



# Geospatial Services Value in Platforms



## About AAM?

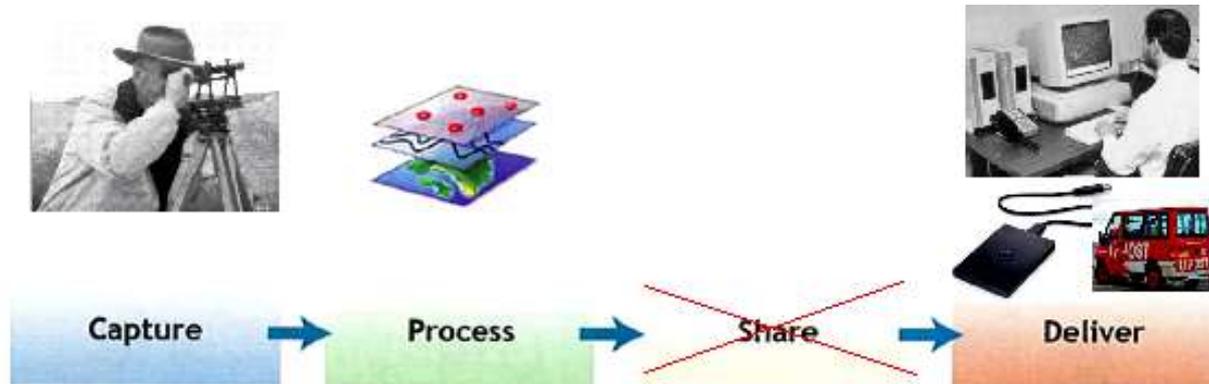
- 55 years in operation
- Reinventing every day
- Geospatial information
  - Producer
  - Provider
  - Platform



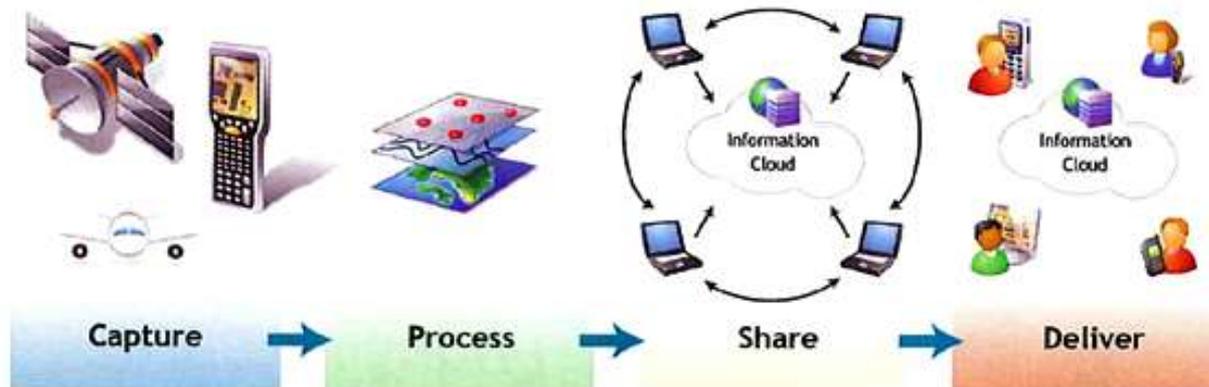
Even how we see ourselves is changing



To find value we have to evolve



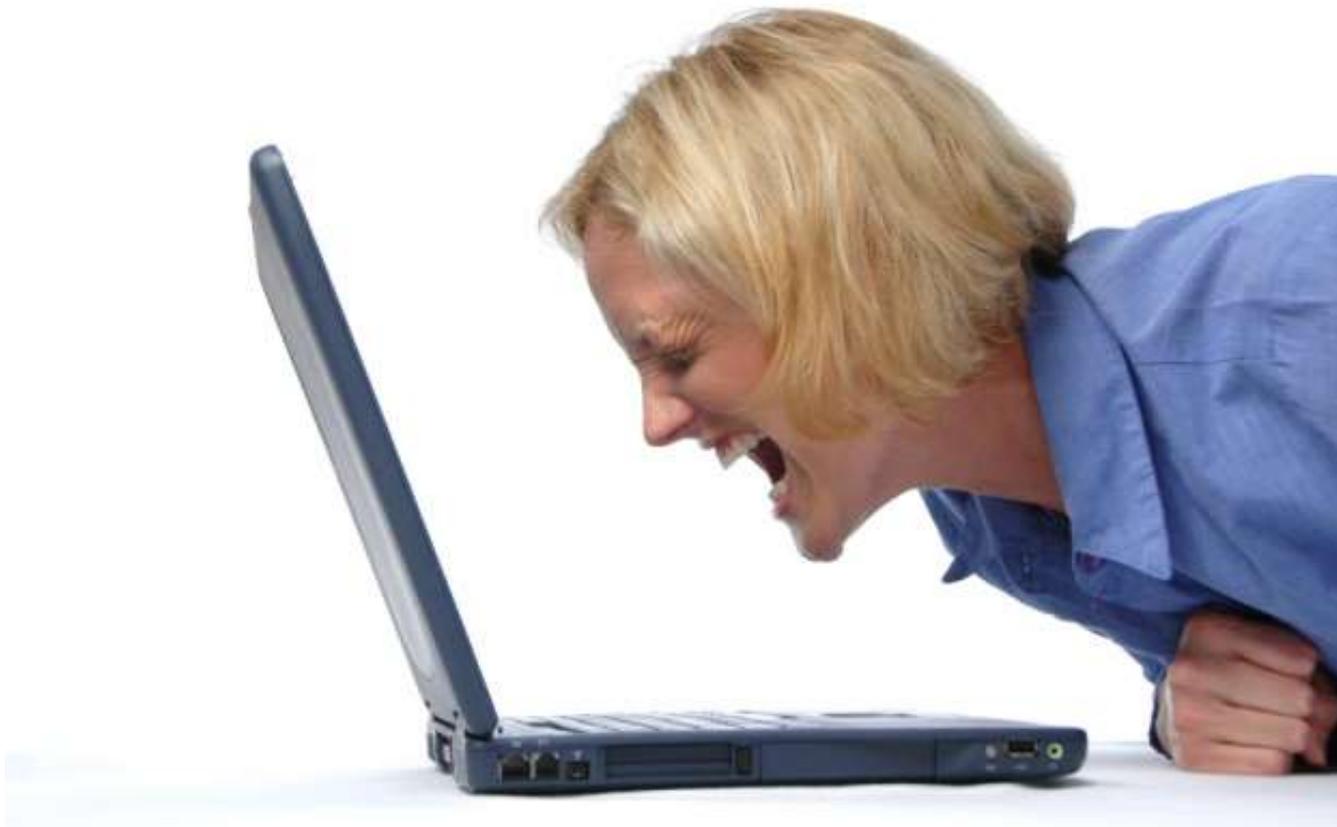
AAM has evolved from a professional service model to an information platform



