

Location Intelligence 2.0: Changing the Way Spatial Information is Used

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SUMMARY

Web 2.0 is fundamentally transforming the design and deployment of spatial information online. This technology evolution is creating new opportunities for individuals, communities, government agencies and businesses to use location intelligence to communicate, collaborate and connect in new ways.

Despite statistics indicating that the annual revenue resulting from the spatial industry is over \$2,223 million¹, the awareness of Geographic Information Systems (GIS) is still very low. By combining the transformational capabilities of Web 2.0 technology and GIS, there is a real opportunity to change the way people use spatial information. This evolutionary concept is called location intelligence 2.0.

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1. INTRODUCTION

Spatial information has long been the domain of researchers and cartographers. Through ongoing alignment with IT patterns, GIS techniques and methodologies have been adopted by an ever expanding field of professionals including engineers, town planners and surveyors to supplement their professional techniques, knowledge and skills with the rigour of location intelligence.

This ongoing trend has evolved to a new stage where geography is used as entertainment and social connection with capabilities via social media allowing all consumers to “Check-in” their favourite places, like the gym, Cafe, or local kebab shop. These applications, including Foursquare, GoWalla, Loopt, Geo Tweeter, Brightkite and Yelp, are available to users 24x7 via their mobile phones and computers. This interest socially is extending rapidly to the workplace, creating new opportunities for individuals, communities, government agencies and businesses to use location intelligence to communicate, collaborate and connect in new ways.

2. GEOGRAPHY ON THE WEB

This Geography on the web or the GeoWeb is a rapidly evolving Web 2.0 market of innovative data and software applications, including location-based services, social software, and even augmented reality, for both the web and mobile devices. Propelled by new location-aware smartphones, the GeoWeb is moving into the mainstream in front of and behind the firewall.

The rise of social computing patterns and technology within the enterprise and out towards clients, has given rise to the challenge of how to leverage your organisation’s spatial information assets for a demanding end user with much greater expectations on usability, access and content.

The 2010 report on intranets by Jakob Nielsen² said that an organisation’s employees increasingly expect “anytime, anyplace” access, and organisations are starting to evaluate what that means specifically to them for both textual information and spatial data.

3. LOCATION INTELLIGENCE 2.0

The concept of location intelligence 2.0 offers a whole new way to deliver, build and deploy geographic information both within organisations and out to communities of interest. The underpinning technologies are inexpensive, allow rapid deployments and are simple to use, but vitally, offer significant scope for the adoption and increasing usage of spatial information

in everyday business process and decision making; not only for government corporations and commercial organisations, but also extending to the customers, partners and key external stakeholders of these organisations.

Organisations can Author, Serve and Use geospatial information using the GeoWeb stack of technology and techniques, which take a pragmatic approach to the much hyped “Web 2.0” methods.

This approach enables easily deployable location intelligence systems to be built with broad reach to users through visual, interactive interfaces presenting timely, meaningful information with location intelligence 2.0 features that are now, much more widespread and that keep up with the expectations of an ever more demanding user.

REFERENCES

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2. Nielsen, J, 2010, Intranet Design Annual 2010: Year’s Ten Best Intranets, Nielsen Norman Group, Fremont, CA

BIOGRAPHICAL NOTES

Francisco Ortiz de Urbina is the Manager of Business Development Strategy at ESRI Australia. With a Bachelor of Geography (Environmental) from the University of Sydney, Francisco has been involved in the GIS industry for 15 years. Francisco has a particular interest in how the influence of new technologies are creating opportunities for the GIS industry, particularly regarding the role location intelligence can play in organising vast amounts of information in a simple and visual way.

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