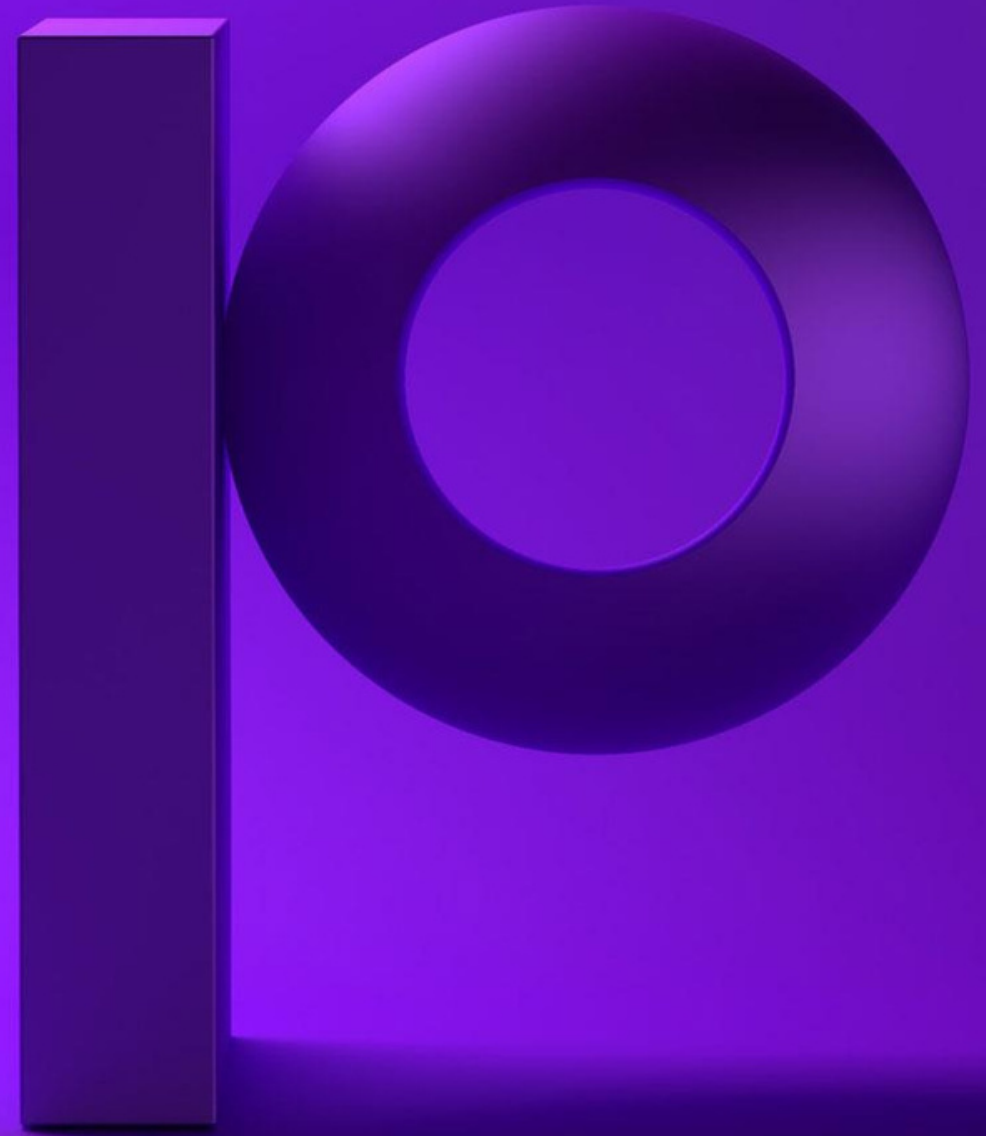


MapReveal software

Add context to business data with easy-to-use spatial analytics for faster, more confident decisions



Agenda

- Business challenges
- MapReveal software
- Business benefits
- Key differentiators
- Vertical use cases
- Optional product information



Business challenges

Insufficient access to location-based insights leads to:

Suboptimal decision-making, or lack of decision-making that has impact on revenue, costs, and increased risk

Missing out on potential opportunities for growth, such as new markets or untapped customer segments

Insufficient sales and marketing results due to a lack of data-driven marketing efforts

Making decisions on data that is lacking context, exposing organizations to misguidance and risks

Poor resource allocation and inability to plan effectively

Reduced competitiveness, loss of market share, lower profits, and low long-term viability

Working with spatial data is hard...

But non-technical users heavily rely on location data insights to drive better results in their respective operations.



