



# Fostering the potential of geospatial : Revealing the Intelligence of “Where” Using Location Analytics

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## Current Landscape

- More and more organizations relied on Business Intelligence (BI) to determine “what” happened and “when”

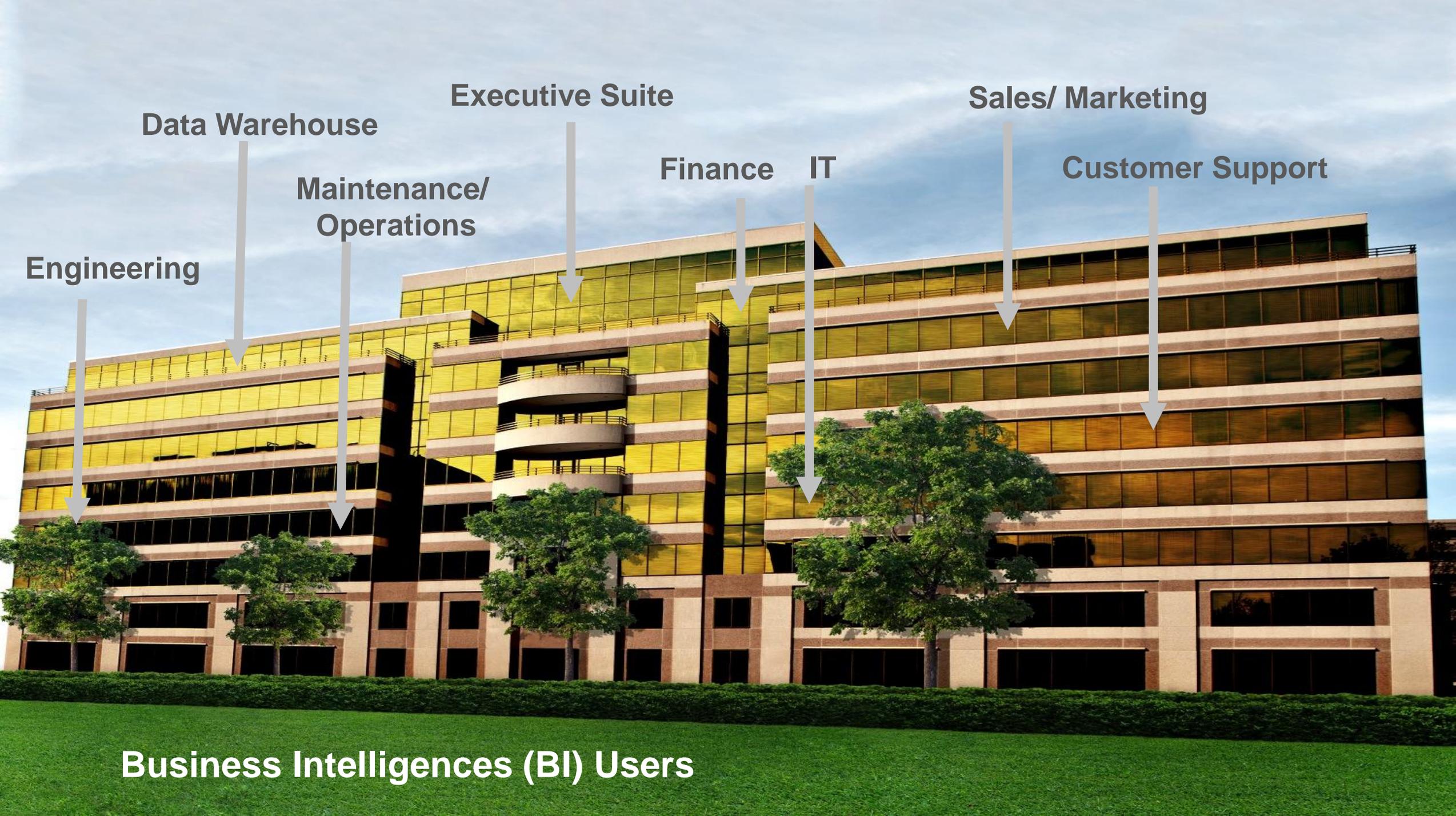
*Gartner survey :*

*“CIOs list BI and analytics technology as among their top priority”*

- Location Analytics helps to provide in the context of “where”