The real value is in being able to visualise, analyse, and integrate BIG data



But we all know we have been limited by the computing not the ideas



But the world is changing



To some the Cloud is something looming and threatening

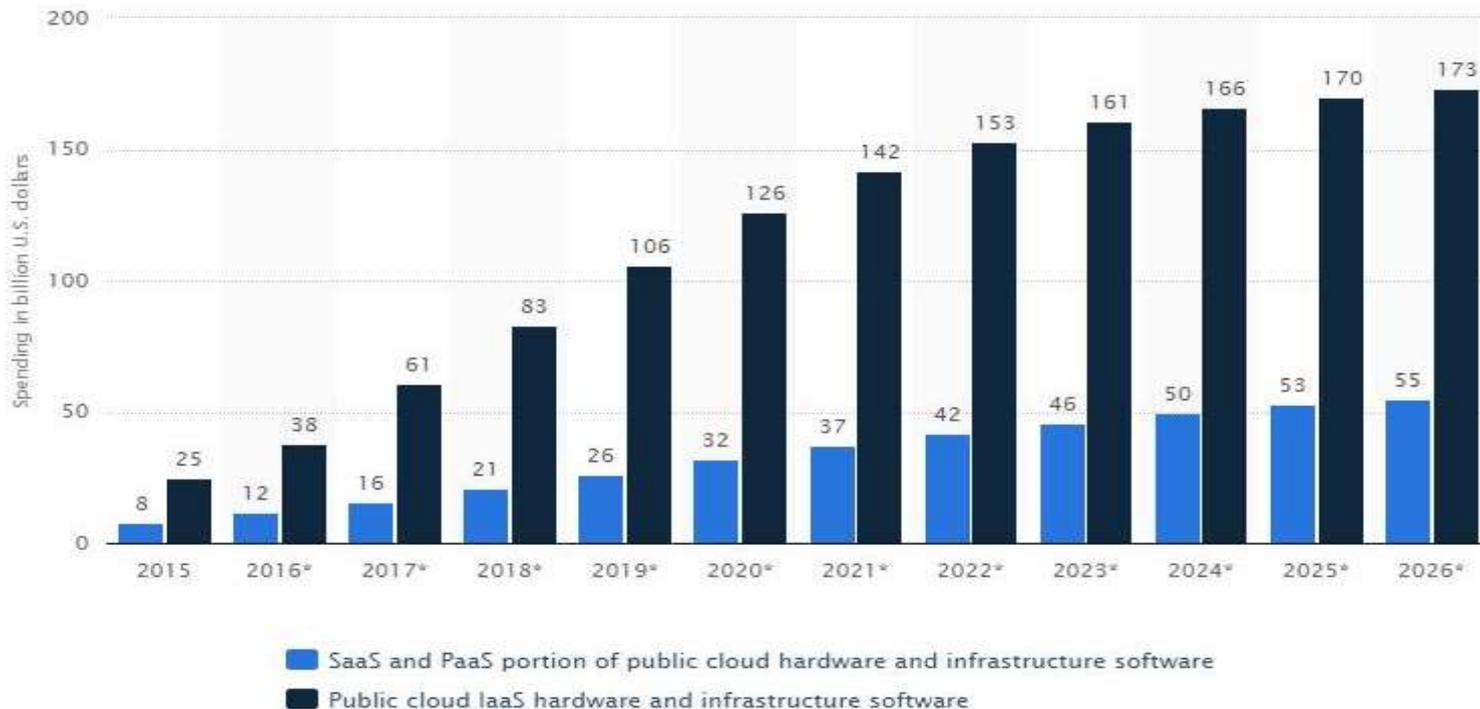


To others the Cloud is something to be contemplated



In 2016, spending on public cloud IaaS hardware and software is forecast to reach \$38B, growing to \$173B in 2026

SaaS and PaaS spending are projected to reach \$12B in 2016, growing to \$55B in 2026.



451 Research's Market Monitor forecasts that the market for cloud computing 'as a service' will hit \$22B in 2016 more than doubling to \$44B by 2020

### CLOUD COMPUTING 'AS A SERVICE' REVENUE (\$B)



## TATA CONSULTANCY SERVICES



Experience certainty. IT Services  
Business Solutions  
Outsourcing

**“Banking & Financial Service (BFS) institutions are possibly the most advanced in terms of technology adoption and use cloud computing capabilities as a key differentiator”**

But we want to put the Cloud to work for you

**Increased agility** has become the #1 reason organizations use the cloud.



## Four ingredients in Cloud Computing that change the economics

1

Replace up-front capital expense with low variable cost

Average of 400 servers replaced per customer

2

Economies of scale allow providers to continually lower costs

51 price reductions since 2006

3

Pricing-model choice supports variable and stable workloads

Purchasing options:

- On-demand
- Reserved
- Spot

4

Save more money as you expand

Increase savings through:

- Tiered pricing
- Volume discounts
- Custom pricing

Cloud infrastructure oversees the big picture, letting your security team focus on a subset of overall security needs



- Facilities
- Physical security
- Compute infrastructure
- Storage infrastructure
- Network infrastructure
- Virtualization layer (EC2)
- Hardened service endpoints
- Rich IAM capabilities



- Network configuration
- Security groups
- OS firewalls
- Operating systems
- Application security
- Proper service configuration
- AuthN and account management
- Authorization policies



More secure and compliant systems than any single entity could normally achieve on its own

## Secure?

When we talk about BIG data there are organisations who share your concern and your need for security and trust

