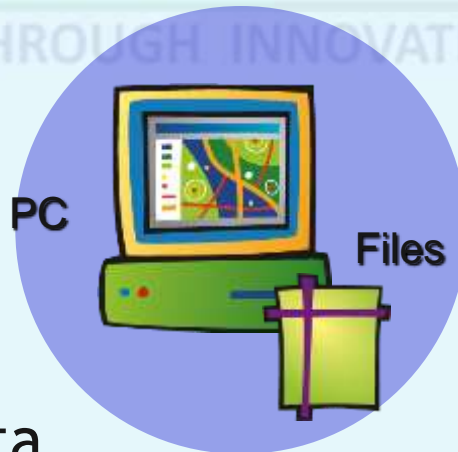
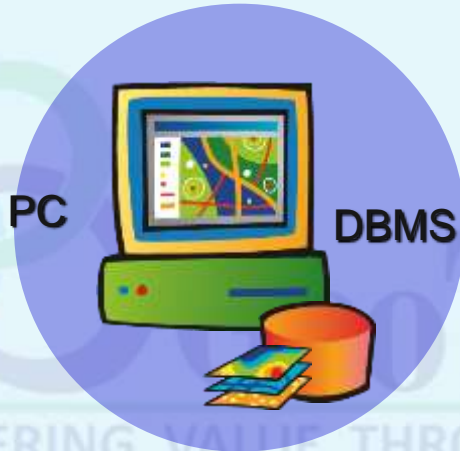


Everything Happens Somewhere: Rising Awareness of 'Where'

- ▶ Increasing awareness of location services
- ▶ Access to “Free” on-line tools and locators
- ▶ Changing expectations
 - ▶ Aesthetics
 - ▶ Interface
 - ▶ Cost!
- ▶ Fast food type consumption of Location information/ Location Reliant Culture
 1. Web/Mobile
 2. In-Car Navigation
- ▶ Location is getting Mainstream
- ▶ Every Industry is interested in Location