*Deloitte:*

*“Time and place underpin everything that happens in our lives and everything we know and learn about the world”*



Engineering

Data Warehouse

Maintenance/  
Operations

Executive Suite

Finance

IT

Sales/ Marketing

Customer Support

Business Intelligences (BI) Users

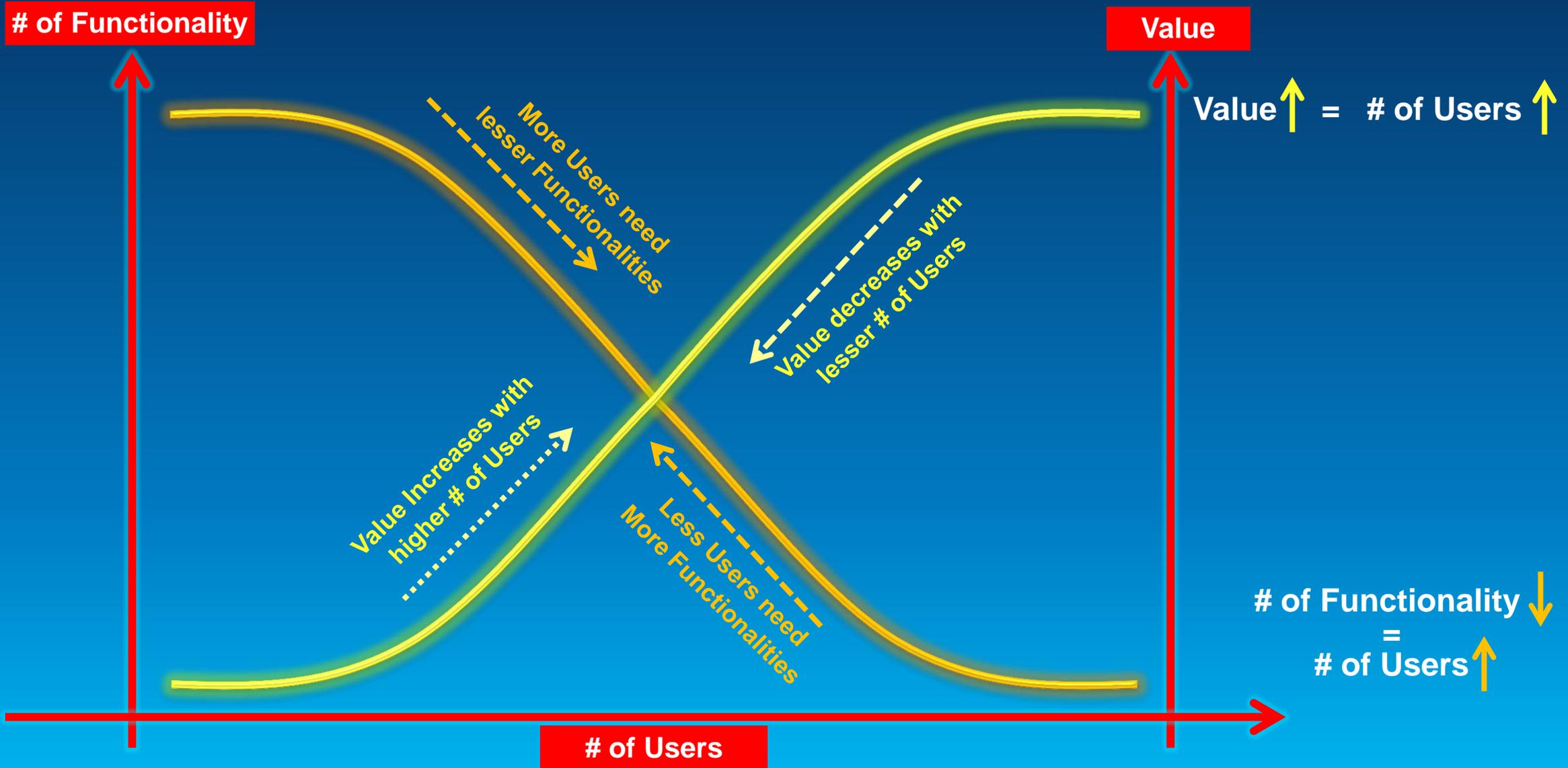
**GIS Dept**



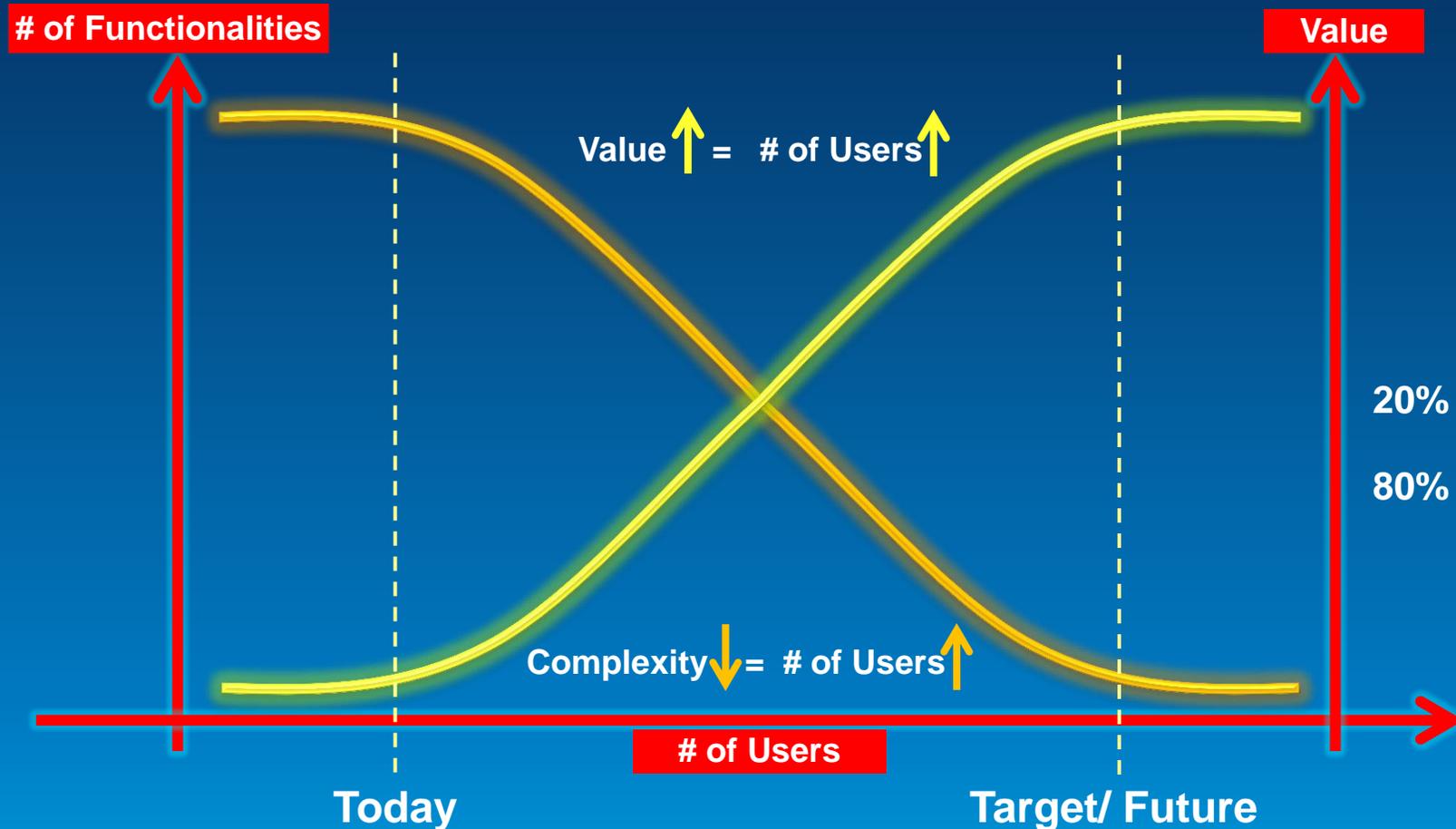
