

YOUR GEOSPATIAL INDUSTRY MAGAZINE

GEOSPATIAL WORLD



Price: INR 150 / US\$ 15 Subscriber's copy. Not for Sale

JANUARY 2016 » VOLUME 06 » ISSUE 6 | ISSN 2277-3134

www.geospatialworld.net



INDUSTRY INSIGHT

ANNUAL EDITION 2016

The geospatial industry is going through a great churning to discover new processes and business models. Catch up with the pathbreaking innovations and technologies

R.N.I No - UPENG/2010/34153; Registration no: UP/GBD-136/2014-16
Publication: 10th of every month | Posting: 15th / 20th of every month



80% of Data has a Locational Context

Businesses are investing in IT systems to unlock the hidden value of data – not only internal business data, but the vast quantities of social and IoT data to gain deeper insights

The technology industry continues to remain in a state of flux with constant innovation and advancement. The advent of social, mobile, Cloud, and increasingly the Internet of Things has led to a growing deluge of data, in excess of trillions of bytes being generated daily. It is generally acknowledged that around 80% of data has a locational context. As a result, businesses around the world are realizing that adding a geospatial dimension to data provides insights far deeper than is otherwise possible. Therefore, digital map data is rapidly becoming an integral and essential part of decision support systems.

Constant advancements in technology is cutting down gestation periods and shortening innovation life span. Convergence, integration and pervasive Cloud-based business solutions

are key trends that are driving and shaping the future growth of geospatial technologies.

The convergence of geospatial technologies with industry-specific information systems has enabled the harnessing of true potential of geospatial information for improving the productivity and efficiency of enterprises cutting across industries.

In today's world, geospatial technologies are significantly enhancing the quality of decision support systems resulting in more effective business and public governance processes.

Platform-agnostic integrated solutions

Our approach has been to develop integrated solutions that are platform-agnostic. Envisaging the market trends over the past few years, we have developed a repository of sophisticated IP that integrates geospatial information with mainstream IT systems. These Cloud-enabled IP-based solutions are at the heart of numerous solutions for effective decision making enriched with locational intelligence.

This approach has placed Rolta at the forefront of IT companies that provide field-proven solutions leveraging geospatial technologies to solve real-world problems.

The relentless innovation in the last decade has clearly resulted in hardware becoming commoditized. Furthermore, the advent of mobility and pervasive computing enabled by the Cloud has drastically changed the revenue matrix and IT investments models for businesses. Increasingly, businesses today are investing in IT systems to unlock the hidden value of data — not only the internal business

data, but the vast quantities of social and IoT data to gain deeper insights into consumer patterns and thereby gain a competitive edge.

Geospatial technology has become more accessible due to its online usage for mapping, directions and decision-making. Cloud computing helps many geospatial users to avoid the expense of hardware and focus more on their ability to manage and process data. The ability to manipulate and process data in a shared high-performance computing environment allows a user to access data from any location. Another tremendous change is the rapid rise of mobile offerings. Now, users can access smart apps that tap into data and analytics to support specific workflows.

Today, more than ever, businesses are expecting their employees to work on the go. Whether they are at a client site, travelling, or working from home, employees are increasingly relying on mobile devices and the pervasive computing enabled by the Cloud. Businesses, therefore, can no longer rely on individual products and are increasingly focusing on seamless system integration and workflow solutions. Integration through Web Services, such as OGC Web Services, make the data accessible to address spatial information needs over global networks, including mobile devices.

Geospatial technologies entering the IT mainstream

There is overwhelming evidence that integration of geospatial systems into mainstream business and e-governance processes leads to enhanced effectiveness. With the proliferation of Web-based geospatial data and GPS-equipped smartphones, we are clearly seeing these restrictions and limitations disappearing and geospatial technologies entering the IT mainstream.

Rolta has been at the forefront of developing intellectual property that

integrates spatial and non-spatial data from disparate sources. Our endeavor has been to build industry-specific solutions that combine vertical domain knowledge with geospatial and IT expertise. These 'productized' solutions can be rapidly deployed for a faster RoI.

Fast turnaround time is the deciding factor impacting business bottom lines. Companies cannot afford to reinvent the wheel. It is, therefore, natural to have synergetic collaboration and partnership to stay ahead of the competition.

As I mentioned earlier, 80% of the data has a locational context and clearly mainstream IT companies, such as Amazon, Microsoft, Apple, Google, etc., are enriching their products and services with locational capabilities. This trend will undoubtedly increase the proliferation and adoption of geospatial technologies. Rolta has moved up the value chain from geospatial data creation to the development of geospatial fusion and geospatial analytics. Geospatial technologies will become an integral part of modern business solutions and decision-making. 🌐

K.K. Singh

Founder-Chairman
& CEO, Rolta