Issues Accessing Geospatial Data



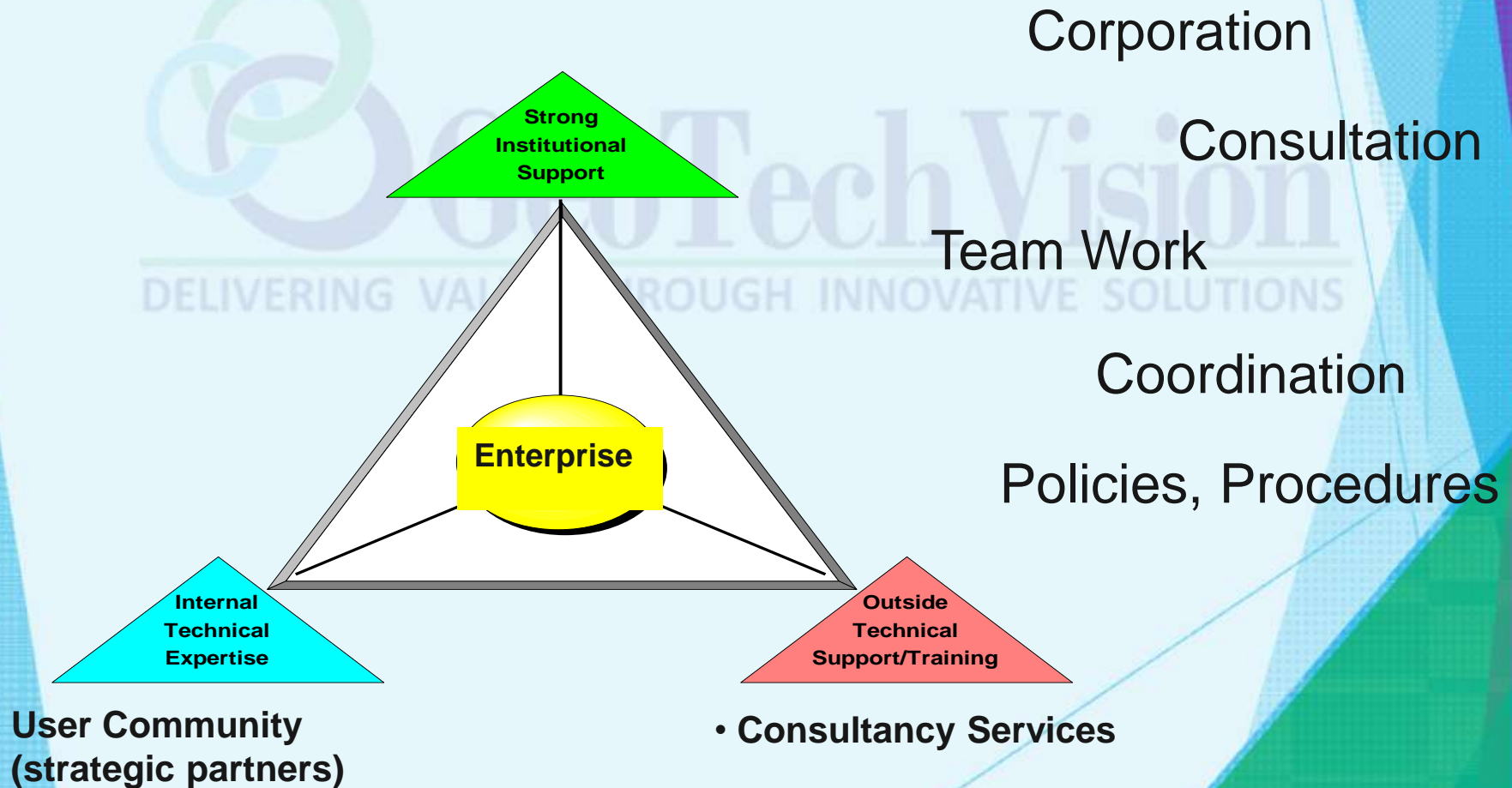
Courtesy: ESRI

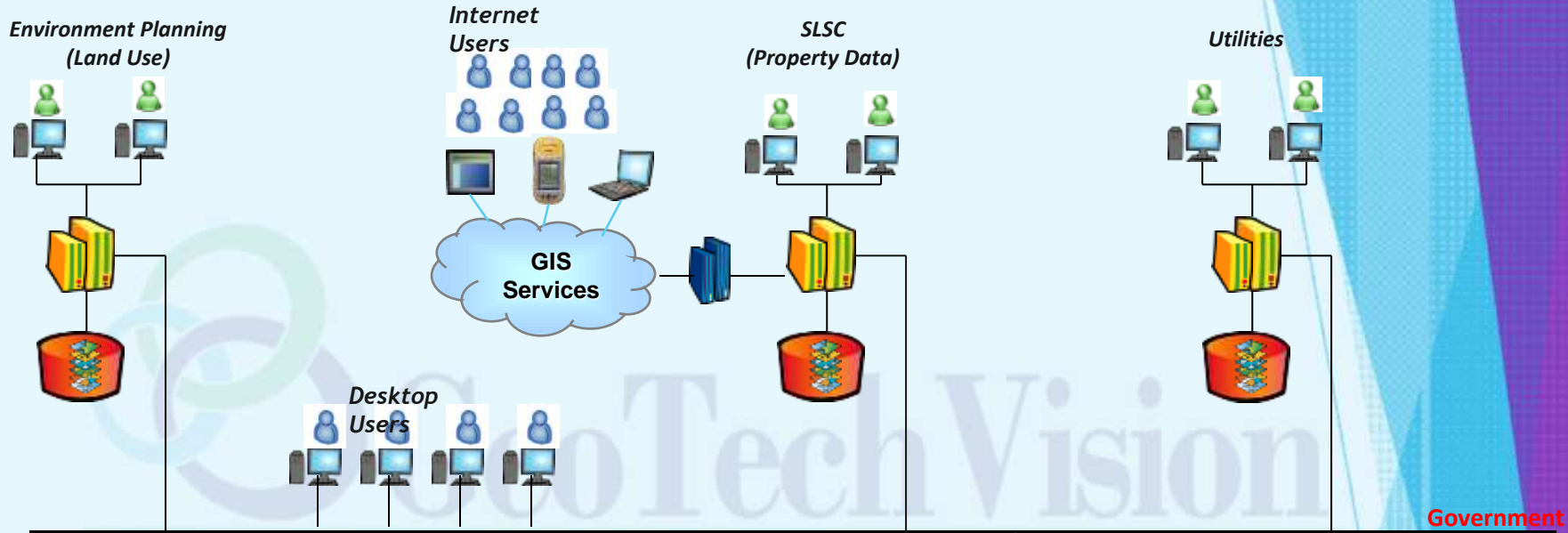
- Silos of Geospatial Data
- Non Existent Metadata
- No Mechanism for Data Discovery