## Certifications



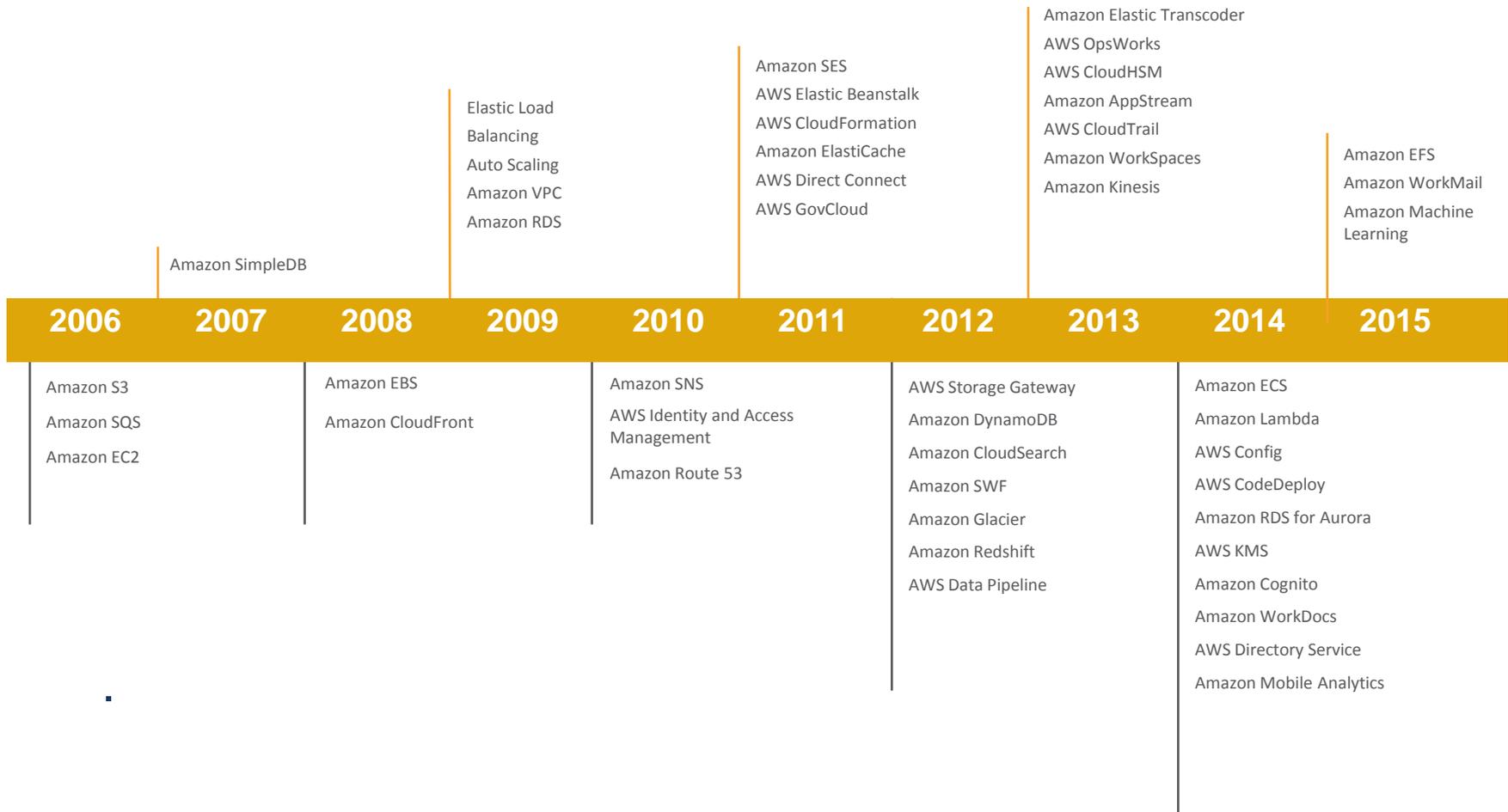
## Scalable?

Every day, AWS adds enough new server capacity to support all of Amazon's global infrastructure when it was a \$7B annual revenue enterprise

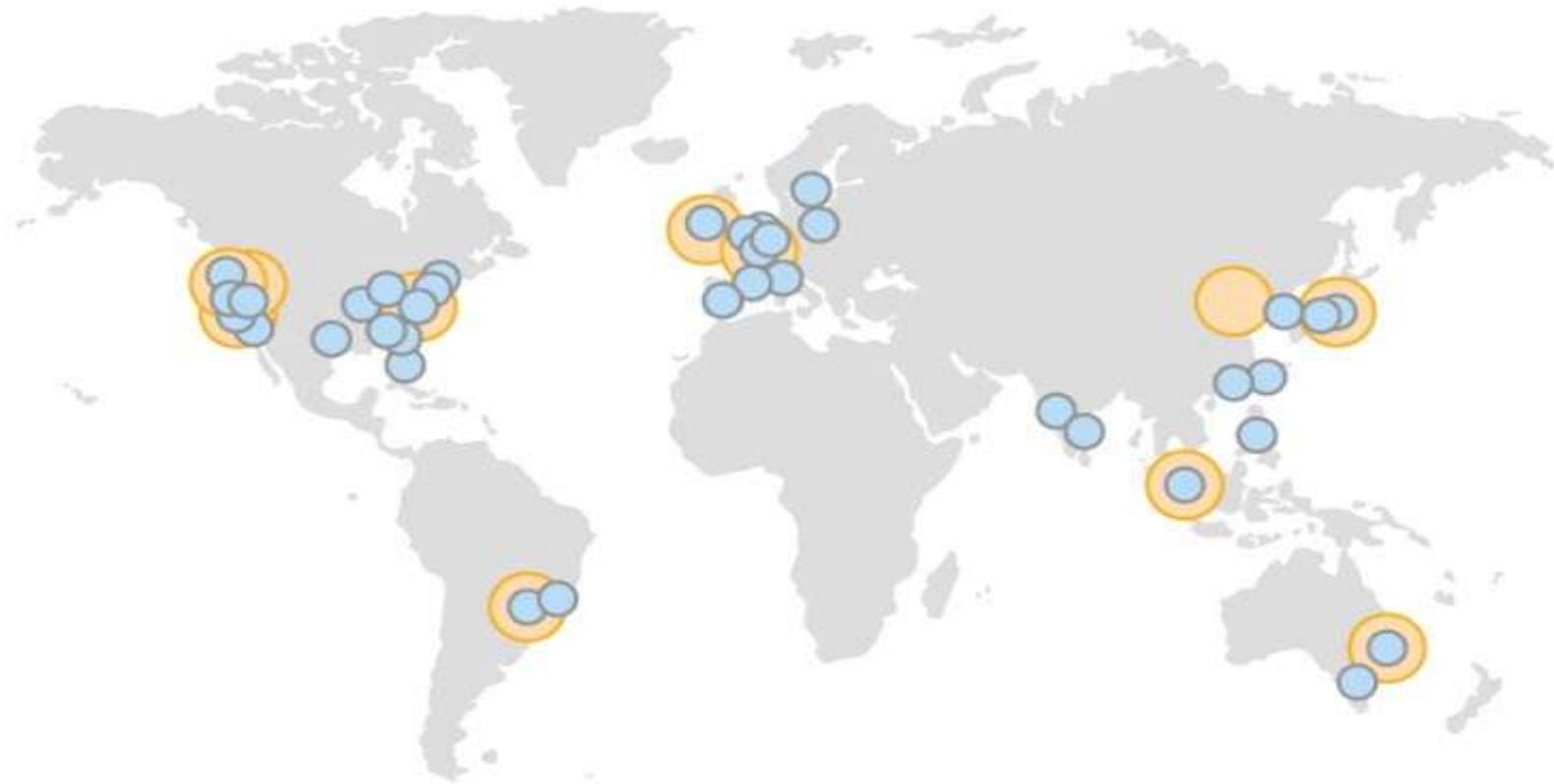
## Expansion on demand



AWS has been continually expanding its services to support virtually any cloud workload, now offering more than 40 services