**GIS Users**

**GIS Users**

# “Complexity vs # of Users vs Value” Curve



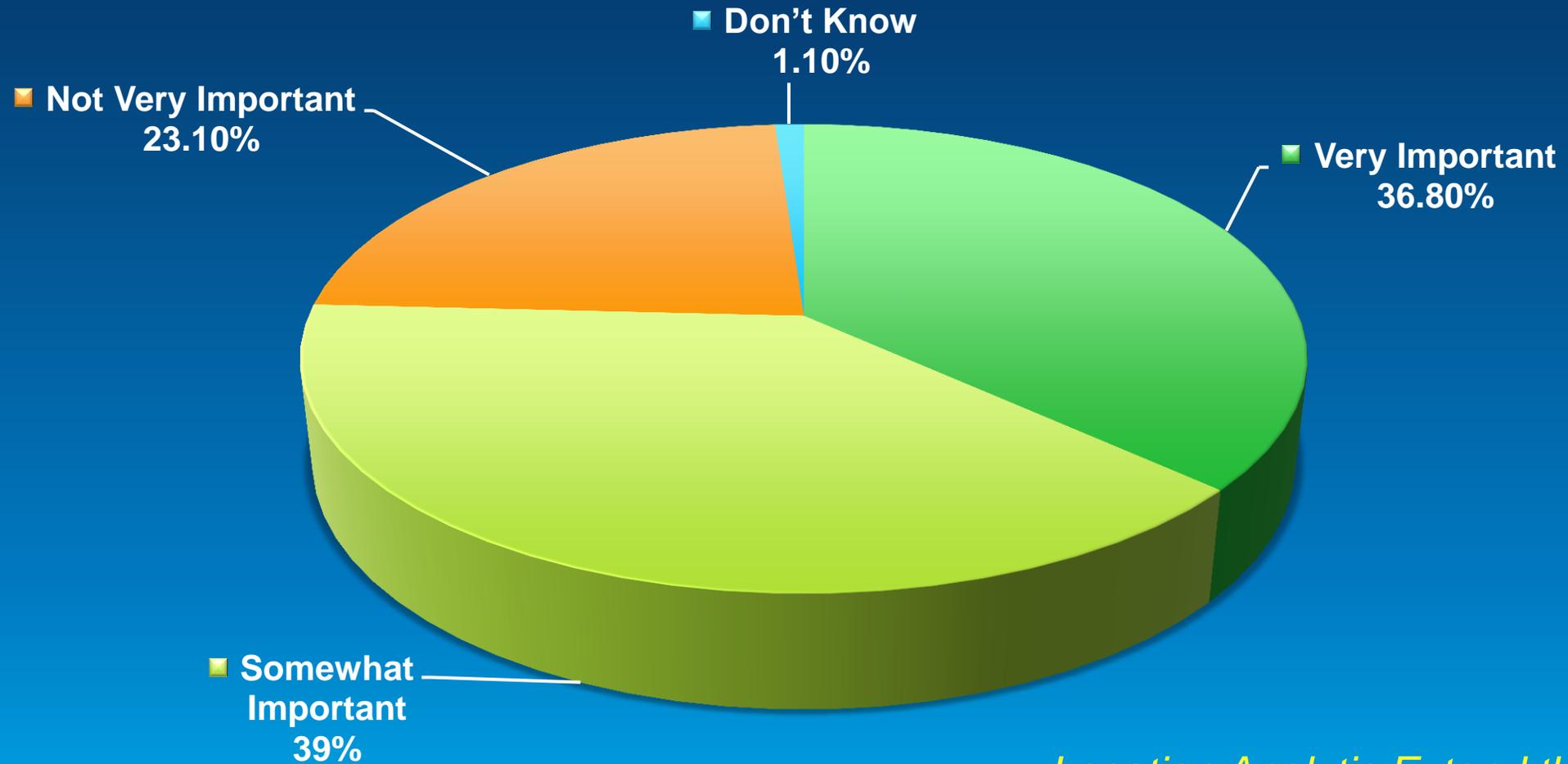
# “Complexity vs # of Users vs Value” Curve



