



# GWFF

GEOSPATIAL WORLD FORUM

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An aerial photograph of a forest, overlaid with a color gradient that transitions from blue on the left to red on the right. The text is centered over the image.

# GenAI Scaled Adoption in Geospatial

**Amit Prabhu**

*AI Consultant, Author, Speaker*

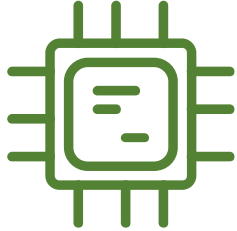
# Key Message



Cloud is the *Enabler*



Data is the *Driver*



AI is the *Optimizer*



GenAI is the *Differentiator*

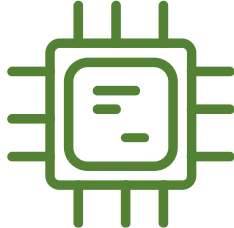
# Key Message



Cloud is the *Enabler*  
Infrastructure



Data is the *Driver*  
Insights

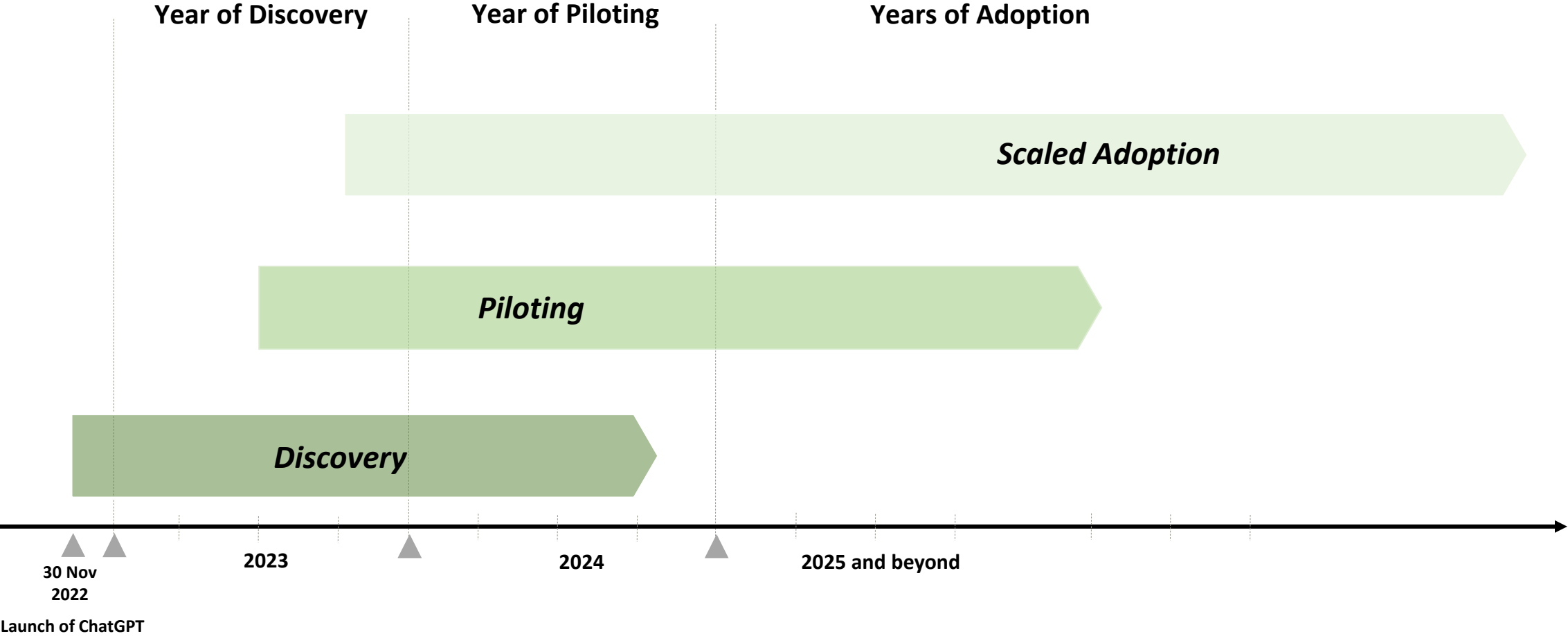


AI is the *Optimizer*  
Efficiencies

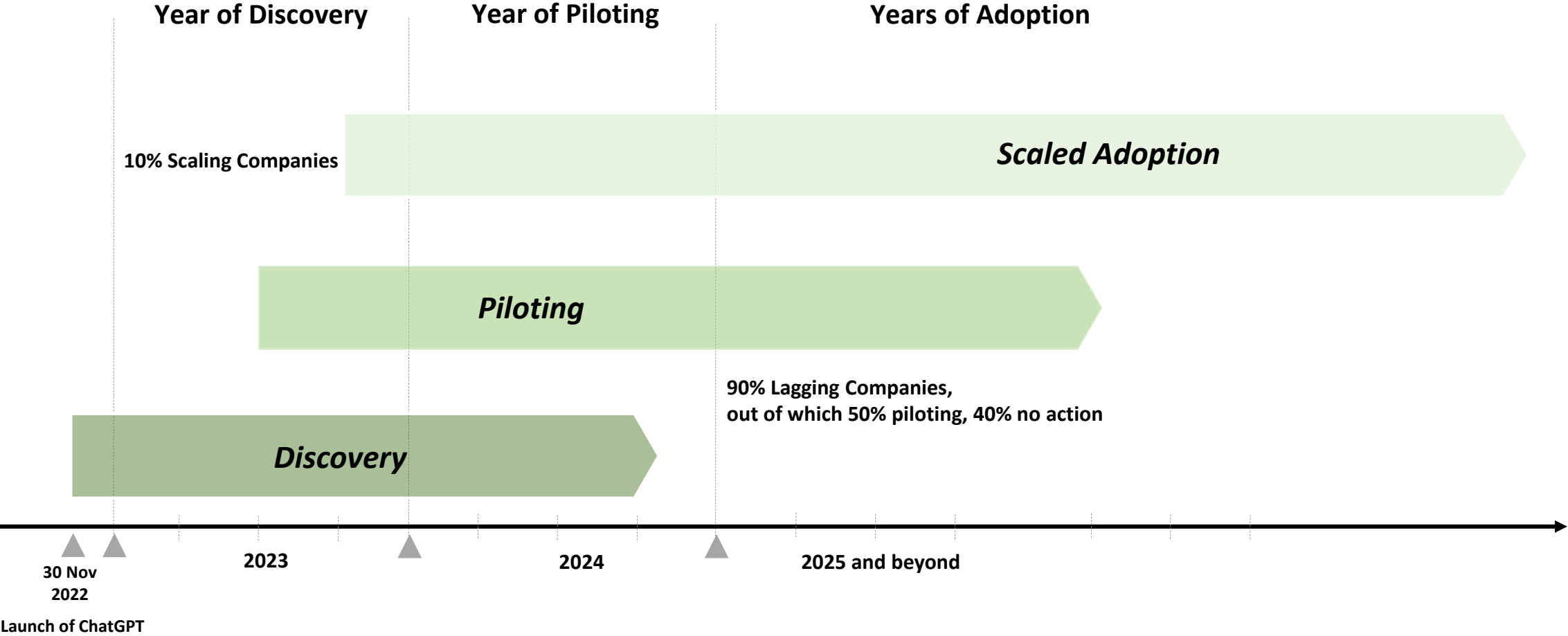


GenAI is the *Differentiator*  
Uniqueness

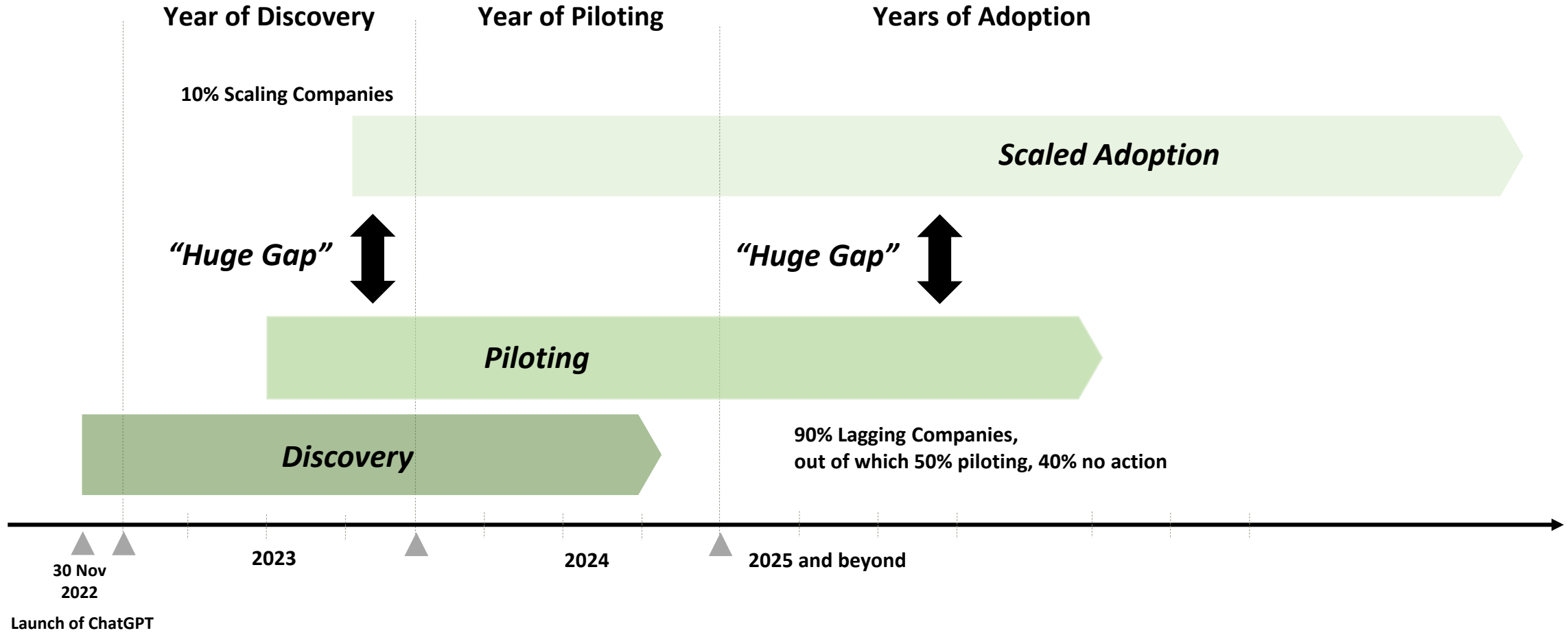
# GenAI Timeline



# Scaling and Lagging Companies



# The *Huge Gap*

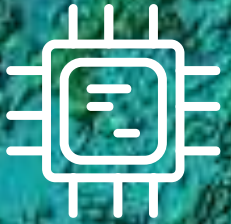


An aerial photograph of a forest, where the color of the trees varies from deep blue on the left to bright red on the right, suggesting a gradient in tree species or health. The text "What differentiates scaling companies?" is overlaid in white, bold font in the center of the image.

