Map of the Future

Wouter Brokx

CEO
A City is made of People
THE INTERNET OF THINGS
We understand we have the ability to impact the changes affecting everyone.

Our technology and approach facilitates continuous **learning** and **accelerates** the road from sensing change to **decision making** and action.

We aim to support **simplified actionable information** to create a smarter better world for all.
Relate the Real World to the Virtual World

Understand the dynamically changing world

SENSING CHANGE

SOFTWARE
We are in the 4th industrial (r)evolution

WEF Report by Dr. Schwab:

“4th industrial revolution is different; it takes place at exponential speed”

“Also, it has a disturbing effect on almost every industry in every country.”
WHY are we using maps?
WHY do we need a NEW map?

• Static
• Providing data, not answers
• Reflection of what was
• Not communicating information

• Maps have become a goal, and used as an end-result
MAP OF THE FUTURE

- Fresh
- Provides answers
- Is portable & personal
- Makes sense
WHY is that relevant?

Total Public Works maintenance

€ 225
Per citizen / year

40% of roads is older than 1980

Maintenance cost of roads:
€ 67 per citizen

Maintenance cost of green:
€ 47 per citizen

10 billion Spent annually on maintenance of public works

Per citizen:

49 m² Green
58 m² Road

Per 100 citizens:

20 lamp posts
52 trees

Per 1000 citizens:

14 garbage cans
13 playgrounds

over 40% of municipalities has insufficient budget

over 32% feels cost cuts
IT IS ALL ABOUT LOCATION

TAXATION

EMPLOYMENT

PARKING

ROAD MANAGEMENT

GREEN SPACE

REGISTRATIONS

TRAFFIC

NETWORKS
Theun Wijbenga
Alderman Tynaarlo Municipality
A DYNAMIC INFORMATION EXPERIENCE
Dynamic Monitor Roads by Imagem and Antea Group Nominated for Geospatial Excellence & Innovations Awards

Youtube "Using Hexagon Smart M.Apps in the Netherlands"
HOW does it work?

Content  Workflow  Analysis  Visualisation

Lightweight, targeted information services

Value

SaaS - Hybrid Enterprise
New way of communicating
A clear and transparent answer

Combination & link between data – Better insight

SaaS solution – low costs – fast lead-time from development to production

Combining different sources and data – Hybrid and High Volume

Policy monitoring – Measure the effect of a decision
New Experience, New Business Model

New Users, New Business Partners

New Solutions, New Propositions

Not only GIS

Not only BI

Not only STATISTICS

A new way to communicate dynamic information!

HEXAGON SMART M.APP®
Start local, act global
“It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change.”

— Charles Darwin
Your invitation to innovate

Booth 9

Smartmapp.nl

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