- Complexity = High
- # of User = Low
- Value to Organization = Low

- Complexity = Low
- # of User = High
- Value to Organization = High

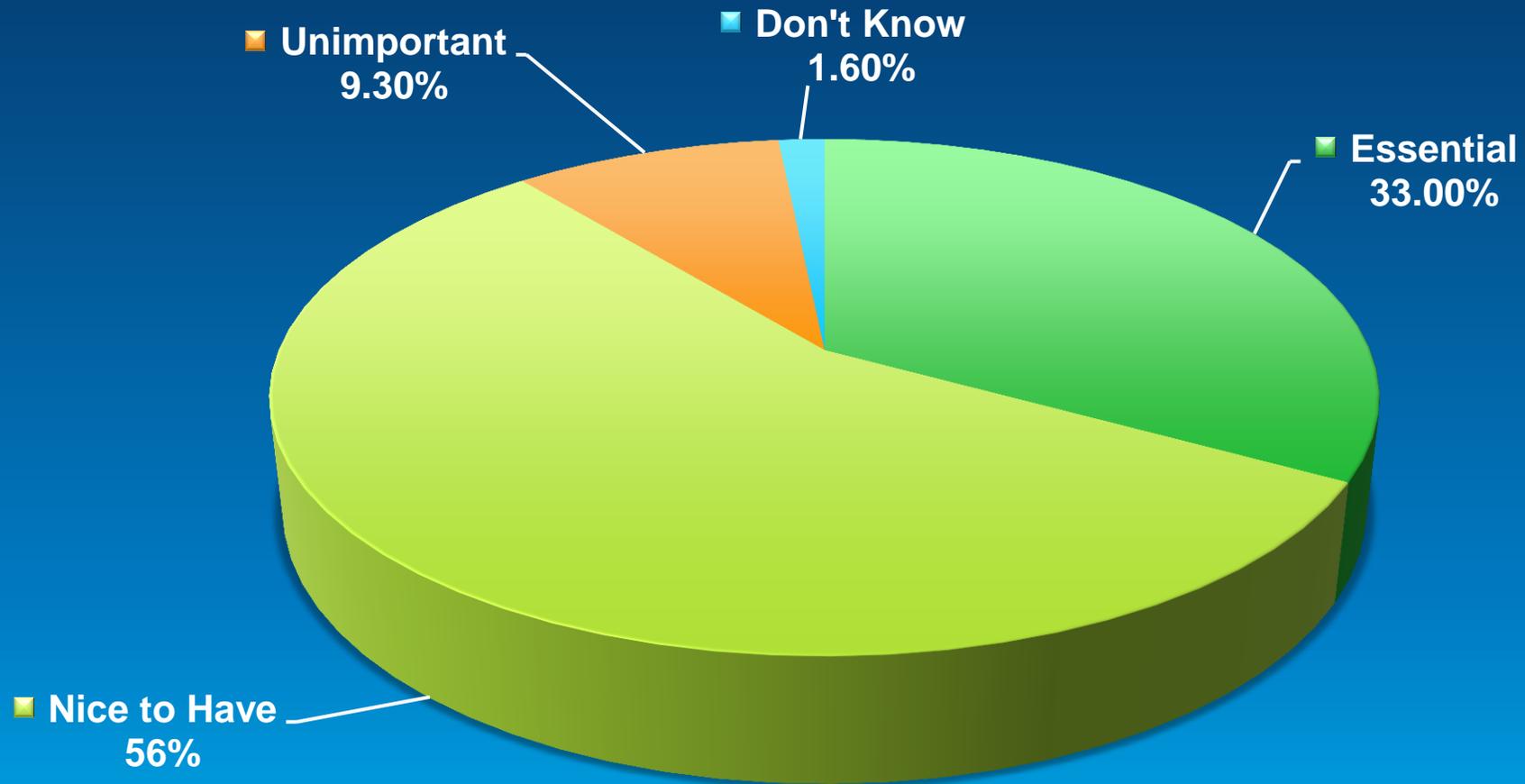
# Importance of Viewing Data on a