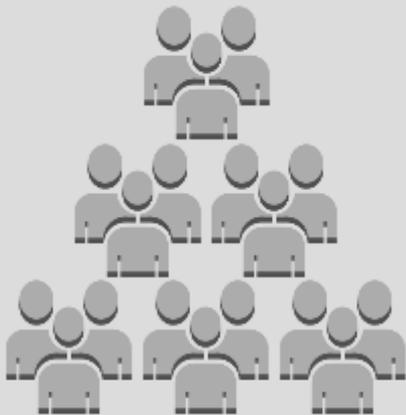
The Cloud, is a global resource



# Your business, your organisation, can not afford to be to slow



Old World:  
Infrastructure adapted in  
**WEEKS**



Cloud:  
Infrastructure adapted in  
**MINUTES**

- Add new** dev environment
- Add new** prod environment
- Add new** environment in Japan
- Add** 1,000 servers
- Remove** 1,000 servers
- Deploy 1 PB data warehouse
- Shut down 1 PB data warehouse



A new level of agility  
transforms your  
operations



GEOCIRRUS

**Cirrus** (cloud classification symbol: **Ci**) is a genus of atmospheric cloud

## GEOCIRRUS

GEOCIRRUS is a cloud platform that enables you to take advantage of the cloud's

- **Flexibility**
- **Reliability**
- **High availability**

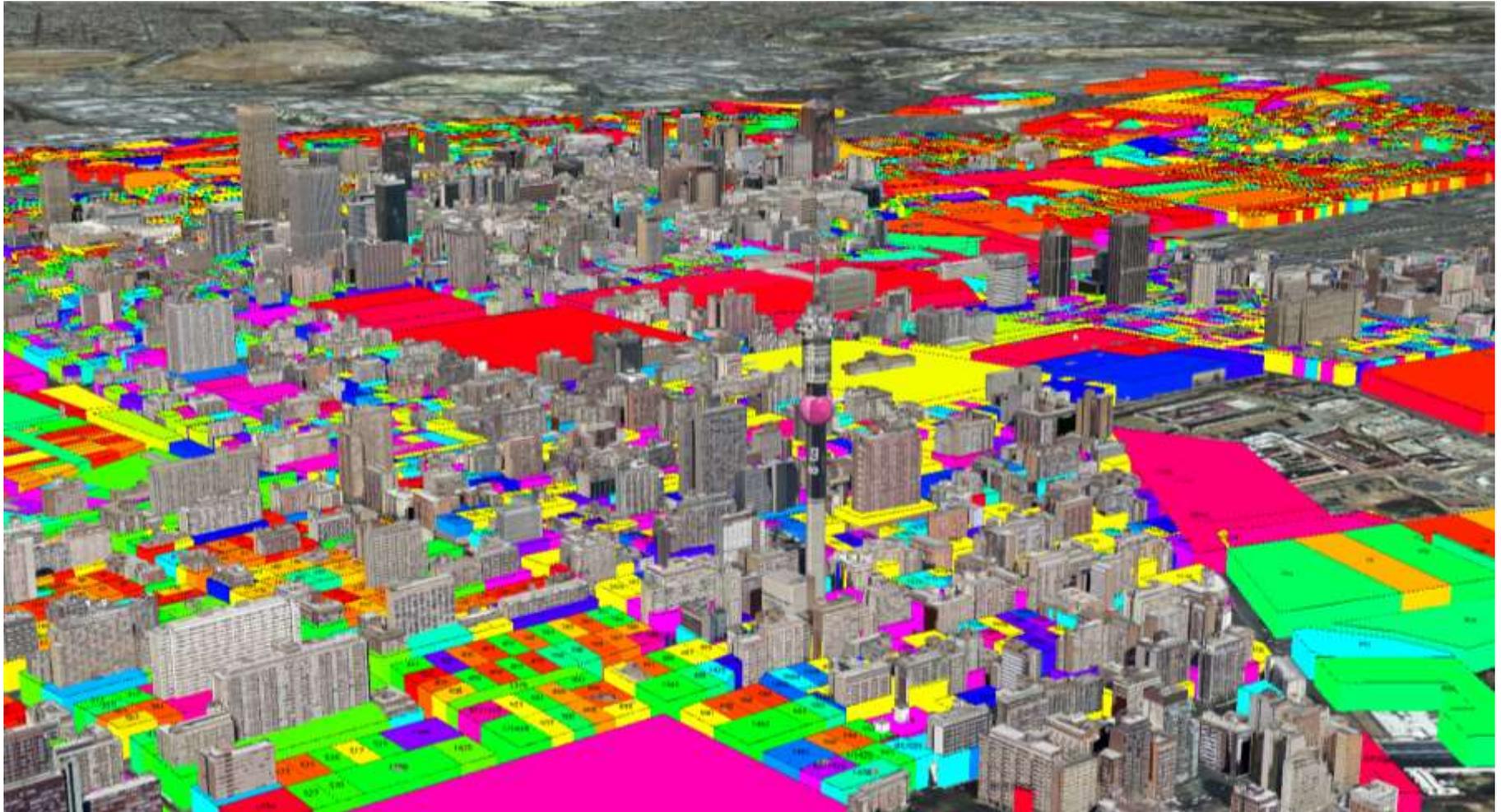
To provide your business with access to spatial information and spatial intelligence



