LUCIAD PRESENTATION

USING PREDICTIVE ANALYSIS FOR EMERGENCY RESPONSE
We build software components that allow third parties to deliver geospatial situational awareness applications.
EXAMPLES...
Fully Integrated Battle Space
PREDICTIVE ANALYSIS AND ANOTHER HURRICANE SANDY

→ **United States** – Second-costliest hurricane in U.S. $75 billion, 233 people killed

→ **Jamaica** – 75% of homes without electricity for months

→ **Cuba** – 15,000 homes destroyed

→ **Canada** – $100 million in damage throughout Ontario and Quebec
Predictive Analysis And Another Hurricane Sandy
HOW CAN WE PREDICT THE NEXT “SANDY”?  
Predictive analysis through massive data combinations
A new style of IT emerging

Every 60 seconds

- 98,000+ tweets
- 695,000 status updates
- 11 million instant messages
- 698,445 Google searches
- 168 million+ emails sent
- 1,820TB of data created
- 217 new mobile web users
BIG DATA SHIFT
From hypothesis-driven

BEFORE
KNOWN
UNKNOWN
AUTOMATED ANALYSIS
(machine learning, statistics, etc.)

REPLACE
THE HUMAN
PREDICTIVE ANALYSIS THROUGH MASSIVE DATA COMBINATIONS
→ 100 million insurance records – every home in America.

→ 25 year’s worth of weather data

→ The street map of the entire US including police stations, military sites, hospitals and fire stations.
Combined all of that with real satellite data.
Late 20th Century

Computerization of existing drawings. This is the era where classical GIS systems come from, they are all about "paper maps gone digital."
Fully Integrated Battle Space

Fully Integrated Predicted Response
Try it for yourself
3d.luciad.com