Marketing



Call centers



Business ops



Urban planners



Public servants

Enable business users to quickly understand geospatial relationships and make decisions to:

- Increase customer satisfaction
- Better meet business-critical metrics
- Drive new business

MapReveal software

MapReveal business benefits

Streamline
and automate
critical business
processes

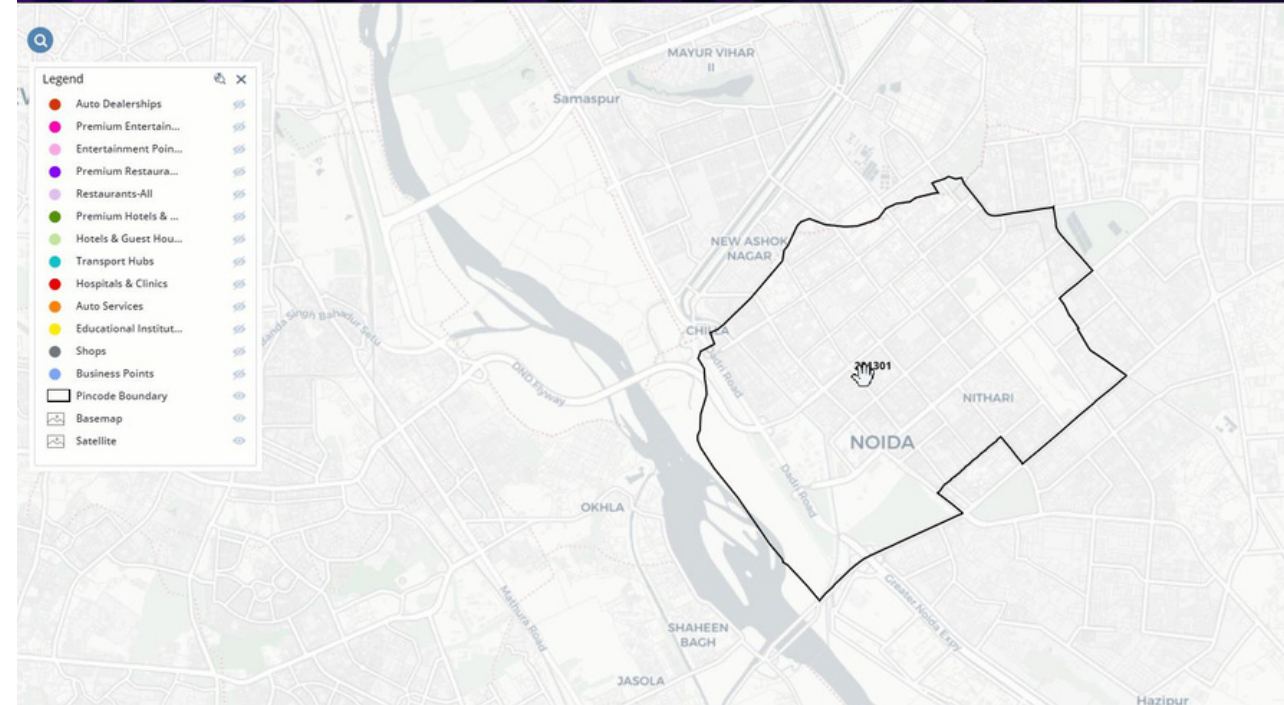
Inform strategic
business decisions
with location-
based context

Simplify access
to spatial insights
for business users

Augment your
analysis with a
data collection
toolkit

Simplify access to spatial insights

- Empower business professionals at all levels to explore and map data at the speed of curiosity
- Glean significant new insights that provide a competitive edge
- Deliver specific capabilities, designed for the people who need them with role-based access to data



MapReveal software

Tap into critical location insights not seen in charts and graphs

Unmatched spatial analytics capabilities

- Best-in-class map styling and spatial processing features
- Access location data available in different file formats
- Design forms and collect field data on mobile devices
- Choose to deliver insights via APIs integrated into existing business applications

Reveal critical business insights

- Easy-to-use web interface accelerates access to unique spatial insights for business users
- Sync field data to enhance geospatial analysis
- Establish role-based access to data

