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EXAMPLE 7 TRAITS to put you on the map

Know what's where See the big picture Connect the dots Get it right Use where to say "WOW" Look around Spread the word Make it yours

Finding your way

Location is associated with everything we do. From Transportation to Health Care, Telecoms to Government, the fact is, everything is somewhere.

Geospatial analytics helps move beyond general awareness by looking for trends that provide historical perspective and predictive insight. With the proliferation of location-enabled mobile devices, the amount of geospatial data is increasing at a tremendous rate.



Location matters. The question is, how do you get where you need to go?

How can geospatial help?

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



Where are you?

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

How we help

The Deloitte Geospatial Analytics practice helps clients realize the power behind their spatial data and provides the strategy needed to leverage it.



Location Strategy: Identify opportunities for clients to "geo-enable" their business processes to achieve critical outcomes.

GIS Technology Strategy: Build consensus on strategic direction and the proper pace of change and integration of geospatial technologies.



App Development: Customized web/mobile mapping solutions.

Interoperability Engineering: Enterprise architectures and integration of geospatial technology into enterprise systems.

Data Services: Continual improvement in the way geospatial data is controlled, managed, analyzed, and shared.



Spatial Analysis: Use GIS and advanced statistical software to understand spatial relationships.

Geospatial Visualization: Display large volumes of complex data on maps across a number of platforms (GIS, BI tools, etc.) to reveal patterns and trends.

Know what's where

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

- 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.
- **GEOPARSING**: Uncover geographic identifiers from unstructured text to determine referenced locations.

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DIGITIZE: Create your own location-based dataset from historical records or surveys.

- 5 GEO-SENSORS: Use the "digital exhaust" from
 - "digital exhaust" from mobile or field sensors to find locations of people or assets.



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 everywhere you work with interfaces that know where they are and what's relevant.

Connect the dots Analytics

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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



Manufacturing Customers Packaging



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.

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.

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

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 individual behavior over space.



ENGAGE THE CROWD Find common interests in volunteers to collectively collect and combine 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.

Managers

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

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 selfserve 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.



Deloitte Geospatial Analytics Where it matters

With decades of industry-leading analytic and executive advisory experience, the Deloitte Geospatial Analytics practice helps government and commercial clients around the globe leverage the power of location to gain critical insights for improving their mission outcomes. Our dedicated team of analysts, software developers, data scientists, and strategists couple innovative data-driven approaches with cutting-edge geospatial solutions to deliver results — where it matters.

To find out more, visit www.deloitte.com/geospatial

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