



GIS Next?

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Managing Director

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GIS ...The Science of Where

Do we need GIS?

GIS is Alive & Well

GIS is Dead ...

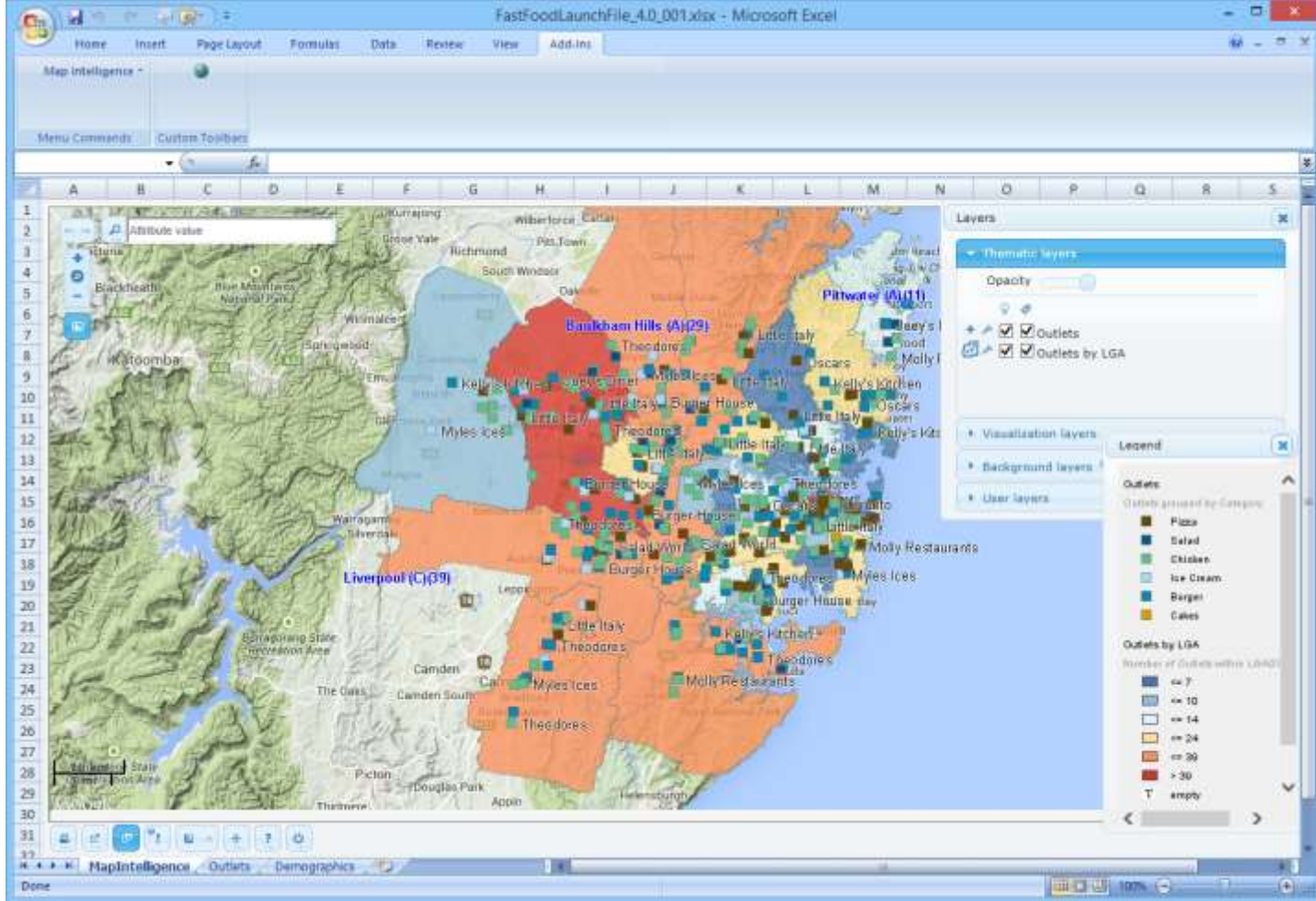
***“GIS is a general
purpose
technology...”***

