

**IT'S 10 PM,
DO YOU KNOW WHERE YOUR
ORGANIZATION IS?**

{8} TRAITS

to put you on the map

IT'S 10 PM, DO YOU KNOW WHERE...

Clients are increasingly turning to geospatial analysis for a variety of business needs ranging from customer segmentation and targeting to grants management.

Understand location differences in
PROGRAM PERFORMANCE AND SPENDING

Optimize **WORKFORCE**
across different geographies

Model impacts of
operations on
SUSTAINABILITY goals

Tracking financial
transactions or finding
geographic patterns in
**FRAUD, WASTE,
AND ABUSE**



Improved visibility and
decision making for
ASSETS AND REAL ESTATE

Targeted **MARKETING**
according to
consumer location
and demographics

Understand risk and
optimize locations of
**SUPPLY CHAIN
AND OPERATIONS**

Locate at-risk assets to mitigate
and respond to **EMERGENCIES
AND DISASTERS**

Know what's where

Location



In today's global environment, location matters. Most data have a location component that, when enabled, opens new lines of analysis and understanding.

5 ways to “geo-enable” your data

- 1 GEOCODE:** Transform locational text, including points of interest or addresses, into coordinates on the earth.
- 2 LINK:** Link your data to other geospatial data through common elements like city or country name.
- 3 GEOPARSING:** Uncover geographic identifiers from unstructured text to determine referenced locations.
- 4 DIGITIZE:** Create your own location-based dataset using smart devices, not light tables.
- 5 GEO-SENSORS:** Use the “digital exhaust” from IoT – mobile/field sensors sharing observations.



See the big picture

Insight



What could your data tell you if you saw all of it at once or if you watched it change across time and space?

Geospatial tools bring this fresh power to your organization's intelligence.

WATCH ALL YOUR DATA

Bring it to life with mapping and geospatial indicators on web-based dashboards.

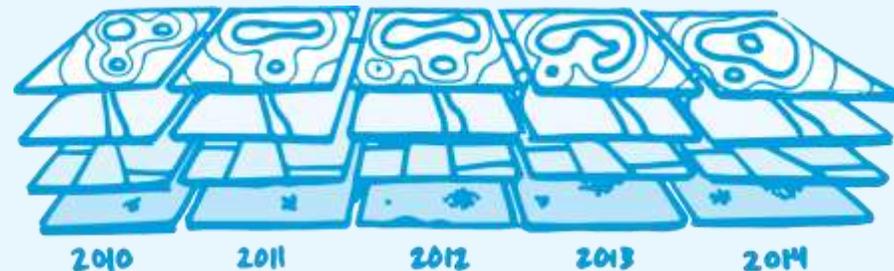


EXPLORE ALL YOUR DATA'S DIMENSIONS

Harness the height, depth, and time qualities of your data to gain new insight and deep understanding.

USE YOUR DATA TO ENHANCE YOUR REALITY

Integrate your data into your organization's daily activities to let individuals know where they are and what's relevant.



Get it right

Validation



When you can see your data on a map, you can see what's right and what's wrong, making the discovery of inaccuracies, gaps, and errors intuitive.

Spatially enable your data validation

**IS THE DATA
TELLING THE
RIGHT STORY?**

The way that we project data from a 3D globe onto a map can influence conclusions. Distances, areas, or direction can all be distorted — make sure the map has been projected to show the right message.

**IS IT IN
THE RIGHT
LOCATION?**

The techniques used to locate features on the earth, including geocoding, georeferencing, and geoparsing, each have inherent error. Field surveys, visual map investigation, and automated spatial routines can help determine spatial data accuracy.

**HOW DOES
THE DATA
RELATE TO
OTHER DATA?**

Relationships matter. Align organizational regions with states and connect routes with address locations. Aligning boundaries of different datasets helps understand the relationships between records and datasets.

Connect the dots

Analytics



Do you know what your data could tell you? What location information could help in taking that next step, or in understanding your organization even better?

Adding spatial to your analytics reveals patterns that hide in the usual tables and graphs



DISCOVER NEW RELATIONSHIPS
Find out how locations are interacting in the networks that connect them.



SEE IF SOMETHING'S OUT OF PLACE
What's not where you expected it to be?
Why is it there?



RECOGNIZE IMPORTANT PATTERNS
Explore where high and low values group together and where your data tends to cluster.

Use where to say “WOW”



Forecast

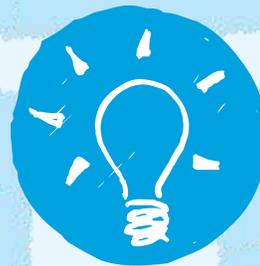
Answering your “Where” questions adds a new dimension of understanding for your business. But what about the “Wheres” that haven’t happened yet? Seeing opportunities and preventing pitfalls before they happen can make all the difference.

DYNAMIC SIMULATIONS

Integrating your location data with external data sources on the fly allows for powerful scenario-generation capabilities.

MODELING AND FORECASTING

Once you understand where something has happened before, you can already start to predict where it will happen next.



COGNITIVE ANALYTICS

Enhance your decisions by leveraging artificial intelligence, machine learning, and natural language processing with location data.

Either you had
this idea....
....or you didn't.



Look around

Enrichment



With the proliferation of location-aware mobile devices and socially-enabled platforms, location information is being collected everywhere. Enrich your data with these additional data to give context and additional insight.



CONTEXTUALIZE

Add other elements such as spatial demographics, financials, and transportation networks to paint a complete picture of your business, empowering superior decision making.



CONSUME DIGITAL EXHAUST
Mobile apps collect a wealth of location information to understand consumer behavior over space.