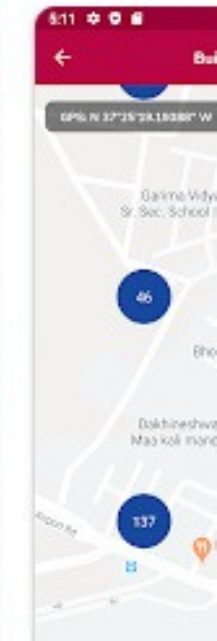
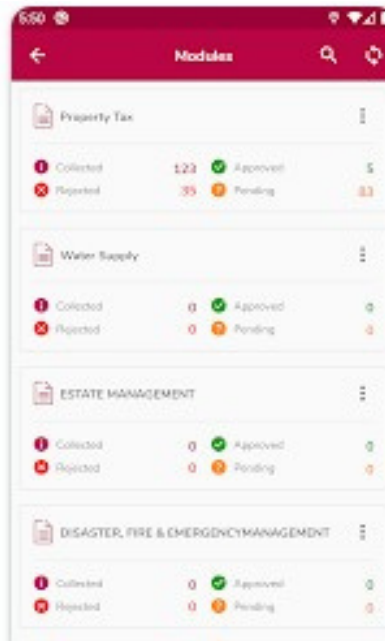
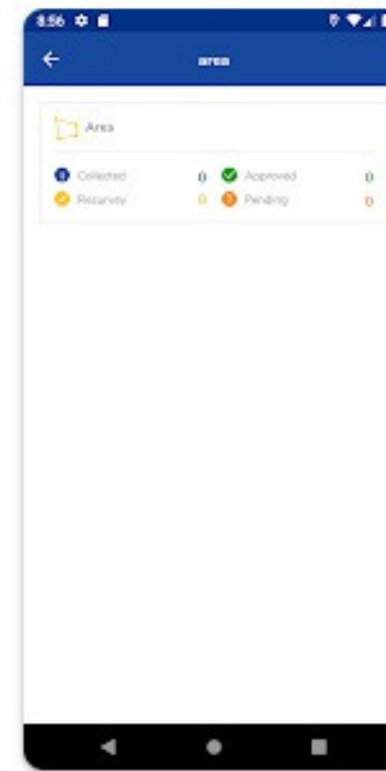
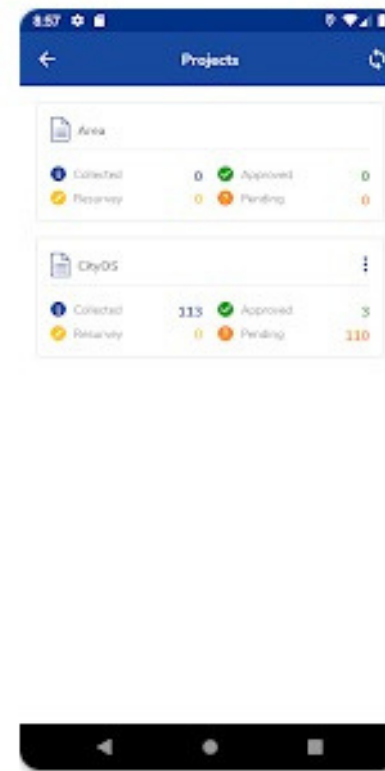
Power better decisions with location-based context

- Get a complete view of risks, challenges, and opportunities
- Build ready-to-publish maps with no heavy spatial processing skills
- Enrich your analysis with expertly-curated datasets
- Share insights across the enterprise

* Available to use on-premises or as a SaaS

Ultimate data collection toolkit to fuel your analysis

- Design data collection forms
- Collect data in real-time with coordinates and photographs on Android and iOS
- Visualize and publish data on a web map interface



Key Differentiators

- 1 Fully customizable web interface and access to data in different formats
- 2 Standalone or integrated into existing business applications via APIs
- 3 Sophisticated field data collection tools
- 4 Easy to use for business users
- 5 Available to use on-premises and SaaS

Track record of success solving real-world challenges in a complex, digital economy

INSURANCE

- Risk analysis
- Customer insight
- Fraud analytics
- Pricing

TELECOMMUNICATIONS

- Network and coverage planning
- Customer insight
- Location-based marketing & advertising
- Asset management

FINANCIAL SERVICES

- Financial crimes and compliance
- Customer insight
- Branch location analytics
- Fraud analytics

RETAIL

- Customer insight
- Retail location analysis
- Location-based marketing & advertising
- Home search
- Appraisal analysis
- Valuation modeling

GOVERNMENT

- Service optimization and delivery
- Planning
- Compliance and safety
- Emergency response and management

REAL ESTATE

- Economic development
- Site selection
- Market analysis
- Lifestyle modeling

AD TECH

- Geotargeting
- Audience profile creation
- Mobile marketing & advertising
- Geofence campaigns
- Drivetime analysis

eCOMMERCE

- Customer insight
- Logistics and delivery
- Location-based marketing & advertising

Financial Services

Prevent financial crimes and grow with confidence

- Quickly and efficiently identify opportunities to expand
- Run effective promotional campaigns
- Target the most affluent customers



Organization: Large bank in India

Business Objective: Quickly and efficiently identify opportunities to expand the bank branch network and ATM locations, run effective promotional campaigns, and target the most affluent customers.

Solution: MapReveal software

“If it takes me more than two clicks to access insights, I’m not going to use this solution.”

– Bank Rep

Site selection and market analysis

Business challenges

Slow, manual, time-consuming network planning and market analysis based on spreadsheets and disparate data to identify expansion opportunities and minimize risks.

Increased costs & missed opportunities

Inefficient and slow expansion due to manual processes, resulting in potentially risky new sites, fraudulent claims, ineffective promotional campaigns, and loan defaults.

Improved scenario

Deployed spatial analytics via APIs to hundreds of business users who are focusing on network planning, both physical locations and services.

Business benefits

Easy-to-use software integrated into existing business workflows automates manual processes, saving time and enabling business users across the enterprise to make better decisions.



