

# 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**

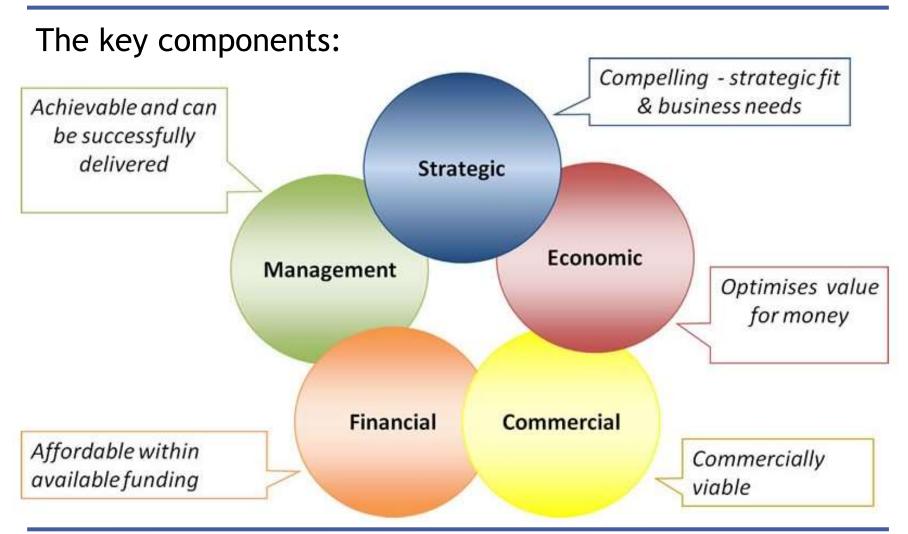
# Why do we need business cases?

- "Increasing pressure is on technology directors to prove the link between IT investment & the company's bottom line"
- "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"



Quality In Everything We Do

#### The business case







## 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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