Map



*Location Analytic Extend the Value of Traditional BI Applications*

Source : TechTarget/Esri Survey 2012.

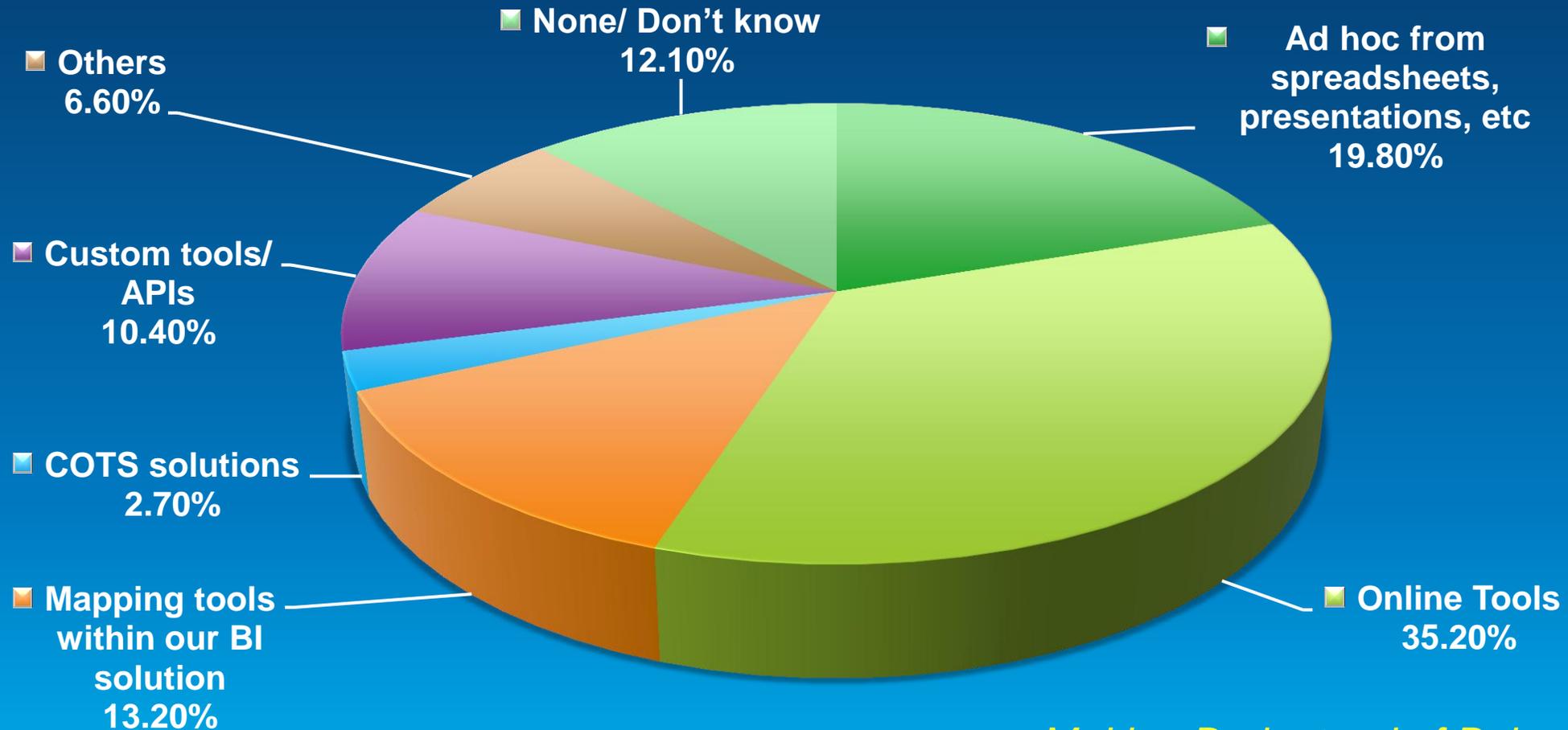
# The Role of Mapping in Business Intelligences Activities