Insurance

Accurately assess property-related risks

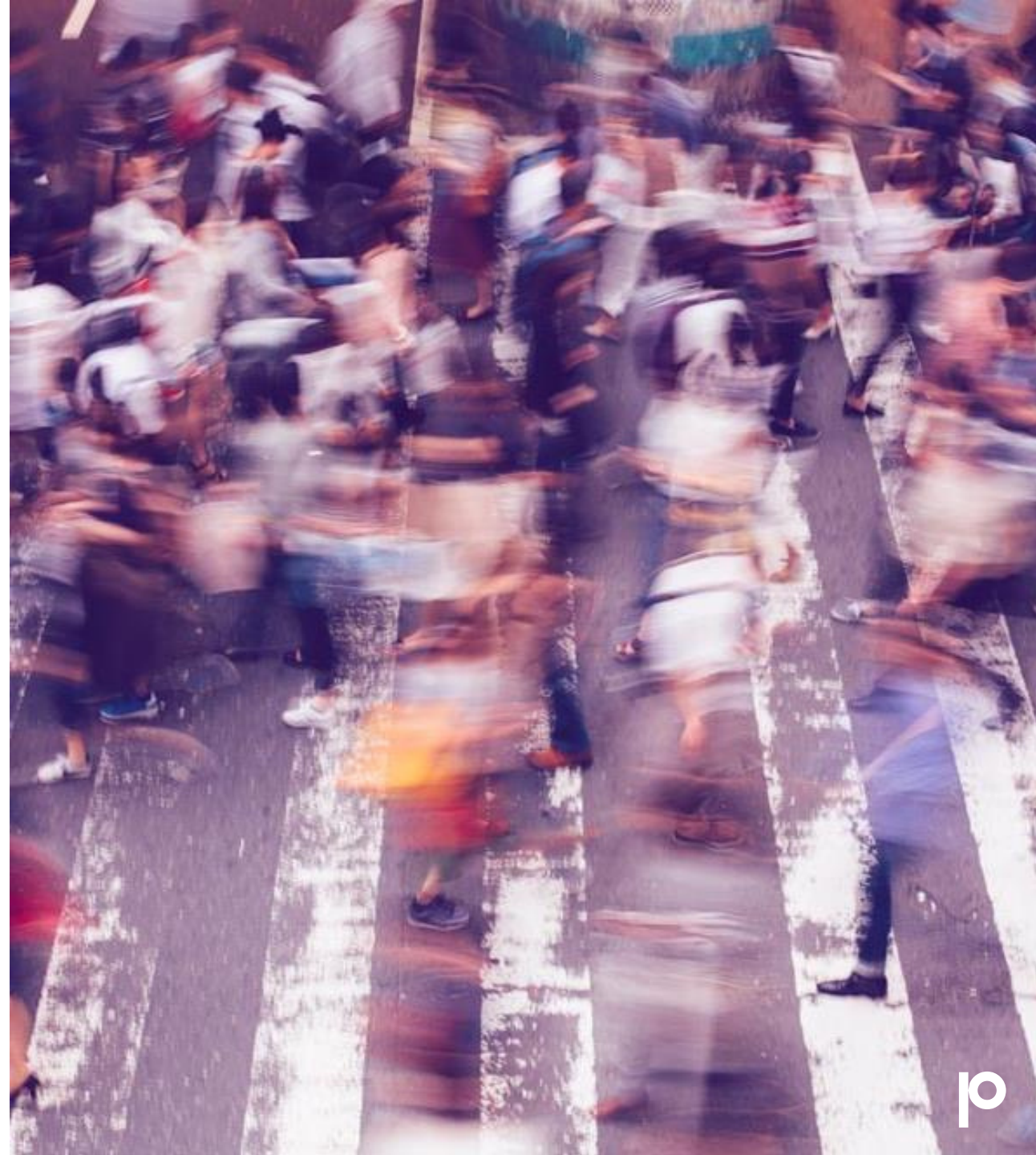
- Access a comprehensive view of aggregate risk
- Inform underwriting pricing strategy
- Optimally target, procure, grow, and retain profitable customers
- Accelerate response to claims
- Anticipate and prevent insurance fraud



Public Sector

Provide excellent services to your constituents

- Deliver government services where they are needed the most
- Avoid operational mistakes negatively affecting emergency responses
- Make better decisions by enriching your analysis with field data



Other unique use cases

Retail



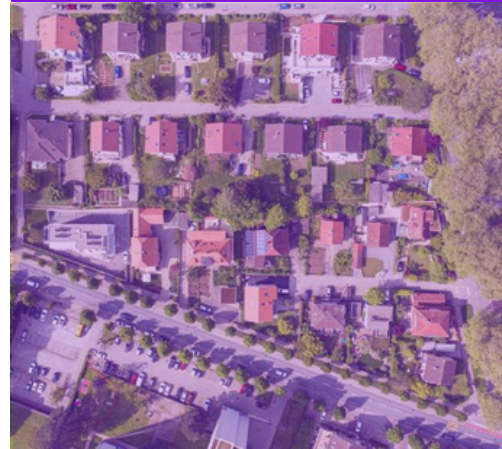
Unlock human mobility insights to identify new market areas and boost site selection, driving more customers