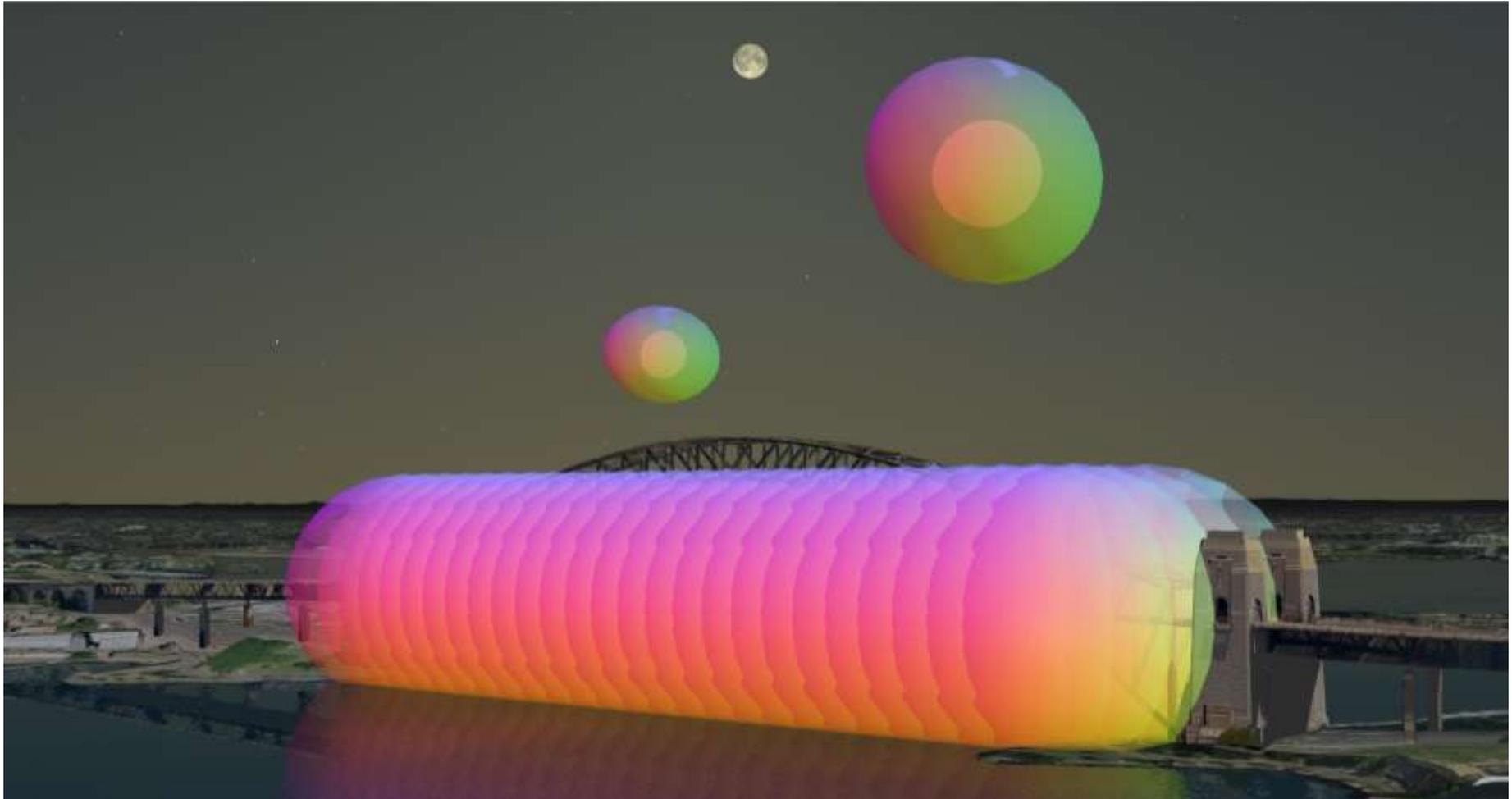
## GEOCIRRUS to deliver the complexities of Smart City models



GEOCIRRUS to deliver the simplicity of a single application



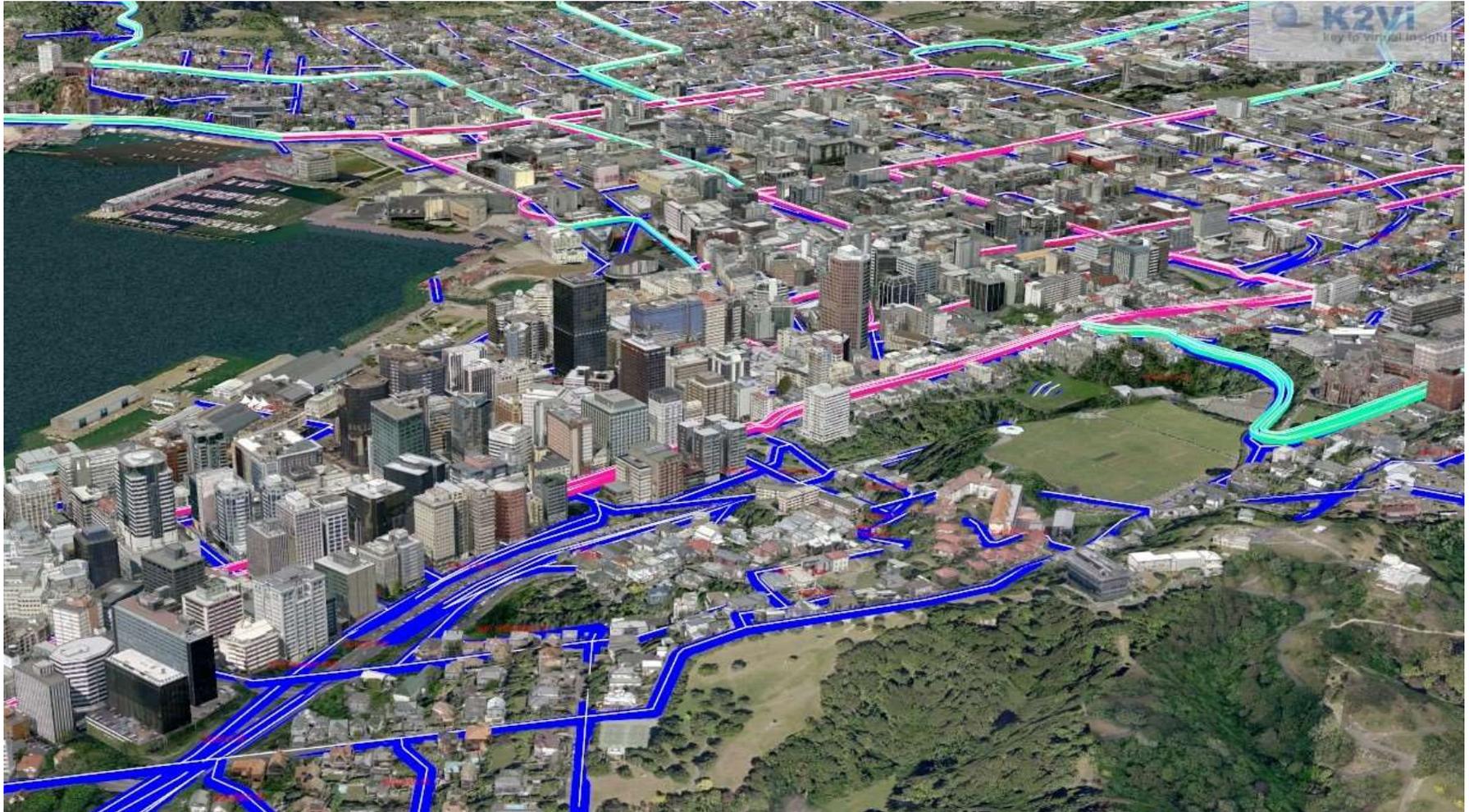
## GEOCIRRUS to deliver the complexities of multiple applications