“No true efficiencies to be gained in isolation”

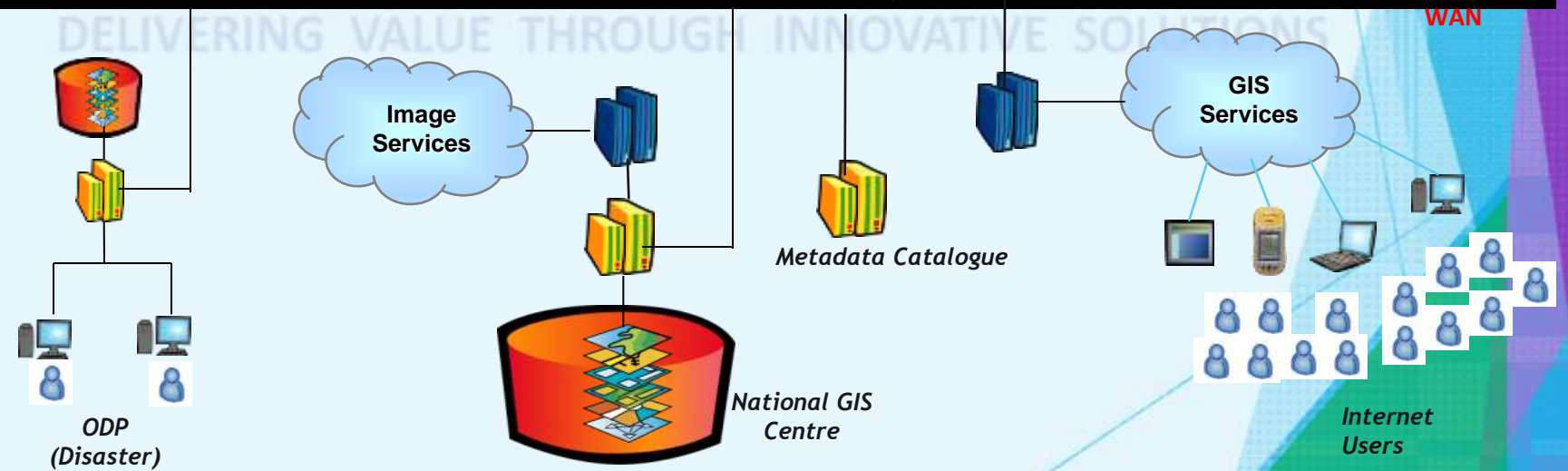
VISION BASED ON THREE TIER APPROACH “Team of 3” Pyramid

BUILDING BLOCK APPROACH





Government WAN



Conceptual Model

Change in Direction...

- **Better Business Models**
- **Integrated business processes**
- **Not just about Visualization but gaining new knowledge**
- **Transforming the way we do business**
- ▶ **Seeing the Big picture**
- ▶ **Growing ecosystem of new ventures**
- ▶ **geospatial permeating all kinds of processes**
- ▶ **Consumers are driving the direction**



Better Insight ⇒ Better Decisions

**In Government
Better Decisions ⇒ Good
Governance**

DELIVERING VALUE THROUGH INNOVATIVE SOLUTIONS

**For Businesses
Better Decisions ⇒ Greater Profit**