AdTech



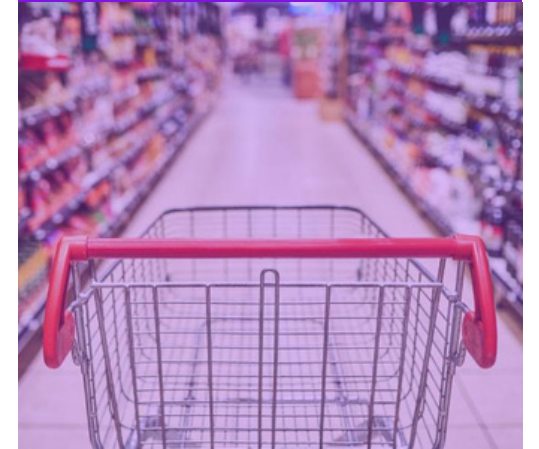
Target the right buyers by creating custom audiences and aligning the latest trends to your advertising campaigns

PropTech & Real Estate



Increase ROI through a deeper understanding of the local real estate market, including trends in pricing, demand, and competition

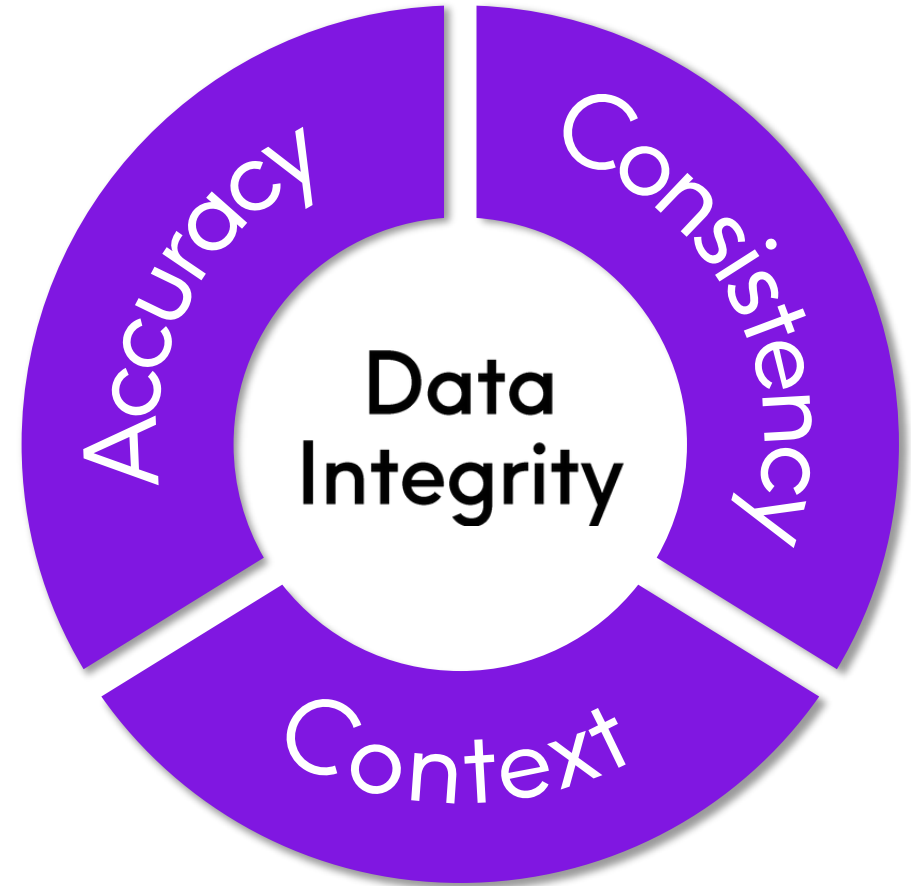
CPG



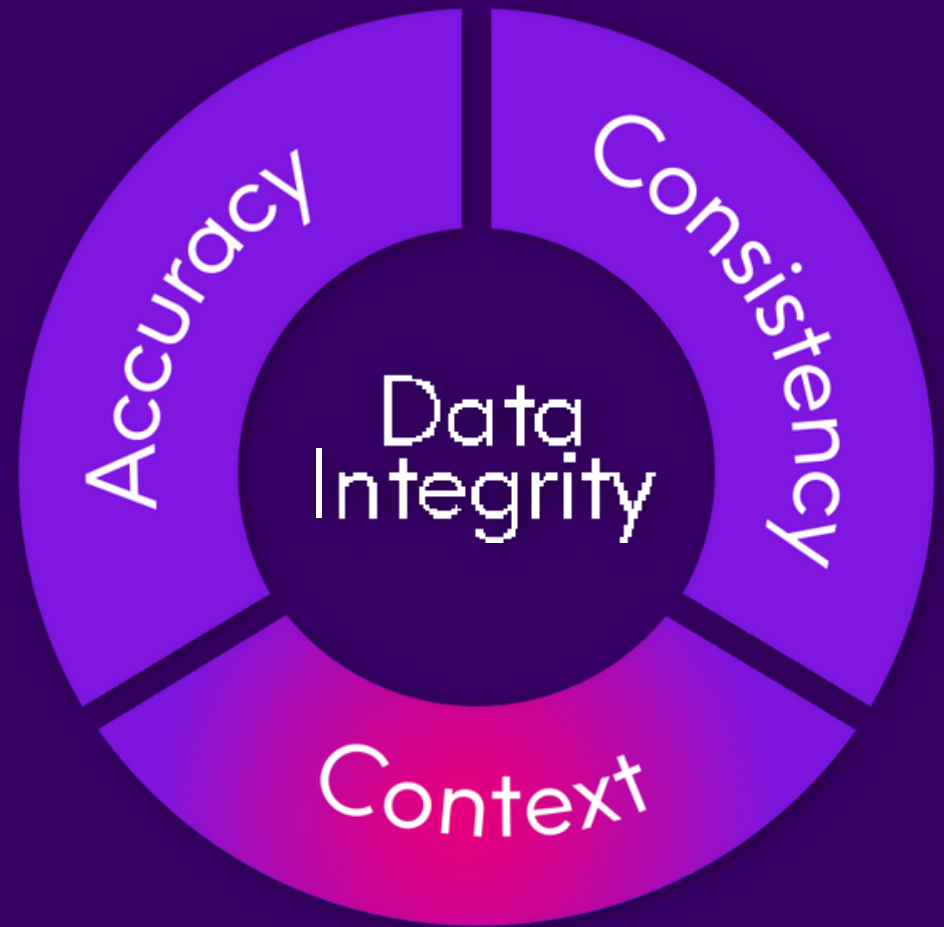
Improve inventory management and analyze consumer trends faster with accelerated access to foot traffic insights

For trusted data, you need data integrity

Data integrity is data with maximum accuracy, consistency, and context for confident business decision-making



Location intelligence
& data enrichment
provide context –
an essential element
of data integrity



Key takeaways

CHALLENGE