## GEOCIRRUS to bring rich visualisation in your browser



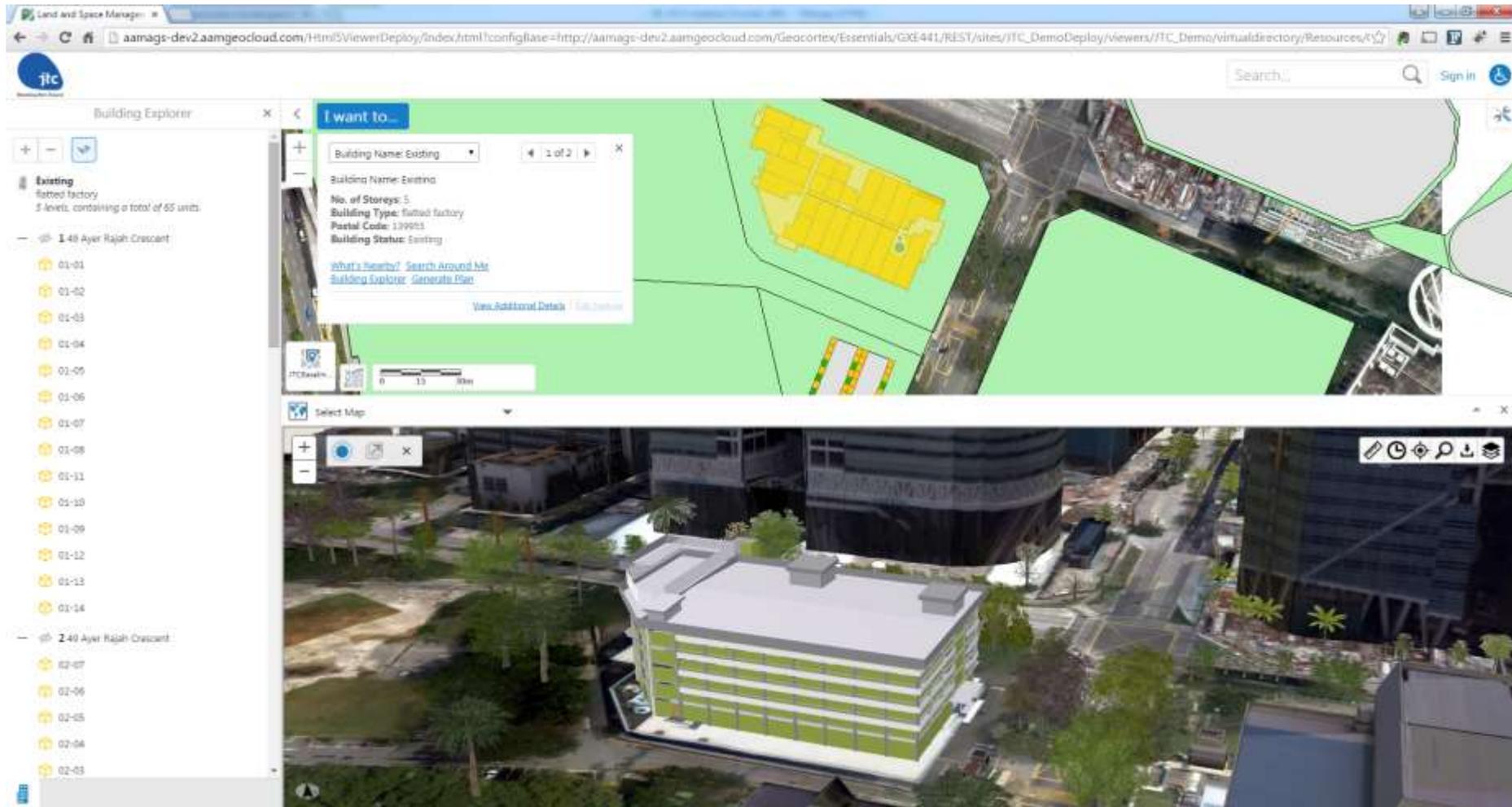
## GEOCIRRUS to integrate your data with multiple sources



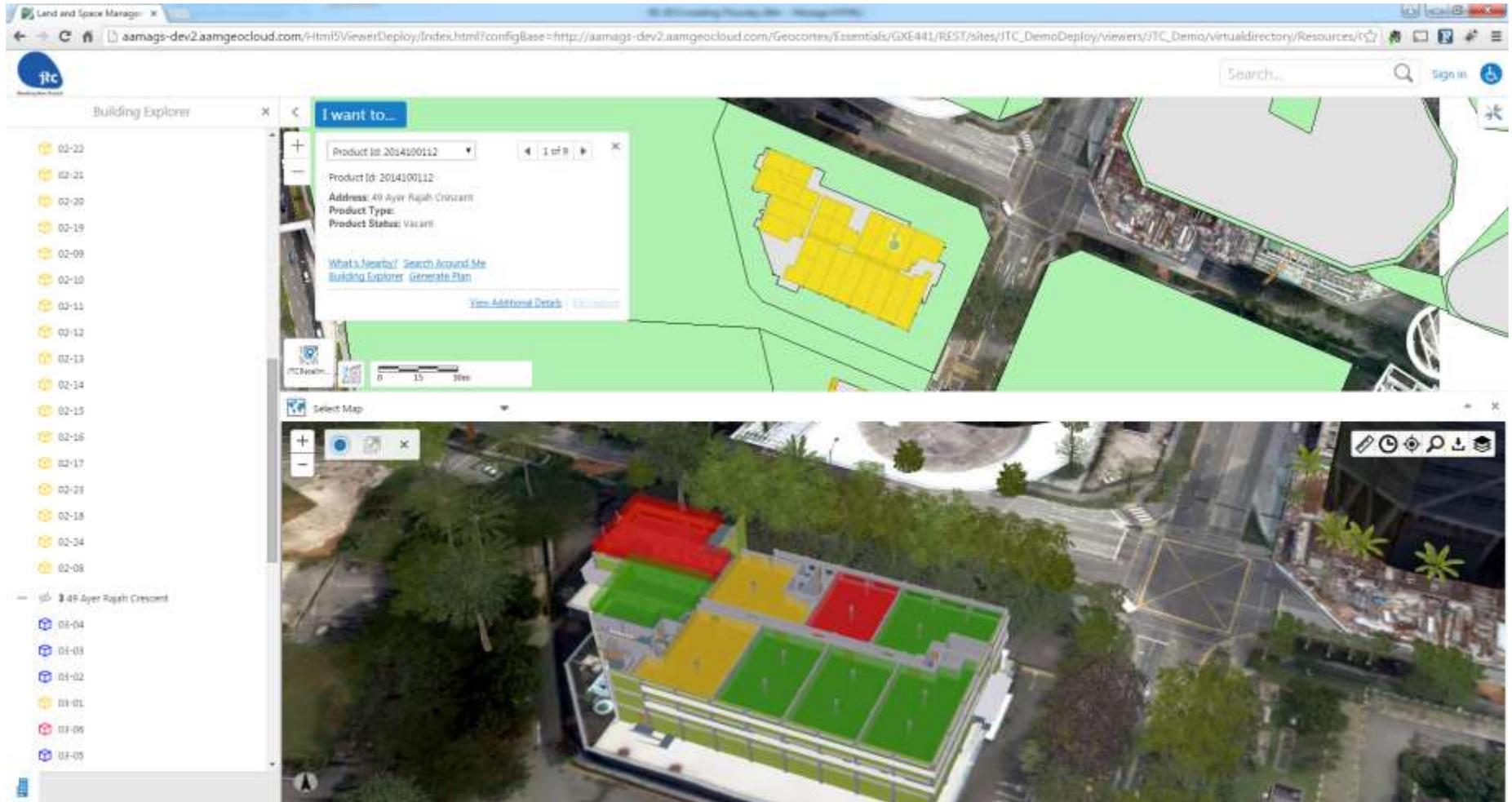
## GEOCIRRUS to analyse the virtual world