**What differentiates scaling companies?**



# What differentiates scaling companies?



**AI Maturity**



**Mindset**

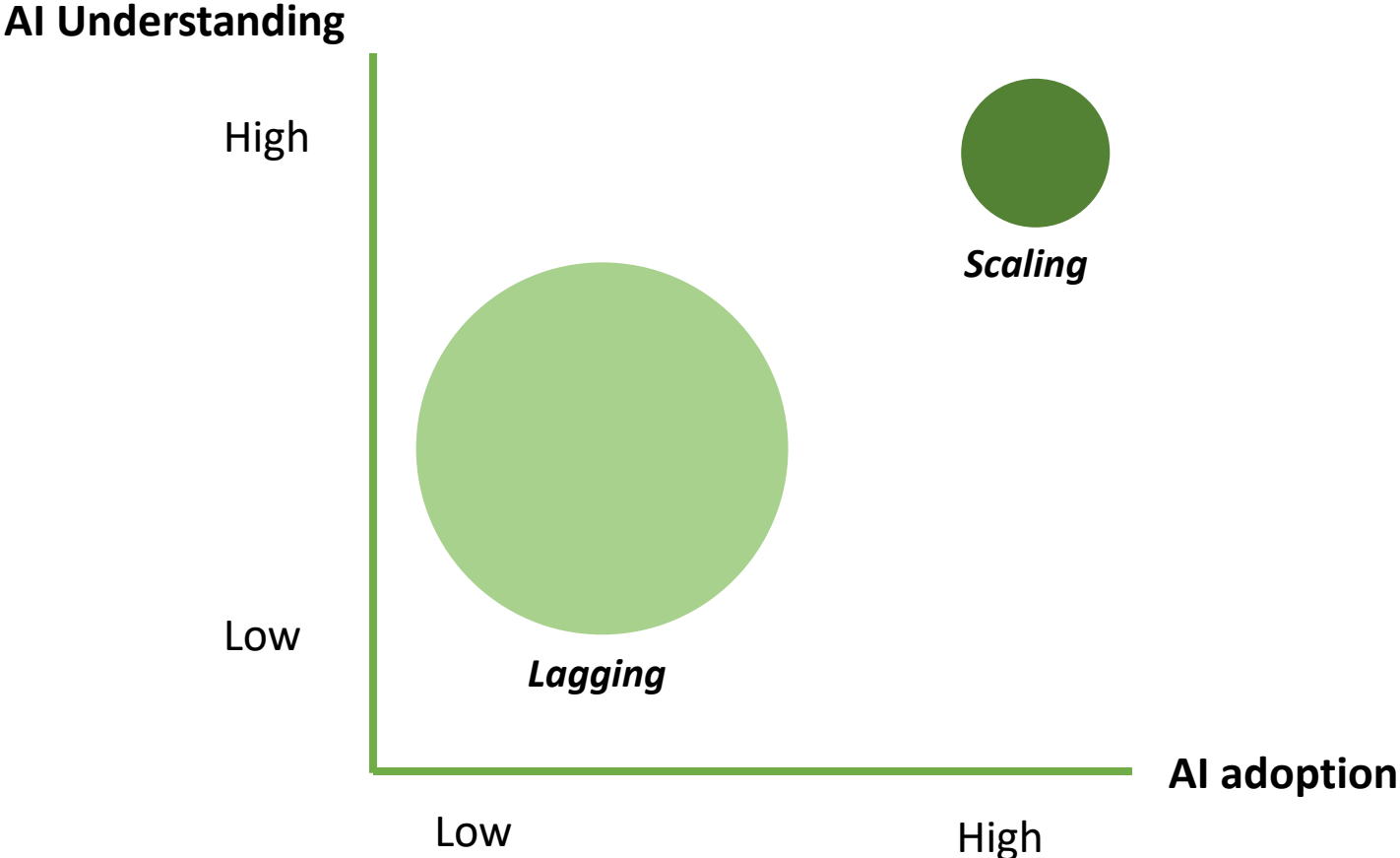


**VITA Score**



**GenAI Approach**

# AI Maturity



# Gen AI Mindsets



Optimistic

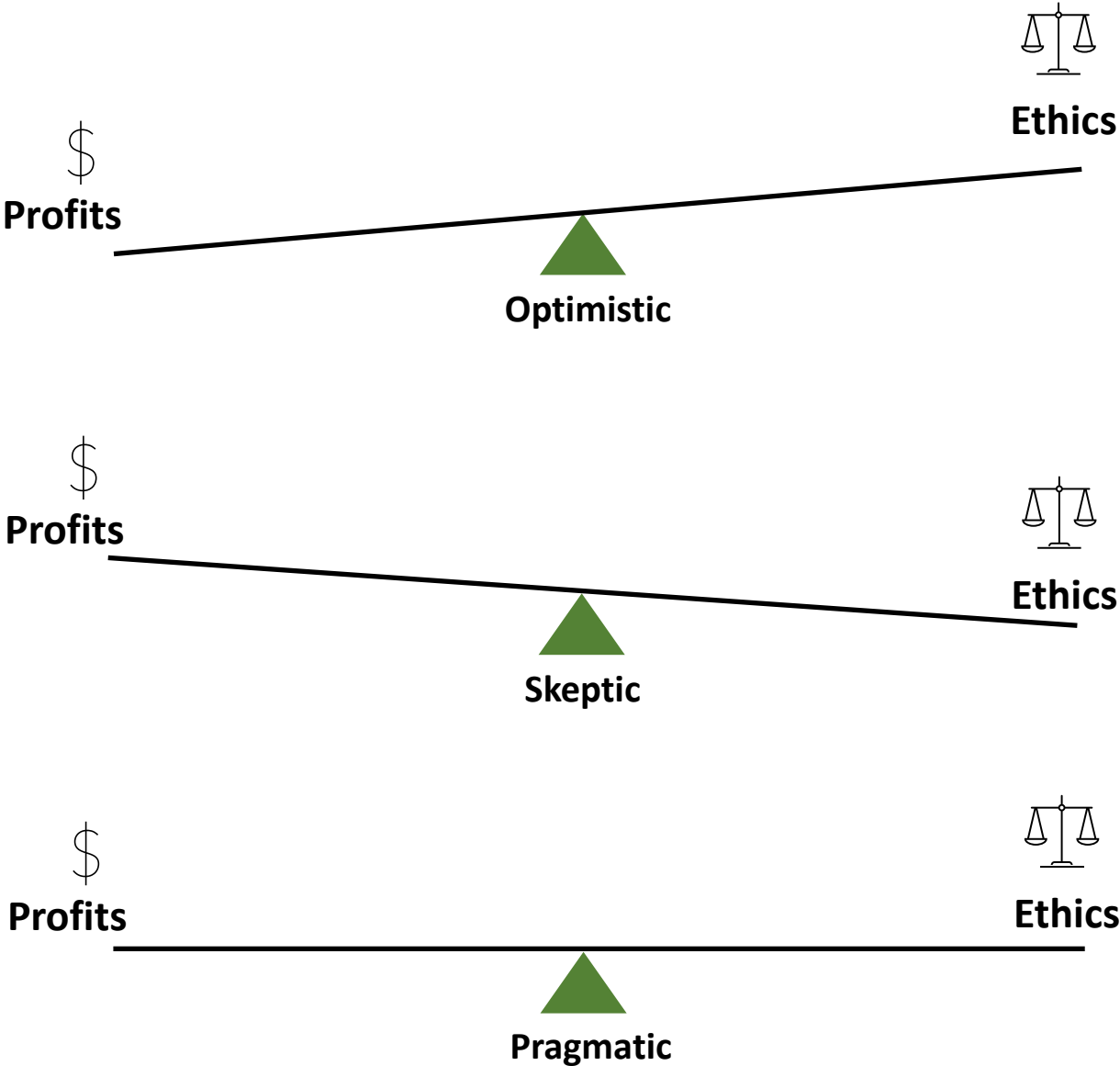


Pragmatic

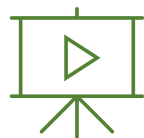


Skeptical

# Pragmatic Mindset is the best for GenAI Adoption



# VITA



**Video**



**Image**



**Text**



**Audio**

# Geospatial ranks 10th in VITA assessment...

Rank	Industry	VITA Components	VITA Impact	Score
1	Entertainment	V I T A	Very high	9.5
2	Media	V I T A	Very high	9.1
3	Advertising	V I T A	Very high	8.9
4	Education	V I T A	Very high	8.8
5	Journalism	V I T A	Very high	8.6
6	IT, Software, Technology	V I T A	Very high	8.3
7	Financial Services	V I T A	Very high	8.2
8	Communications	V I T A	Very high	8.1
9	Automotive	V I T A	Very high	8.0
<b>10</b>	<b>Geospatial</b>	<b>V I T</b>	<b>High</b>	<b>7.7</b>
11	Travel	V I T	High	7.5

# GenAI Approach



## *Non-scaling Companies with pilots*

- Non Convertible Pilots
- Lesser Cross Functional alignment
- Standalone Deployment

## *Scaling Companies*

- Convertible Pilots
- Higher Cross Functional alignment
- Collaborative Deployment



# Geospatial Scalable Use Cases

## Creation

- New video footages and images from the data from satellites, location based technology devices, smart cities infrastructure, environmental monitoring, agriculture etc.