Working with spatial data has long required specialized tools, advanced systems, and expert users, limiting the opportunity to gain insights derived from spatial context.

SOLUTION

Enabling business users to reveal critical relationships, empowering our customers to improve targeting, reduce costs and risks, and increase revenue.

SUCCESS

Context is the essential component that builds data integrity providing the insights you need and fueling better business decisions.



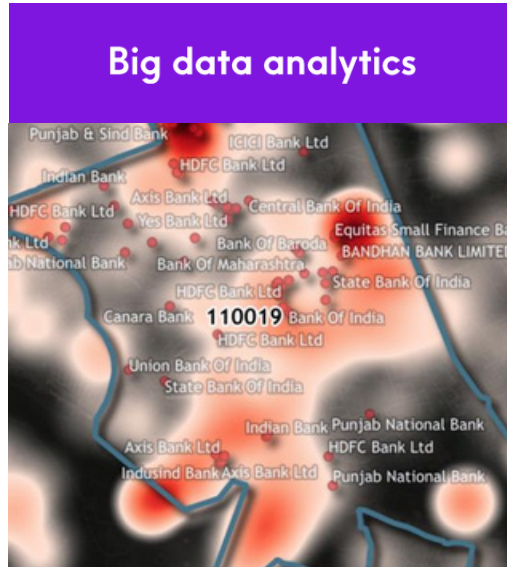
Optional product details

The background features a collection of 3D geometric shapes, including rectangular blocks and spheres, rendered in various shades of purple and blue. These shapes are arranged in a way that creates a sense of depth and perspective, with some appearing to be stacked or overlapping. The lighting is soft, highlighting the edges and surfaces of the objects.