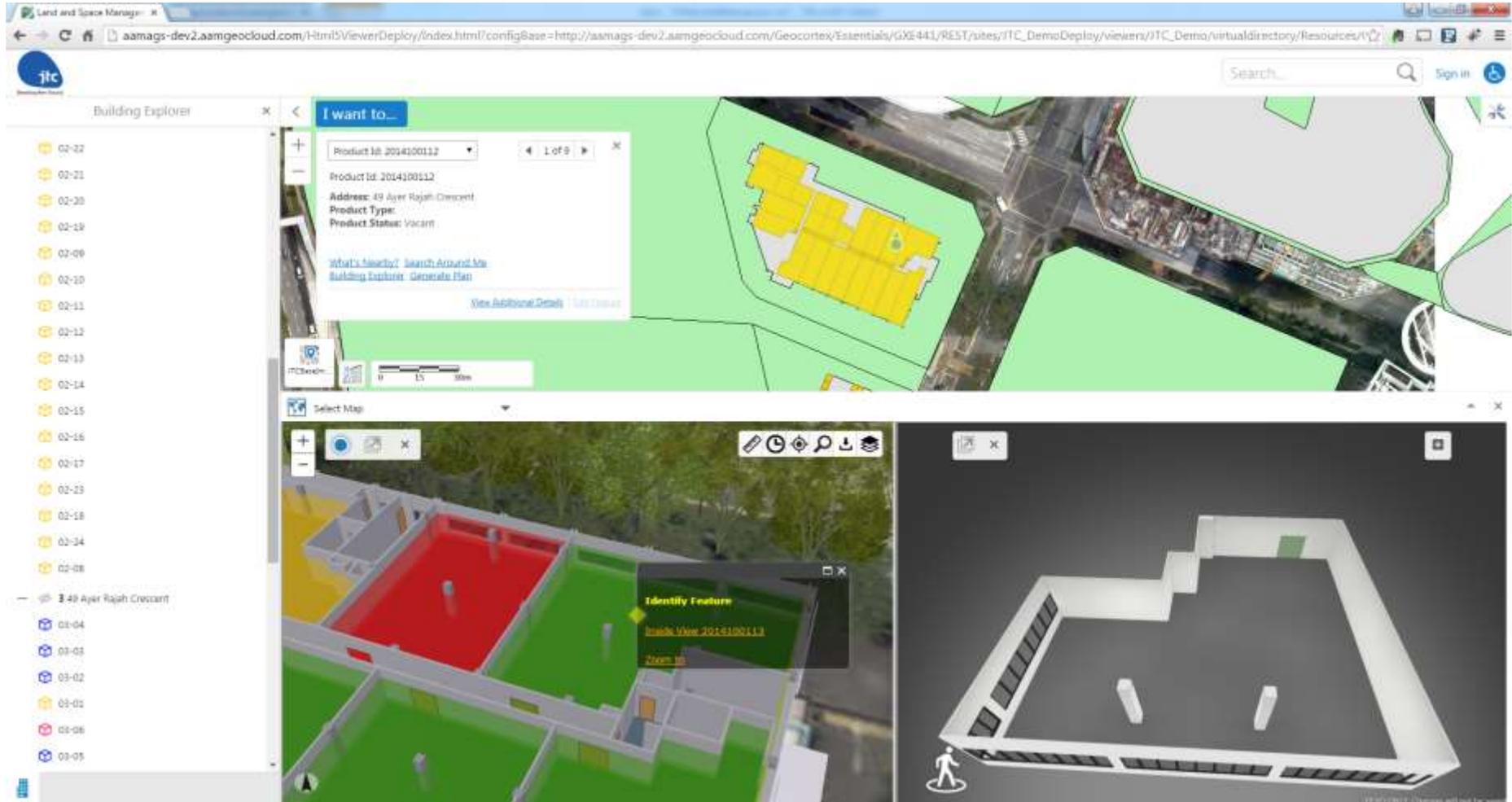
# GEOCIRRUS platform bridging BIM and GIS



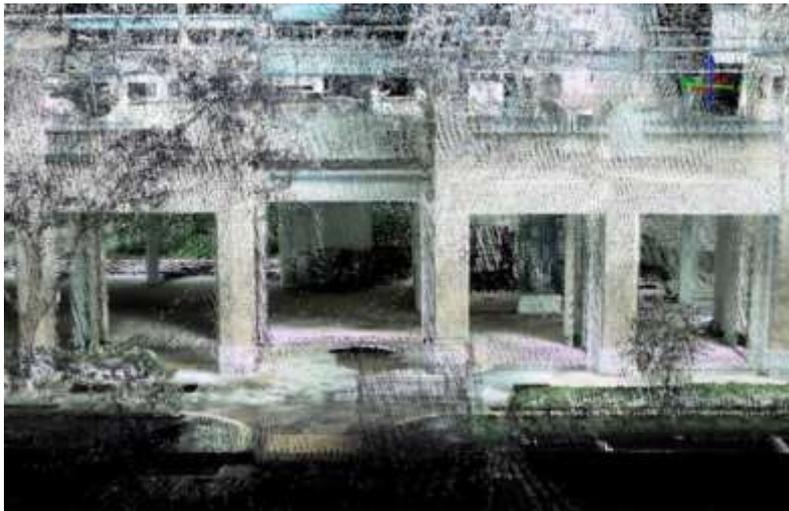
# GEOCIRRUS platform bridging CAD and GIS