*A Disconnect between Perceived Value and Prioritization*

Source : TechTarget/Esri Survey 2012.

# Means Used to View the Location Component of Data

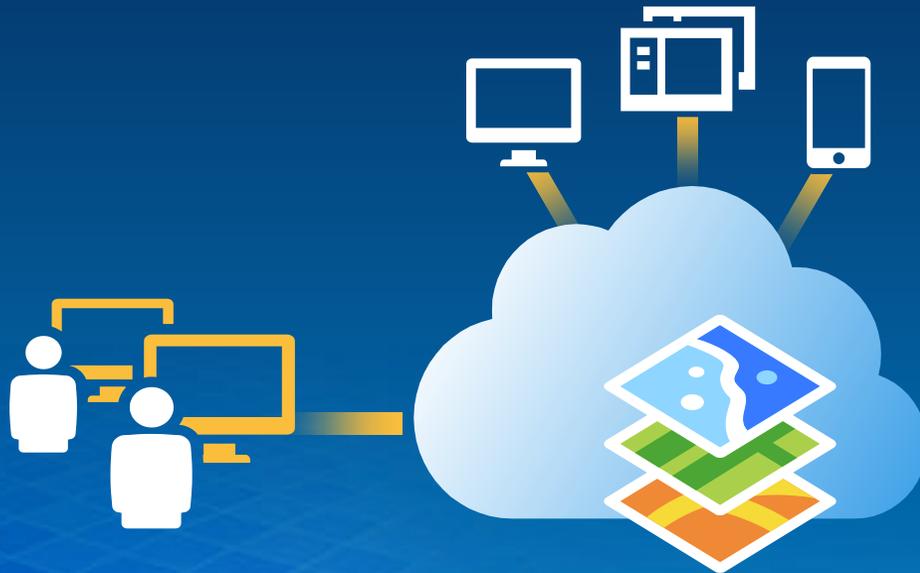


*Making Do instead of Being Strategic*

Source : TechTarget/Esri Survey 2012.