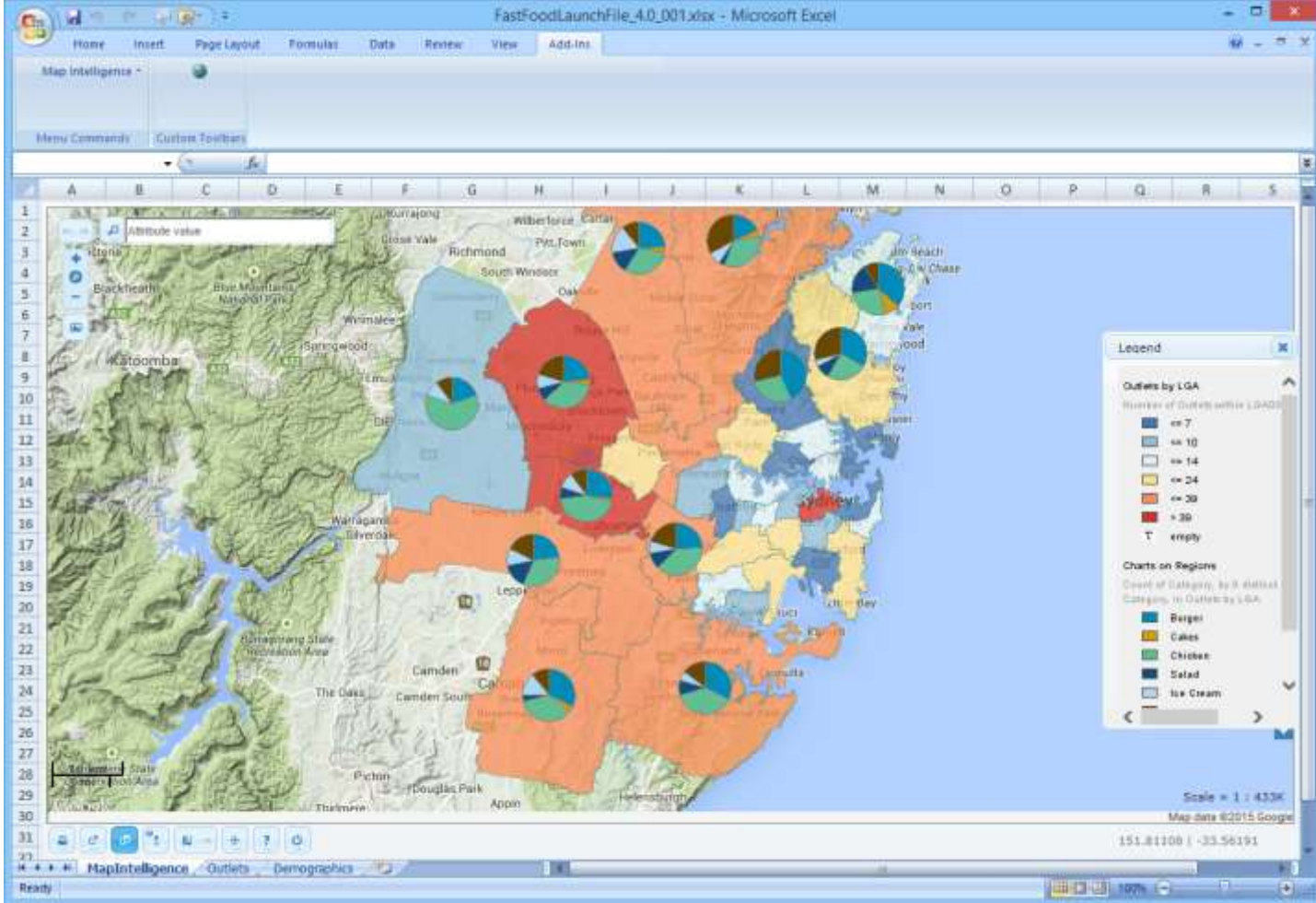
...try doing without it

