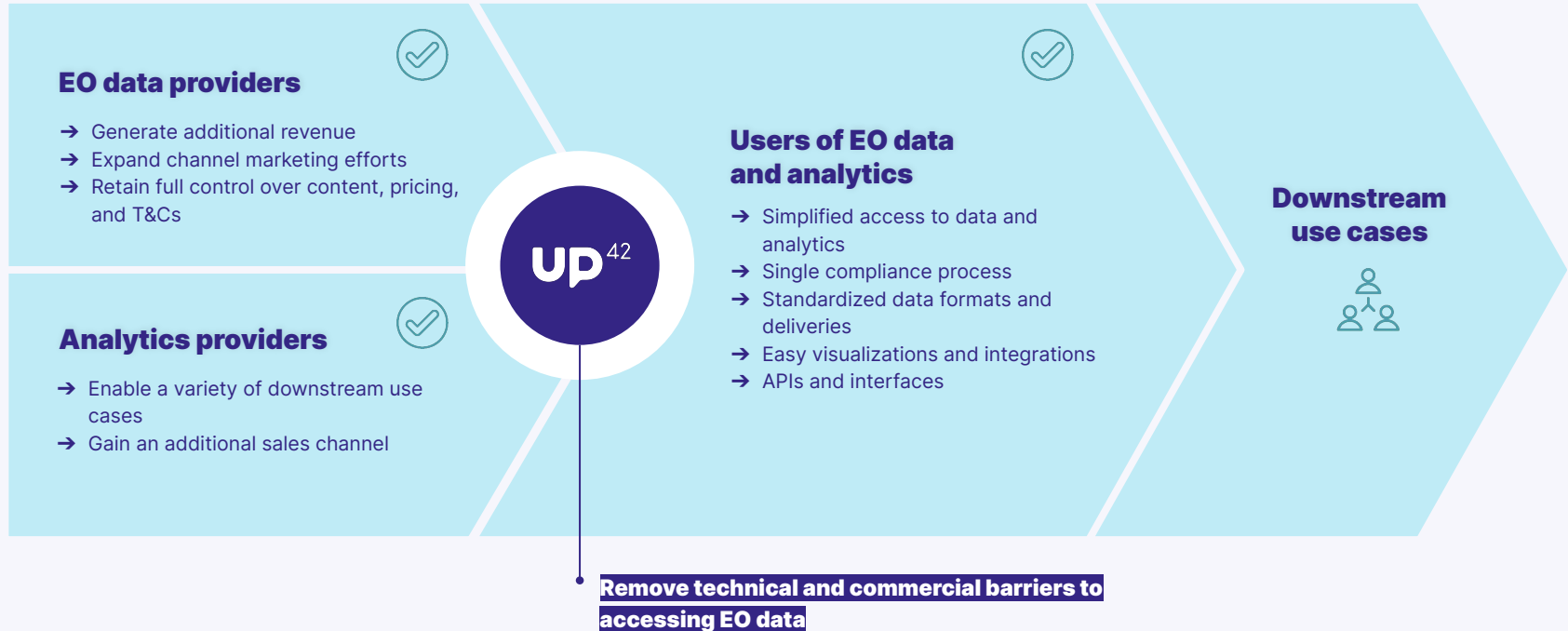
# The need for intermediaries

Urgent need to bridge the gap between Earth observation capabilities and downstream applications

*“So, we have new capabilities on one side of our market equation, and we have a demand (of sorts) on the other side. But in the middle, our market is missing something; there are few intermediaries\*.”*

