Business Analytics & Location Intelligence

“Cloud-based Location Intelligence as the gateway to competitiveness”

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One Stop Shop

text:

geographical information

logo:

Geodan

www.geodan.nl
A Tale of Two T-shirts

Geodan → A Tale of Two T-shirts

www.geodan.nl
A new generation
On-Demand Geofilters

For People and Businesses

Whether it's for a house party or wedding, a coffee shop or campus-wide event, Geofilters make it easy for Snapchatters who are there to send your message to friends.

CREATE NOW

1. DESIGN
   Ensure your design meets our guidelines and upload your artwork.

2. MAP
   Pick a time and set a geofence for your Geofilter.

3. BUY
   Submit your Geofilter and have it reviewed within one business day.
Case 1: PostNL
Next steps
Case 2: Kindergarten
I/RS MARKETS

### MARKETS
- Traditional Market: Experts and GIS Users
  - Limited to government, compliance, asset management and resource planning
- Internet Mass Market: Amateurs to Professionals
  - Advertising, Web 3.0 and geosearch, applications (widgets)
- Emerging Business Users
  - Location intelligence as a new place of information for competitive advantage; Integration into workflow

### BUSINESS DRIVERS
- Limited to government, compliance, asset management and resource planning
- Advertising, Web 3.0 and geosearch, applications (widgets)
- Location intelligence as a new place of information for competitive advantage; Integration into workflow

### DATA VS. INFORMATION
- Mission specific, very detailed
- Lowest common denominator
- Information to drive top line growth; Improve operations

Source: ITF Advisors (2008)
EXPOSING THE RIFT BETWEEN IT AND BUSINESS

THE CHALLENGE
IT needs to become more aligned with the current and future business landscape

40% 34% 37%

Four in ten (40%) CIOs say that today’s greatest IT challenge is the need to manage and extract value from ever greater volumes of data.

This will still top their list (at 34%) in 2019.

But by 2019, CxOs expect to be most concerned about the scaling demands of business unpredictability (37%) and running real-time business operations.

Source: EMC (2016)
Hoeveel procent van de functionaliteiten van de specialistische softwareoplossingen gebruikt u daadwerkelijk?

**Source: Infosupport (2015)**
79% of respondents report experiencing cost savings, increased employee productivity and/or improved security as a result of using a cloud approach.

On average, respondents report a cost savings of approximately 20%.

Source: Microsoft (2015)
A new perspective...
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