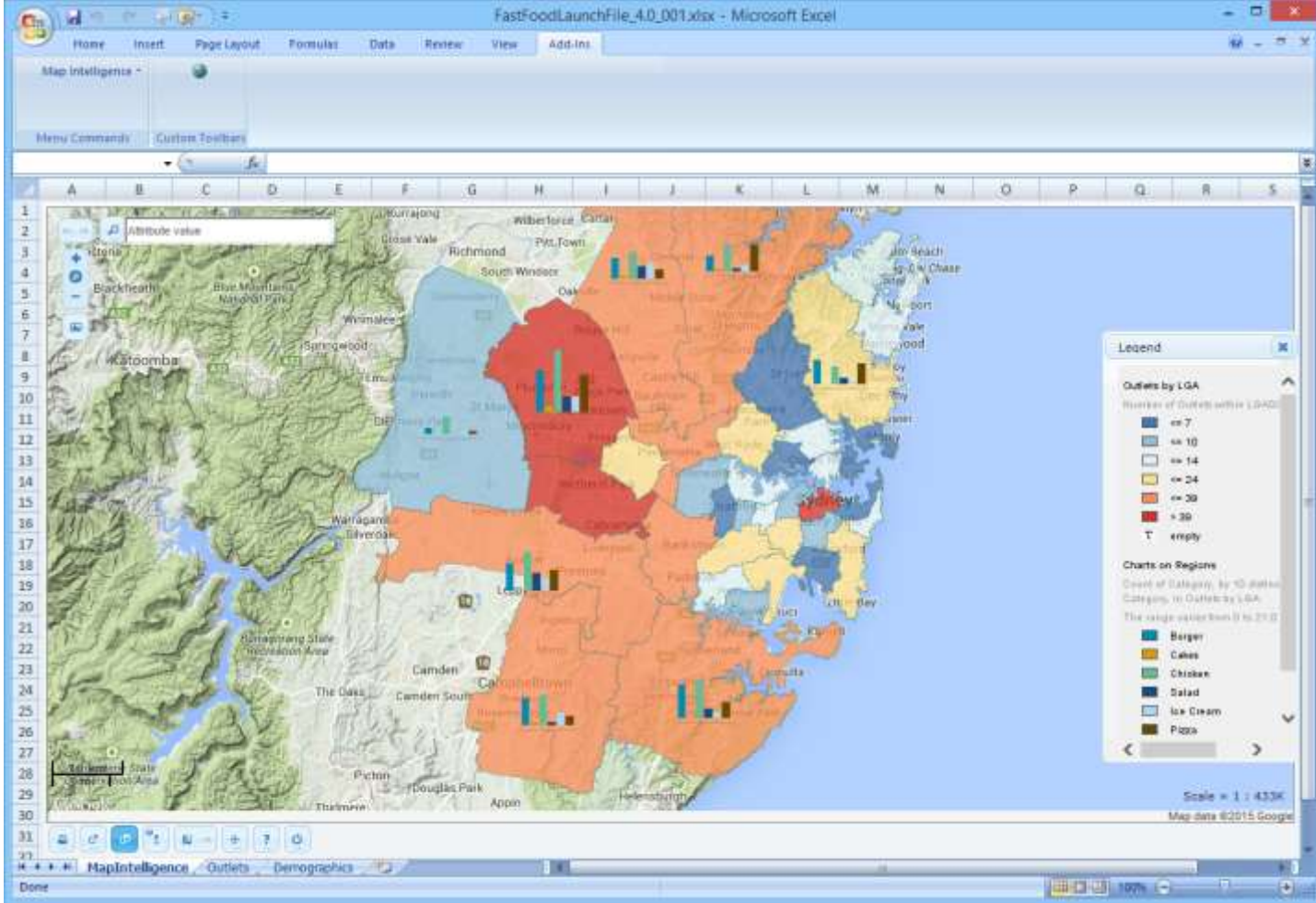


gettyimages®
DigitalGlobe

#coolmap







The Answer is...