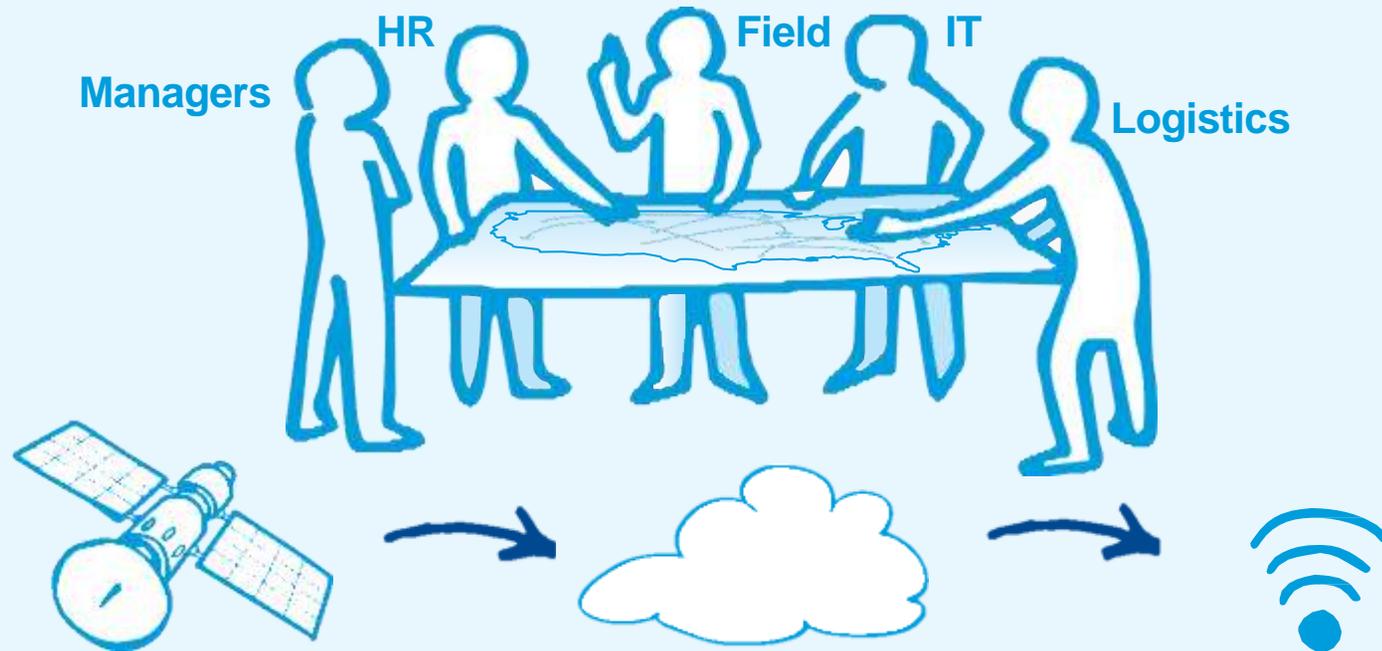
ENGAGE THE CROWD
Find common interests in volunteers to collectively compile data.

Spread the word

Collaboration



The management and integration of geospatial data enables your team to identify seemingly disparate relationships and make game-changing calls.



INTEGRATE GEOSPATIALLY

Search for the best provider of geospatial data. Many providers have entered the market, and the market is only getting more competitive. Look for what services best integrate with your needs.

STORE IT IN THE CLOUD

Consider using a cloud environment. Look for providers with distributed server farms with high reliability to ensure you're never left out in the cold without your data!

MAKE IT ACCESSIBLE

Create a self-serve interface for stakeholders to engage with your data. Think about how your stakeholders are likely to use your data.

Make it yours

Integration



Develop a customization strategy that gets your team to “think spatially” and leverage your geospatial data to solve problems.

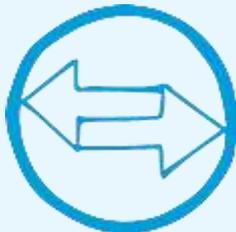


DEVELOP A GEODIGITAL STRATEGY

Define the vision to create long-term competitive positions that realize your geospatial potential.

ANALYZE THE ROI OF TECHNOLOGY INTEGRATION

Analyze the cost and time savings of geospatial technologies that enhance the use of maps and spatial data, or integrate new geospatial tools into organizational workflows.



INITIATE ENTERPRISE GOVERNANCE

Provision a common infrastructure for the data, services and applications comprising the enterprise geospatial platform.

INCORPORATE GEOSPATIAL ANALYTICS INTO EVERYDAY WORKFLOWS

Support mission delivery and improved productivity through the use of geospatial tools, easier access to information and more robust analytical capabilities.



IT'S 10 PM, DO YOU KNOW WHERE...

Where should we start with geospatial analytics?
Where do we go next?

LEADING: WHERE SHOULD I LOCATE TO SERVE PROJECTED DEMAND?

Advanced use and enterprise coordination of geospatial technology with continuous improvement methodologies.

ADVANCED: WHERE SHOULD WE REROUTE OUR SUPPLY LINES DURING A DISASTER? Mature capabilities and practices with proper governance.

Processes used to drive business outcomes.

DEFINED: WHAT SUPPLIERS ARE WITHIN 50 MILES OF EXISTING FACILITIES?

Consistent capabilities used to drive business outcomes.

Defined management and processes communicated.

DEVELOPING: WHERE ARE MY SUPPLIERS?

Basic mapping and ad hoc geospatial analytic capabilities loosely woven with little consistency.

NON-EXISTENT: WHERE AM I?

No or limited capabilities. Data not spatially enabled.



GEOSPATIAL MATURITY CURVE

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