

What is location intelligence?

Location intelligence

Location intelligence is the capacity to organise and analyse information with respect to geographic data contained in that information. Location intelligence has a long history of providing useful insights in industries like telecommunications, oil & gas, local government, and utilities. More recently, the business world at large has begun to understand and seek access to the valuable insights that it provides.

The value of location intelligence

Any major business decision is made using a complex set of criteria, typically taking financial, operational, technological and other factors into consideration.

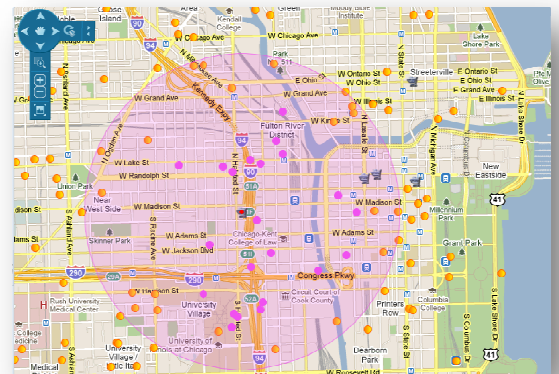
Location intelligence offers an additional perspective, based on geographical relationships.

Combining geographic data with other commonly-used business information provides organisations with the opportunity to gain critical insights, leading to improved decision-making, process optimisation, and improved business performance.

In many cases, location intelligence comes into play already, particularly where physical asset location is at stake.

For example, selecting a new location for a retail operation combines financial priorities (cost per square metre), operational priorities (size of available units, duration of the lease offered), and priorities around branding and perception (brand profile of neighbouring retailers, reputation of the area). Naturally, location intelligence plays an important role in the decision-making process, considering factors like proximity to other stores in the chain, routing from warehouse locations, and proximity to the target customer base.

Where physical assets are not part of the equation, location intelligence provides additional, valuable insights. For example, a marketing manager conducting a customer acquisition campaign in the B2C space would typically use demographic data to target potential customers. Examining the geographic spread of the demographic data enables the marketing manager to view and more closely target based on areas with high concentrations of their desirable demographics.



Accessing location intelligence: Using a GIS

Understanding the value of location intelligence is one thing – accessing it is quite another.

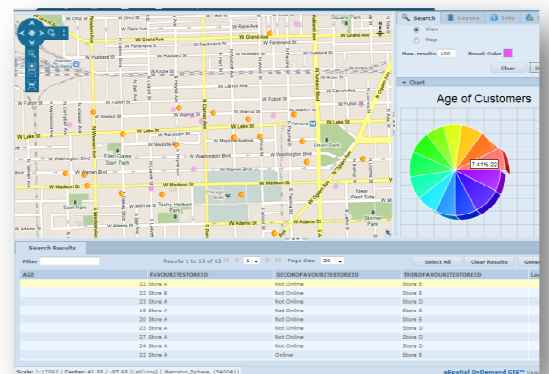
Your organisation already has a lot of data – but probably struggles to present it in an easily understood format that's suitable for analysis.

Using a location intelligence tool provides your organisation with clear visual representations of your data, making assessment and analysis quicker and easier. Data is worthless unless you understand and use it well – location intelligence is very well-placed to dramatically increase the value and utility of your data through its powerful visualisation capabilities.

Organisations who are new to the discipline typically struggle to find sustainable, workable ways to compare and present findings, often resorting to complex manual spreadsheet operations and painstaking pinpointing on Google Maps.

Organisations familiar with location intelligence use a GIS: Geographic Information System. This piece of software enables them to perform complex operations with relative ease, layering data with geographic components and creating visual outputs like maps, charts and graphs for quick, easy analysis.

Using a GIS also allows the organisations to save or update commonly used data layers, as well as integration between the GIS and business applications. This means that each new query doesn't necessarily involve starting from scratch, and that importing the most up-to-date data from an integrated source is quick and easy.



About eSpatial OnDemand GIS™

eSpatial OnDemand GIS combines the latest innovations in software delivery and usability with the traditional performance of in-house GIS, over the web.

eSpatial OnDemand GIS is an affordable, predictable, and scalable web GIS offering which provides an ideal enterprise grade hosted services delivery platform for geospatial applications.



About eSpatial

eSpatial is a leading provider of Geographic Information Systems (GIS), and a pioneer in the provision of location intelligence delivered via Software-as-a-Service (SaaS).

Our flagship product, eSpatial OnDemand GIS, is the world's first full-function available via SaaS delivery. It combines the latest innovations in software delivery and usability with the traditional performance of in-house GIS, over the web.

We are proud to work with leading technology partners such as Oracle, NAVTEQ and Digital Globe; and to count many leading organisations amongst our global customer base.

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