Cloud-Enabled Location Intelligence
Disrupting Geospatial Business Models

Sandeep K. Singhal
Senior Director, Cloud Storage

sandeepsinghal@google.com
Data is Everything.

Apps (and companies) win or lose based on how they use it.
Indefinite, accelerating change.

Interminable scale.

Location, analytics, and learning.
New Location-Based Entrepreneurship

Built on data

Build from the cloud

Embed location to create value
Case Study

http://parknav.com
Real-Time On-Street Parking Data
Real-Time Parking Data Platform

Complete City Coverage

Focus on Street Parking
Built on Cloud Data

Data Source: Users

Bootstrapped via Data Partners

Cloud-Executed Data Science and Analytics
**Cartogram** provides indoor location services for businesses with large venues.

Cartogram is fueled by a cloud-based **indoor mapping platform** built on top of Google Maps.
Indoor Location Services for Business

Enable New End-User Experiences and Business Models

Product search and directions at **over 300 retailers**

Multi-venue wayfinding made possible by integration with Google Maps

NearView ad management built into Cartogram’s cloud-based venue technology management

Indoor delivery enables new revenue channels for businesses
Push Ad to NearView

Google Compute Engine
Google Cloud SQL
Google Cloud Storage

Google Load Balancer
Google App Engine

Google Cloud Messaging

Google Maps SDK

Google Maps SDK

Read/Write

Read-Only
Case Study

Geo-responsive website personalization

www.cloudengage.com
Regional Geo-Targeting

Geo-shift web and mobile site content without replacing CMS
• Use WiFi triangulation and GeoIP to locate the user
• Additional triggers: local weather, demographics, time then factored in for heightened relevance

Localization dramatically increases website conversion before other forms of personalization kick in

Seattle: Rain, 9°C.

Miami: Sun, 30°C.
CloudEngage Geo-enhanced Hypertargeting

• Custom shapes editor allows CloudEngage clients to draw geo-fences over areas as small as a city block

• This allows geo-shifted web and mobile content

• Hypertargeting can then be further refined by applying demographic data

• 4x website conversion rate increase average with hypertargeting

Example: Hypertargeted college campus
Google Cloud Platform Vision

Single-node computing
“Some assembly required”

1st Wave
Colocation
Your kit, someone else’s building. Yours to manage.

2nd Wave
Today’s Cloud:
Virtualized Data Centers
Standard virtual kit, for rent. Still yours to manage.

True, on-demand cloud

3rd Wave
An actual, global elastic cloud
Invest your energy in great apps

Storage
Processing
Memory
Network

Clusters
Distributed storage & processing
Containers
Conclusion

Next-generation geospatial businesses are built on data from the cloud

- Infinite scale
- Location understanding
- Scalable analytics
- Deep learning

Cloud-based data empowers disruption