# New GIS Needs to Supports Two Communities

**GIS Professional**  
(Geocentric Workflow)



**Enterprise User**  
(Simple/Easy/Anywhere)

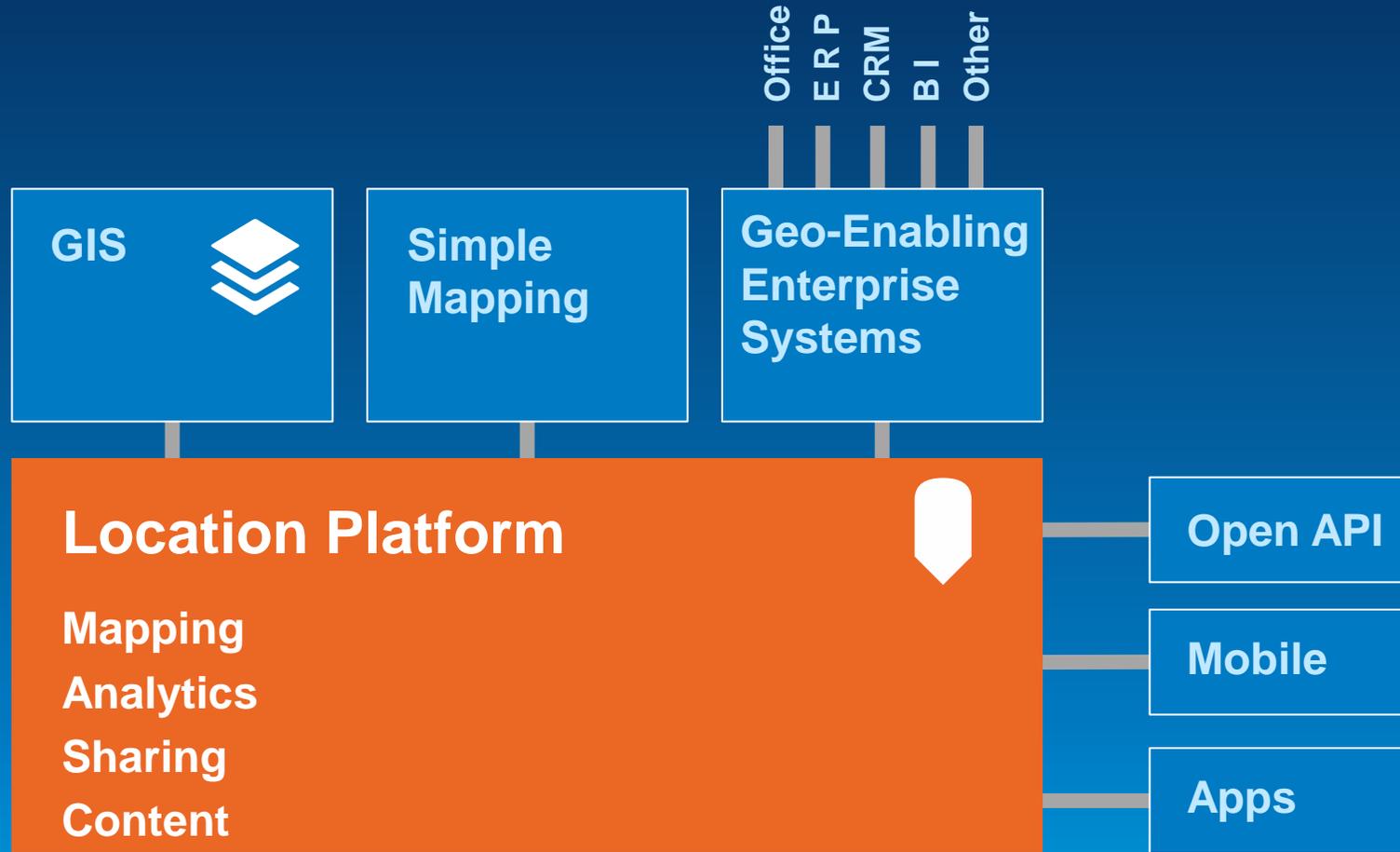
- Comprehensive System
- Data management



- Open / standards Based
- Integrated with Enterprise

*Providing a Common Integrative Platform  
Empowering GIS Professional  
Geo-Enabling Enterprise Users*

# Web GIS Geo-Enables Enterprise Architecture



**Location Analytics**

Simple for us, amazing to  
“new” users...

## **Easy, Smart Mapping**

Map your data the way you need to

## **Bi-Directional Map-driven Analytics**

Use the map as a tool for your analysis

## **Authoritative Geographic Content**

Use to gain new insight & turn it into action

## **Work Together**

One map, available to everyone, anywhere, on any device

## **Enterprise Class**

Secure, scalable, deploy in cloud or on-premises

## Summary – Key Takeaways

- **The use of maps to view business data in its geographical context is growing in importance**
- **A gap exists between the growing awareness of the importance of location-based data and the ability of organizations to make effective use of the data**
- **Far too many BI users still rely on ad hoc tools versus applications designed to analyze the geographic relationships in BI data**
- **Most user associate data mapping with traditional GIS (comprehensive system) rather than with newest generation of BI-specific GIS tools available to support this mapping**
- **Seamlessly empower your BI users with simple BI-specific GIS tools will foster the hidden potential of geospatial**



**Fostering the potential of geospatial – From Back Office to Every Office**



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