An offshore oil drilling rig is silhouetted against a warm, orange-hued sky at sunset or sunrise. The rig's complex structure, including its derrick and cranes, is clearly visible. The dark, choppy surface of the ocean occupies the foreground.

#drillhere



#locatehere

GIS vs Data Scientist Personas

GIS



Fred

GIS Manager, Cairns

Age: 33

Background:

BA in GIS; Masters in
Urban Planning

Aspirations: GIS

Director, Canberra

Data Scientist



Melissa

**Chief Data Scientist,
NetComm Wireless Ltd.**

Age: 45

Background: Computer
Science, Java programmer,
MySQL guru, Masters in
Business Analytics

Aspirations: CIO, Telstra

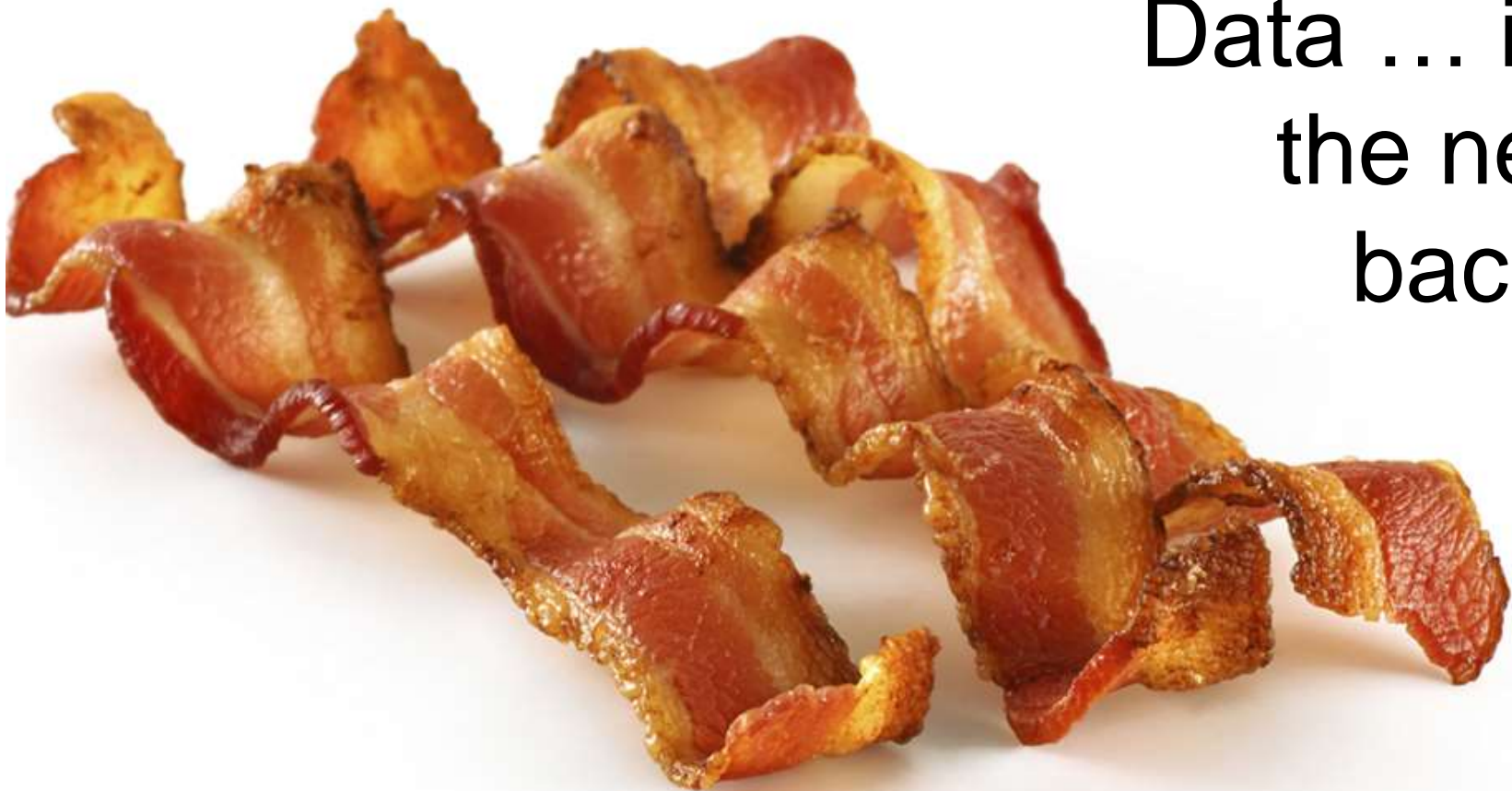


Data Is the
New Water



Data is the new Oil





Data ... it's
the new
bacon

High volume of transactions

Big Data

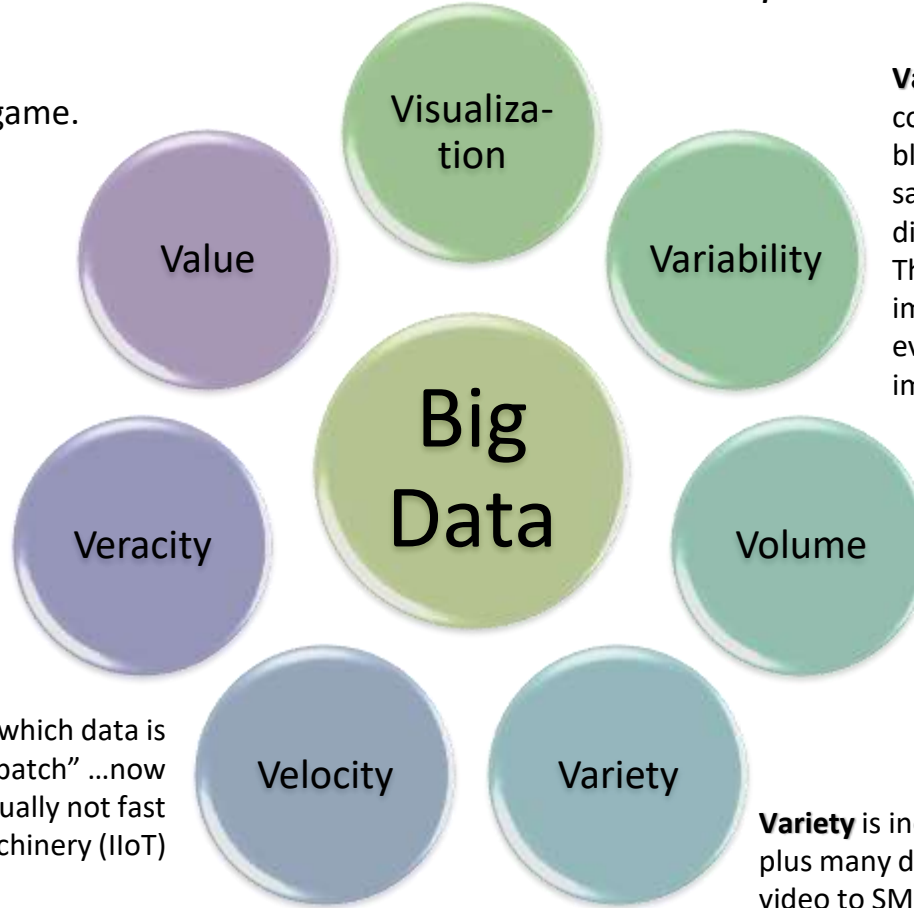
7 V's of big data

Visualization is critical in today's world. Using charts and graphs to visualize large amounts of complex data is more effective in conveying meaning than spreadsheets and reports chock-full of numbers and formulas...*but maps are cool too!*

Value is the end game.