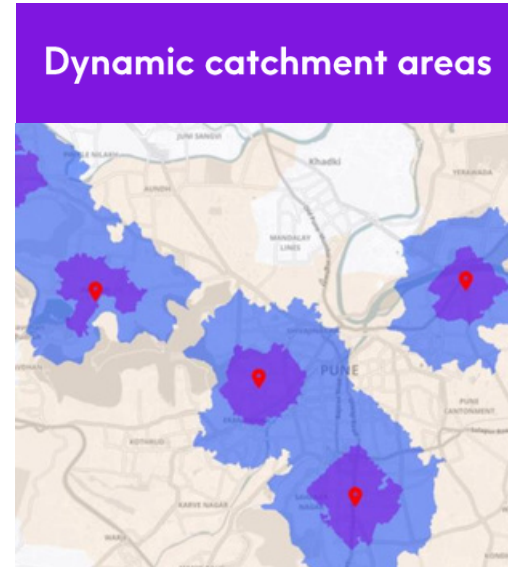
MapReveal software

precisely

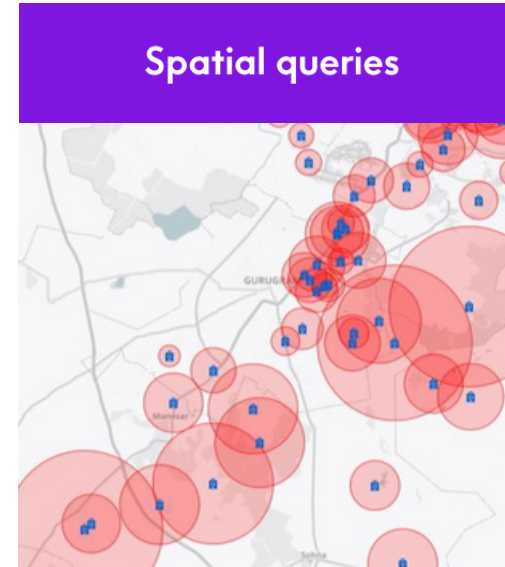
Spatial analytics on the fly



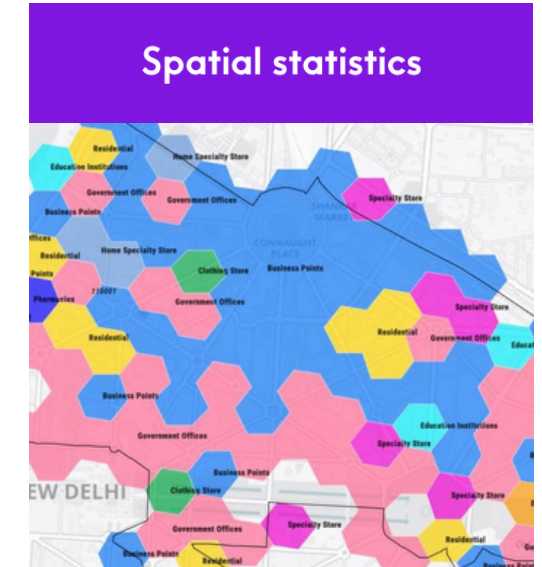
Ingest and process human mobility data to identify high footfall zones and activity clusters



Easily create catchment areas for varying thresholds. Upload your own data and create catchments using "drive time" or "distance" parameters



Run spatial queries with ease: for example, you can identify low-risk zones within a blocked postal code



Analyze spatial distributions, patterns, processes, and relationships using a range of ML-based statistical tools

The image features a dark purple background with several 3D-rendered geometric shapes. At the top left is a horizontal rectangular block. To its right is a sphere. Further right is a vertical rectangular block. In the center, a sphere is partially obscured by a vertical rectangular block. At the bottom left is another sphere. To its right is a horizontal rectangular block. The word "Data" is written in white, bold, sans-serif font, centered over the central sphere and vertical block. The word "precisely" is written in white, lowercase, sans-serif font, positioned below the bottom-left sphere and horizontal block.

Data

precisely

Data Enrichment – A global product portfolio

Expertly curated datasets containing thousands of attributes for faster, confident decisions



Addresses & Property

Verified and validated address and property data for map display and analytics



Boundaries

Administrative, community, and industry-specific boundaries for data enrichment and territory analysis



Demographics

Demographic and consumer context data for better understanding people and behavior



Points of Interest

Detailed business, leisure, and geographic features for location and competitive intelligence



Streets

Robust street-level data for mapping, analysis, routing, and geocoding



Risk

Natural hazard boundaries related to flood, fire, earthquakes, and weather

Uniquely positioned to address data enrichment needs



Global coverage location enrichment data. Our portfolio includes:

- 400+ datasets
- 250+ countries and territories
- 100s of millions of data points



Datasets that are interoperable and are managed to quality standard, with consistent documentation, and support e.g.

- Property Graph
- Market and Community Link



Ability to enrich with dynamic data (Dynamic Weather and Dynamic Demographics)

- Data that includes time as a dimension
- Creating insights from data that is updated at regular and short time intervals (e.g. 5 min)



Best-in-class addressing and property datasets with a unique and persistent ID

- Link Precisely and customer address, buildings, demographics, risk, and more data using the PreciselyID, a unique and persistent location identifier



Data experience through deep-domain expertise

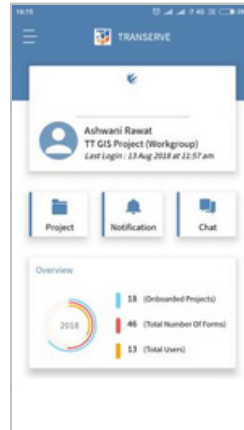
- Adding data through, development, partnerships, and acquisitions



Field data collection toolkit

precisely

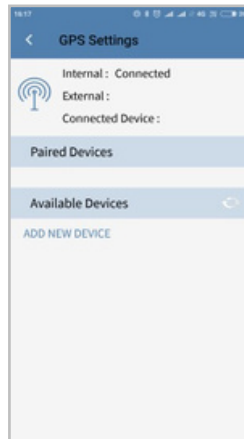
Mobile interface



Menu driven

The application has been designed in such a way that a user will never miss any step while data is being collected.

