



Briefing to
Oman GeoSpatial Forum

on

Economic Value of Location Intelligence

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Matthew Pennells

“I help companies and governments realise the potential of information management”

Key Skills:

- Smart cities advisor
- Location intelligence specialist
- Location driven business transformation
- Digital transformation strategy and road maps
- Proposition development
- Executive engagement and change management
- Data insight, education and visualisation
- Extensive experience in multiple industry sectors
 - Government
 - Commercial
 - Humanitarian and Disaster Management



ConsultingWhere

Who

- Team of business consultants and subject matter **experts**

What

- **Independent**, offering impartial advice and facts

Where

- Offices in UK and **UAE**

Location Intelligence

What is Location Intelligence

Data with location

that when analysed

- Gives meaningful **insight**
- Identifies **relationships**
- Makes or supports a **decision**
- Provides **efficiencies**
- Solves **problems**

What is Location Intelligence

Language

We may know it as GIS, just remember others may not

Value

Value Chain

The value chain:

Supply

- Data Collection
- Cost

Supply

- Aggregator
- Sale

Demand

- Analysis
- Value Add

Demand

- Consumption
- Decision

Spatial / Location is unique value add





Business Case

Why do we need business cases?

- “Increasing pressure is on technology directors to prove the link between IT investment & the company’s bottom line”

Gartner

- “It is no longer the glamour of technology, but the return on it, that is driving customers”

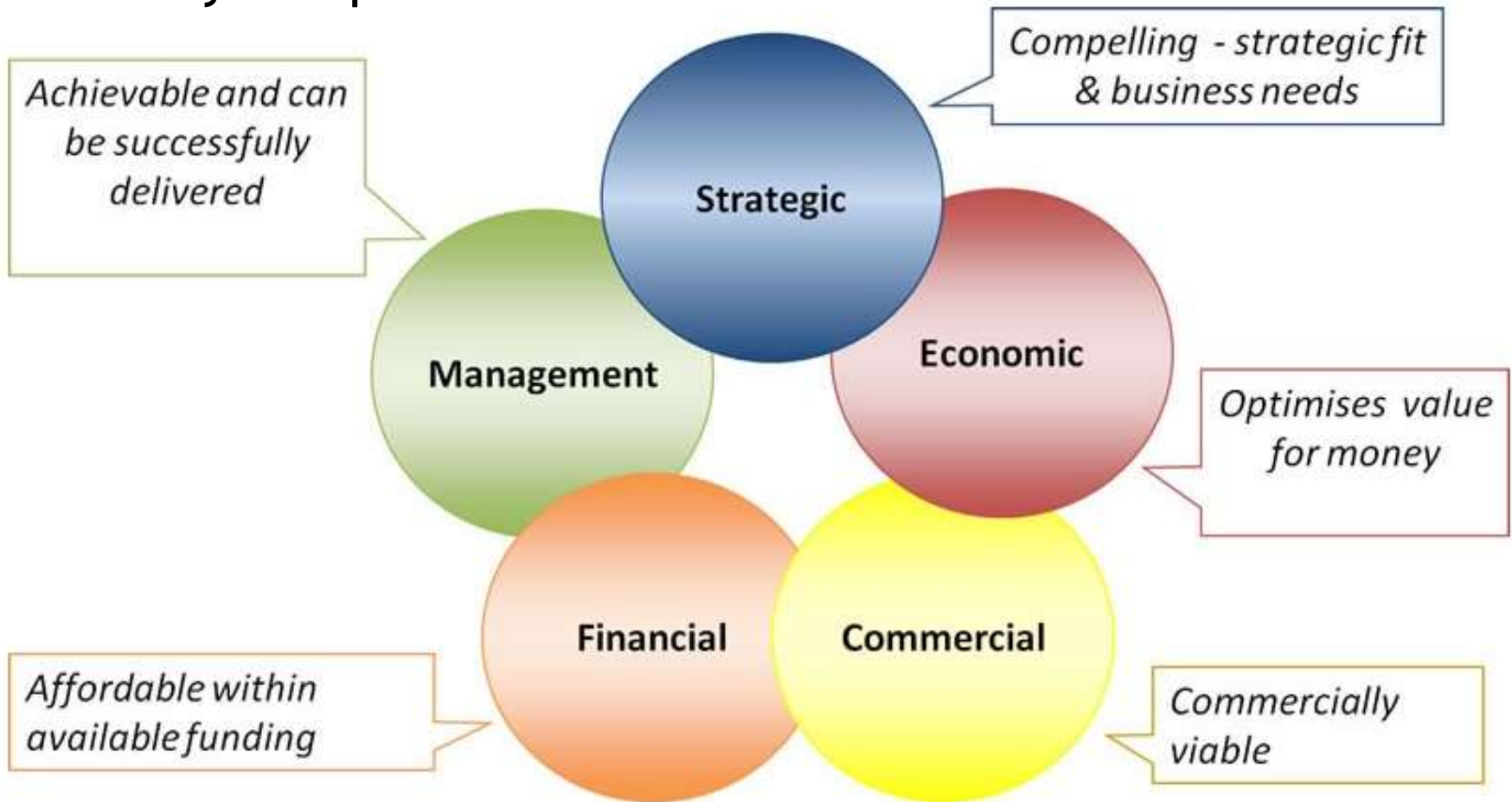


- “IT decision makers do not have much trust in the vendor supplied metrics. They need to see customized & detailed metrics for the specific solution offered”



The business case

The key components:





Some examples

ConsultingWhere Studies

- Including location data in public services
 - 1:2.5 ROI
- Value of addressing in the UK
 - £4 benefit for every £1 spent
- Value of 3D in Europe
 - Value chains for urban planning, valuation, flood management
- Open data sharing in London
 - Linked to savings lives
- Art of the possible & roadmaps
 - Helping people reach their vision (many clients)
- SDI return on investment
 - Building the case for SDI costs (Government client)

Challenge

SMART?

Innovate

Justify

Deliver

ConsultingWhere Thoughts

- Addressing
 - Helps taxis, ambulances, economy
- Emergency Management
 - Coordinate saves lives
- Banking
 - Fraud detection, asset protection
- Customer service / community engagement
 - Location answers questions, provides promotion
- Land management



Shukran

Questions?

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