Veracity ... making sure the data is accurate, which requires keeping the bad data from accumulating. The simplest example is contacts that enter your marketing automation system with false names and inaccurate contact information. How many times have you seen ***Mickey Mouse*** in your database?

Velocity is the speed in which data is accessible...the opposite of "batch" ...now if it's not real-time it's usually not fast enough; e.g. Weather, machinery (IIoT)



Variability .. different from variety. A coffee shop may offer 6 different blends of coffee, but if you get the same blend every day and it tastes different every day, that is variability. The same is true of data. Ex. Satellite imagery capturing the same area everyday (i.e. change detection is important)

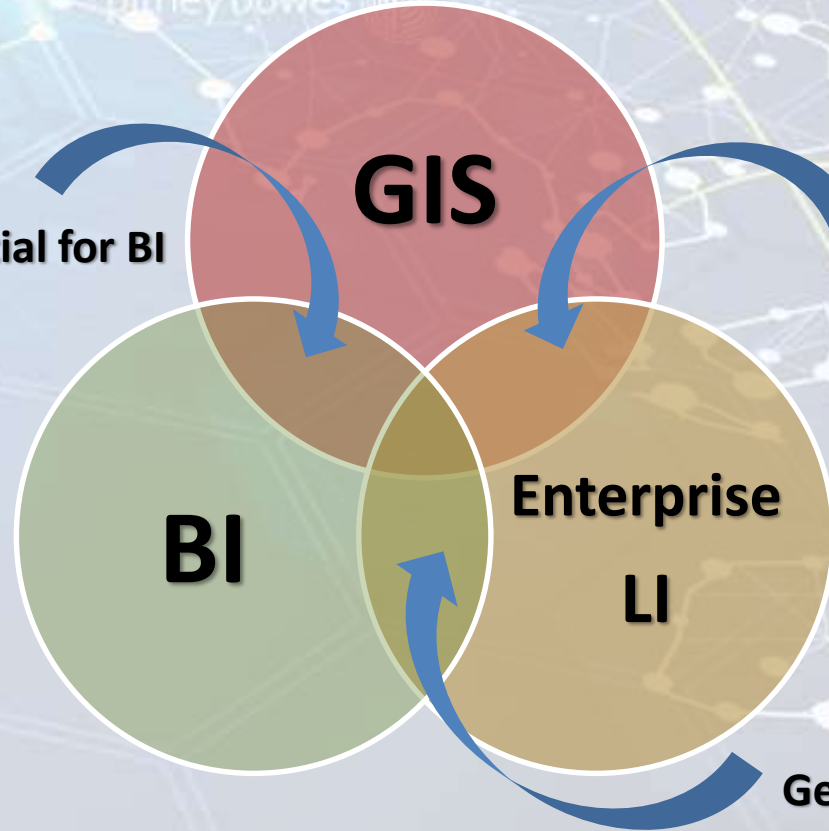
Volume is how much data we have – what used to be measured in Gigabytes is now measured in Zettabytes (ZB) or even Yottabytes (YB). IoT is creating exponential growth in data. Mobile phones, telematics, social media is exploding

Variety is inclusive of unstructured or structured, plus many different types of data from XML to video to SMS.

The Intersection of GIS, Business Intelligence and Enterprise LI

Tableau
Qlik Sense

PB Spectrum Spatial for BI
Esri Insights



SaaS vs. Desktop
Geospatial APIs
On-prem

Geospatial Big Data
Spectrum Spatial for Big Data



4:21 AM

**BREAKING
NEWS**

Wildfire Forces Evacuations

Napa County



@CBSSF

OW-49° @ SANTA ROSA: CLEAR HIGH-82° LOW-53° @ SUNNYVALE: CLEAR HIGH-80° LOW-53° @ VALLEJO: CLEAR HIGH

0:56 / 6:27



Thank you

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