## Summarization

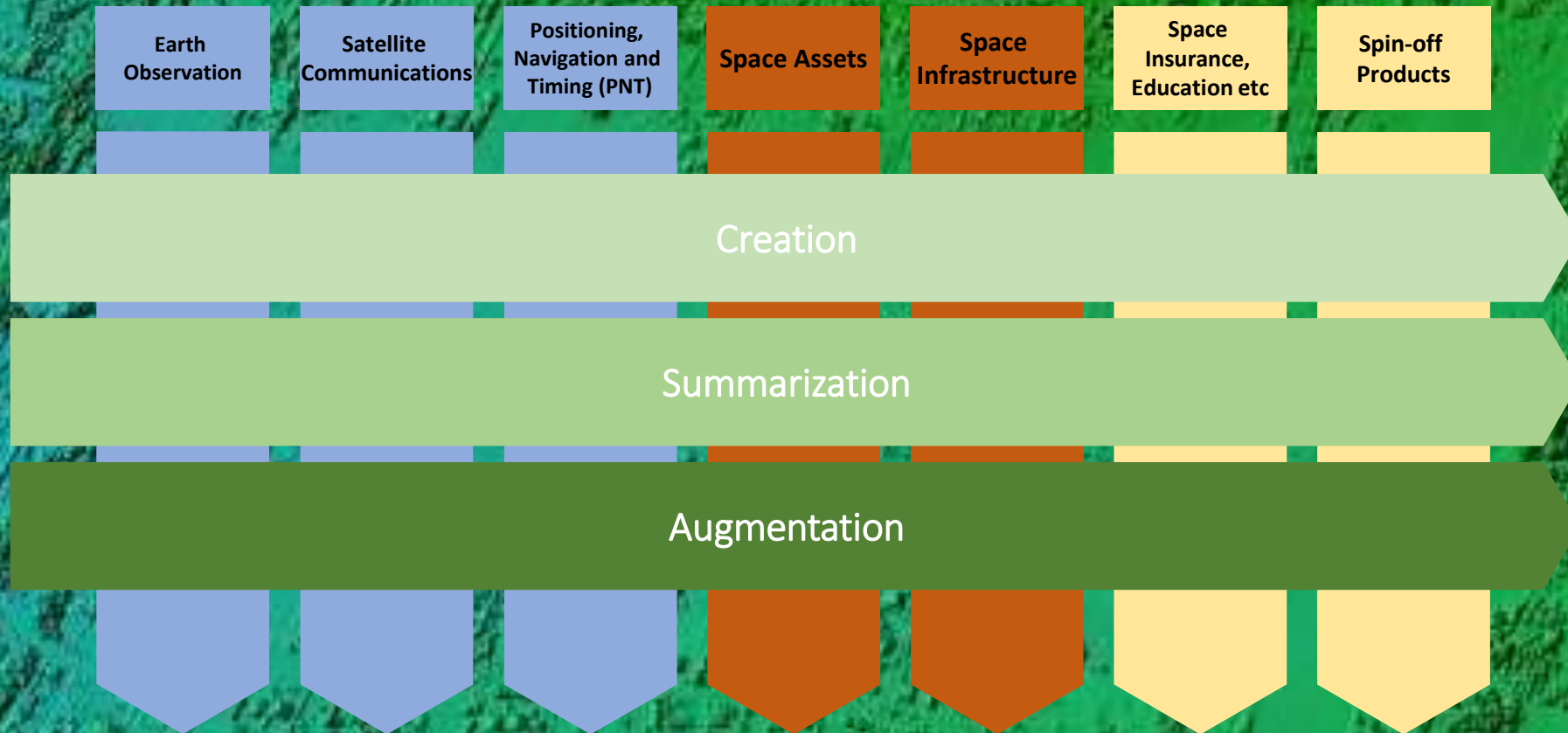
- Develop reports and summaries from the collected data
- Tandem with traditional AI: Summarize the output from predictive maintenance, fault monitoring, troubleshooting, and diagnostics

## Augmentation

- Augment the missing the data to create various new scenarios



# Scalable Use Cases Matrix



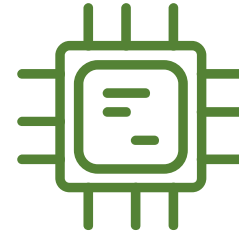
# Key Takeaways



Cloud is the *Enabler*  
Infrastructure



Data is the *Driver*  
Insights



AI is the *Optimizer*  
Efficiencies



GenAI is the *Differentiator*  
Uniqueness

- Go for *scalable* pilots
- Work in *cross functional* teams
- Deploy GenAI *collaboratively* with AI, Data, and Cloud

An aerial photograph of a rugged, mountainous landscape. The terrain is covered in dense vegetation, with a mix of green, blue, and red colors, suggesting different types of plants or perhaps a digital overlay. The overall appearance is that of a complex, textured surface.

# Thank You

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