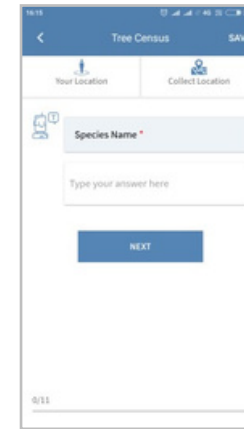
It is intuitive and requires no training for your crew members.



External GPS

The field data collection tool supports external GPS for more accurate surveys.

It can take RTK coordinates in real-time and easily connect any device using Bluetooth and supporting NMEA output



Collect data

Users can collect and update data in pre-defined forms or on the map interface. The data is collected with a location.

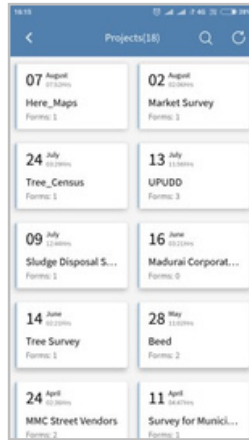
Multiple templates can also be used simultaneously in field.



Language support

The field data collection tool is language agnostic. Users can design the form in local languages and data can also be entered in same language in field.

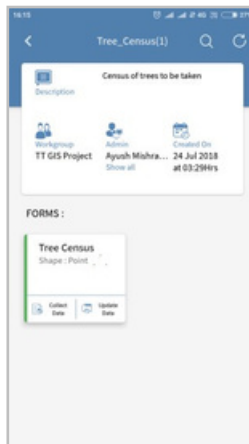
Mobile interface (continued)



Multiple projects

Multiple projects can be synced with crew members in real-time.

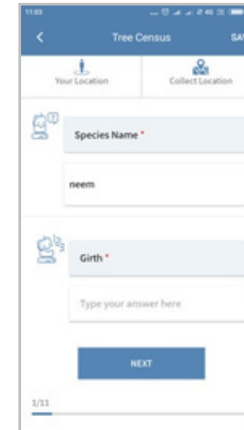
Each project can have multiple templates with features like points only, points with coordinates, polygons, and polylines.



Real-time

As soon as the data is collected, it gets synced to the server in real-time. This ensures productivity and saves time in managing projects.

Administrators can now view the collected data whenever they wish.



Pre-defined form

Pre-defined templates ensure data quality. Mandatory fields cannot be skipped. All elements of the questionnaire including audio, video, and photographs with location are supported.

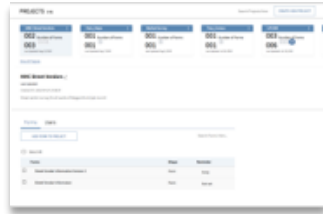


Map interface

Data can be accurately collected over a map using GPS observations.

This supports easy data collection and tagging the point to the right location.

Web interface



Dashboard view

Manage your data collection using a dashboard. Data can be viewed, edited on the map, and presented in spreadsheet format. Organizations can assign role-based access.



Multiple crew

Users can be added and removed at any time. This makes the survey data secure. Administrators can check the progress of each crew member and communicate when required.



Custom forms

Now organizations can design the forms as per their requirement. All the elements of the survey questionnaire are available in the field data collection tool which allows designing even more complex forms.



Multiple projects

Organizations can design multiple campaigns with several templates or forms. Each project can be assigned to desired user/s who will have the right to view, update and collect the data.



Map interface

Built-in map interface with mapping capabilities allows the administrator or users to create features, edit the collected data, and prepare the maps for publishing.

Field data collection specs

Mobile application

Operating System: Android V5.0.0

Photographs: Yes

Videos: Yes

Audio: Yes

Geotagging: Yes

Feature collection:

Numeric: Yes

Text: Yes

Signature: Yes

Boolean choice: Yes

Single choice: Yes

Multiple choice: Yes

Image as choice: Yes

Date: Yes

Update feature: Yes

Create feature: Yes

Digitize: Yes

Maps: Google

Auto sync: Yes

Non-spatial data collection: Yes

Reminder: Yes

Language:

Text entries in multiple languages are supported

Cloud application

Export data: CSV, SHP, KML, JSON, Excel format

Create templates: Yes

Features: Point, polygon, polyline

Invite & delete user: Yes

Coordinate system: WGS84

Create project: Yes

Create workgroup: Yes

Digitize: Yes

Update feature: Yes

Device support: Android

Browser: EDGE, Chrome, Safari, Mozilla

Map support: Open Street, Google Maps, External Map Service

Subscription: Online

Device management: Yes

Maps: OSM, Google



precisely