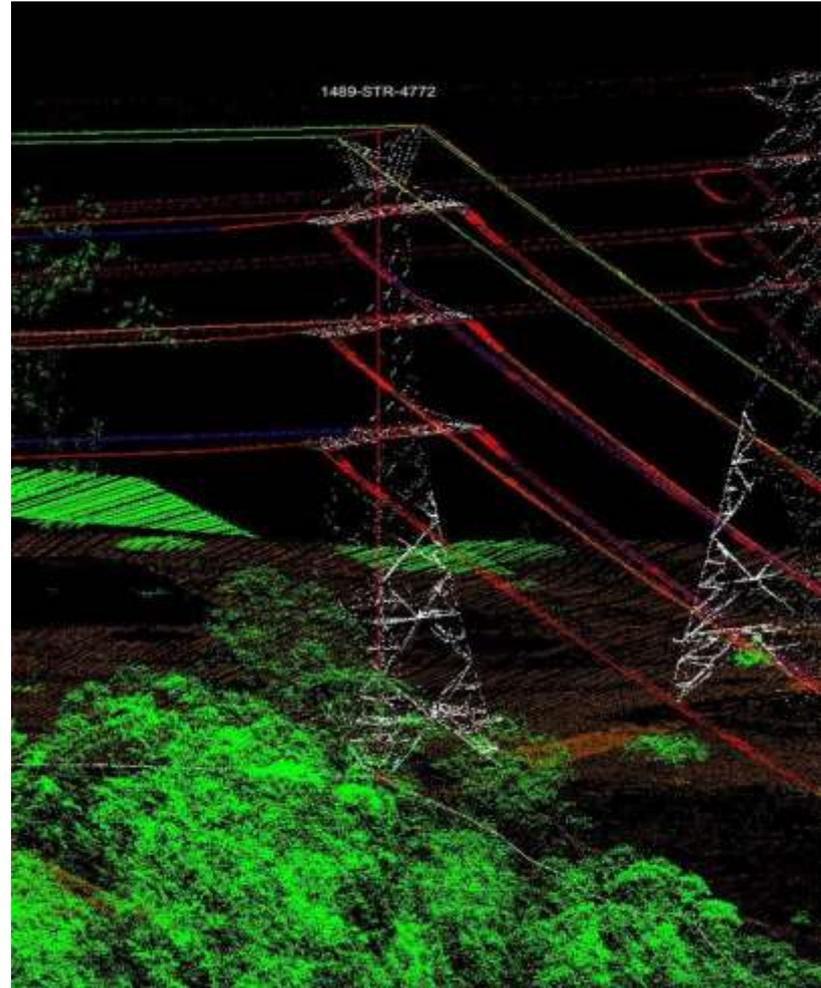
# GEOCIRRUS platform bridging indoor and outdoor mapping



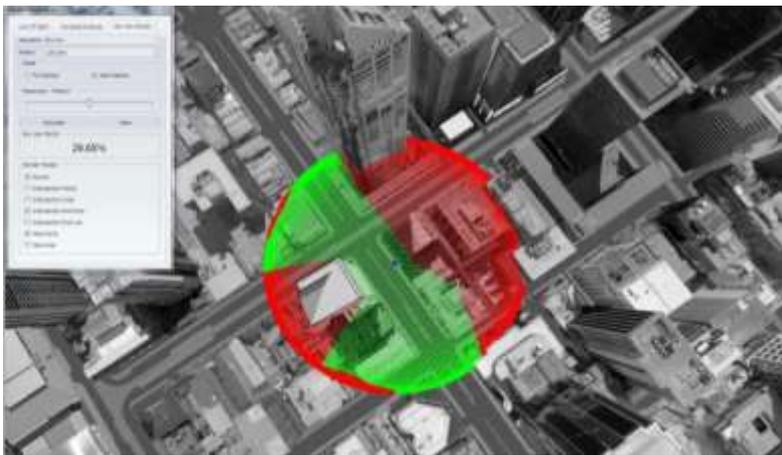
## GEOCIRRUS PC Service



## GEOCIRRUS Powerline Service



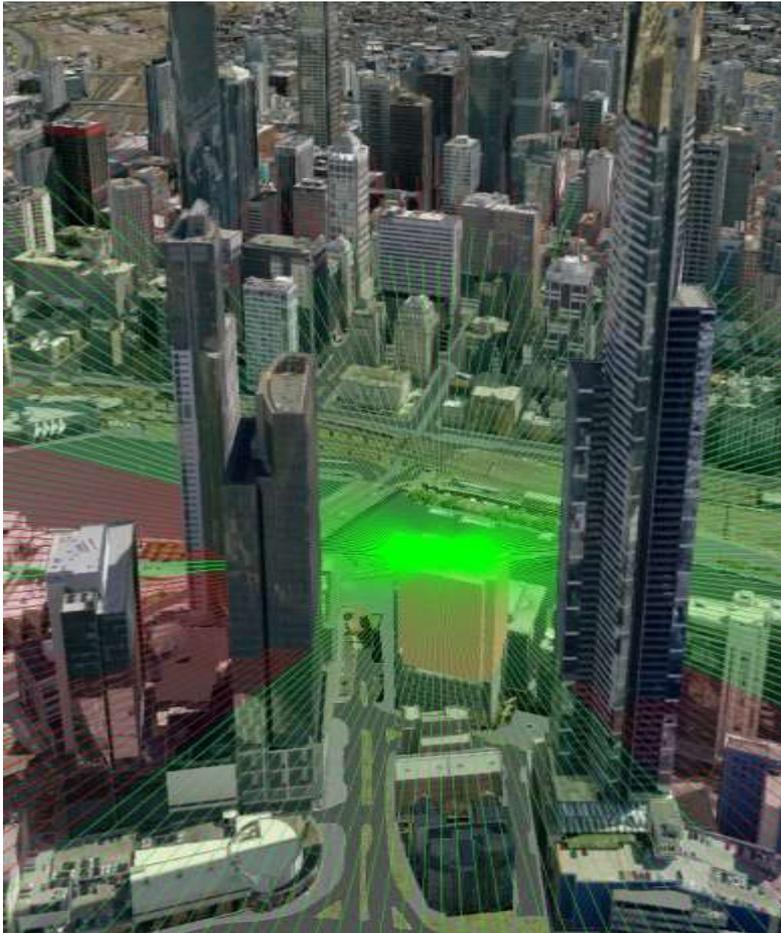
## GEOCIRRUS SaaS



## GEOCIRRUS SaaS



## GEOCIRRUS SaaS



## GEOCIRRUS SaaS



## What does this for your value proposition?

- Embrace subscriber payment - pay as you use
- Look forward to further modularisation and even atomisation of GIS functionality
- Cascaded models of data access - multiple vendor and free to air data sets
- Combining traditional GIS layers with discrete models, multiple levels of details and meshes

## Where's the money?

For us it is in:

- geoCloud = GEOCIRRUS, a platform for expansion and configurable true 3D virtualisation

For you it is in:

- Embracing the capability and possibility of geoCloud platform
- Allowing the cloud to move you and your users from static data to dynamic data to fluid data.