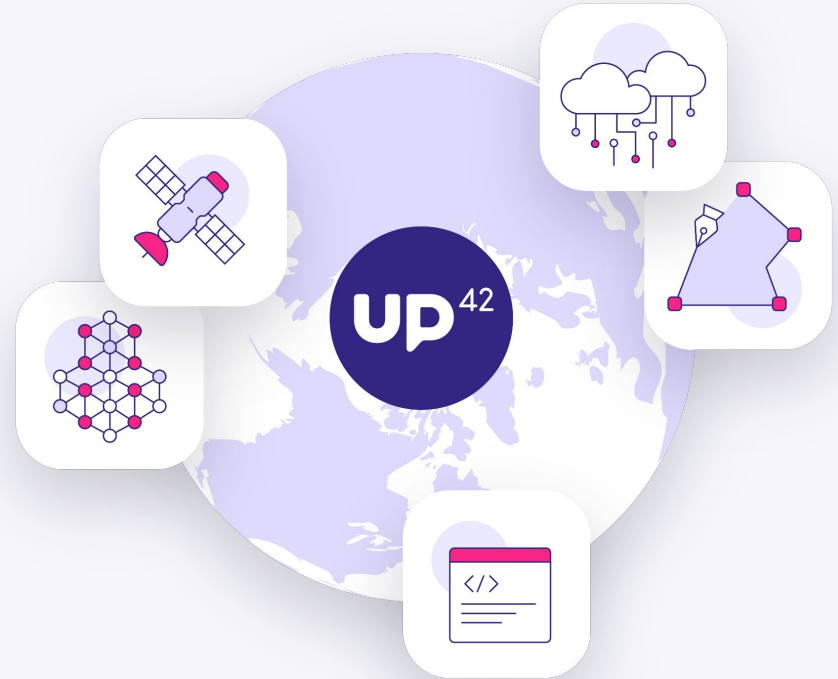


# The role of platforms like UP42



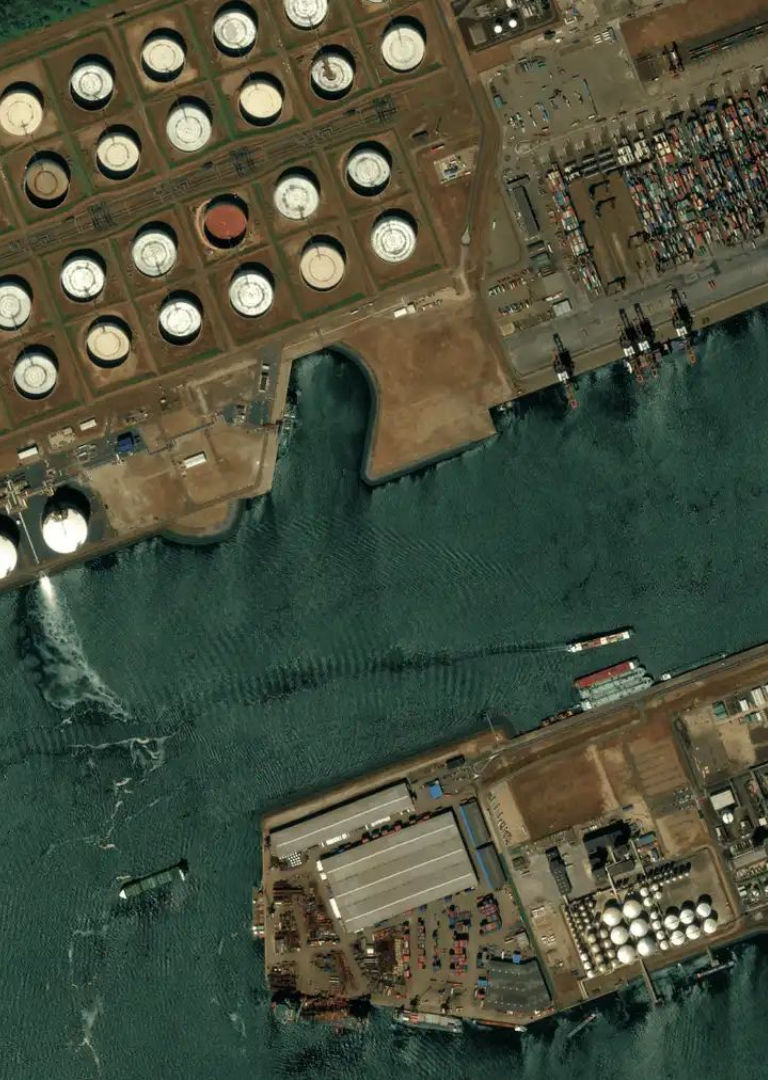
## WHAT WE DO

UP42's geospatial platform and marketplace **simplifies data access, streamlines data management,** and **empowers imagery processing** for seamless downstream integrations.



### The team

100+ employees from 30+ countries  
Headquartered in Berlin



## WHOM DO WE HELP

We empower **geospatial teams** and **data/analytics providers** by removing technical and commercial barriers around geospatial data.

We enable teams to get to market faster, while helping partners to scale their revenues.



# The UP42 platform offering

## DATA SERVICES



### Catalog

Order **archive data** from **multiple providers** through a single touchpoint.



### Tasking

Place **tasking orders**, get instant **price estimates**, and track order status.



## DATA MANAGEMENT SERVICES



### Data management

Benefit from **STAC**, **standardized formats**, and easier **integrations**.



## PROCESSING SERVICES



### Processing

**Enhance** data and translate it into **actionable insights**, at **scale**.

## VALUE-ADDED SERVICES



### Customer success

Receive expert technical support with questions or coding.

## Platform services

Core platform services to enable product offerings



### Account management



### Compliance automation



### Payment services



### Documentation hub

Helping you choose among our products and empowering self-service.



## Interfaces

UP42's access options for customers



### Console



### API



### SDK



### Add-ons

# Example archive and tasking collections

**Optical satellite**  
starting from 30 cm



Pléiades Neo (Airbus)



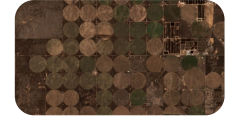
Pléiades (Airbus)



EROS C (ISI)



TripleSat (21AT)



Sentinel-2

**Optical aerial**  
starting from 5.5 cm



Vexcel



Hexagon



Getmapping

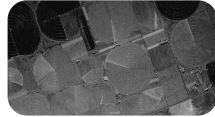


Bluesky

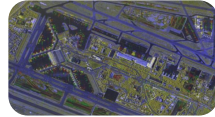


Near Space Labs

**SAR**  
starting from 25 cm



Umbra



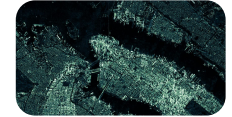
TerraSAR-X (Airbus)



Kompsat-5 (SIIS)

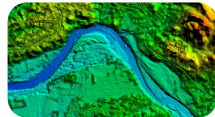


Capella Space

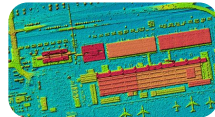


ICEYE

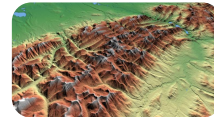
**Elevation & Others**  
starting from 50 cm



NEXTMap (Intermap)



Hexagon



WorldDEM (Airbus)



Forest-2 (OroraTech)



Globhe

# We help companies scale

## 80+

### Partners

The top reseller for leading geospatial providers

## 18k+

### Peak of orders/day

The right platform for scaling your business

## SOC 2

### Type 2 certified

Showcasing our commitment to privacy and security

## 98%

### CSAT score

Exceptional customer satisfaction rating



**Join our ecosystem.**

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[navaneeth.soori@up42.com](mailto:navaneeth.soori@up42.com)