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We have a lot of data, but is enough spatial analysis being performed to make the data useful?

A lot of data doesn't mean a lot of intelligent usage! Usage necessarily depends on the quality and quantity of analysis. Mountains of data have intrinsic value, but that value is unlocked only after the application of expert analysis.

There are a lot of base data available, but, with specialization, more effort will be required to customize data for specific vertical industries. Increasing specialization in the industry will foster similar increases in topical and temporal analysis.

To save time, the developing world is "jump starting" the data creation process and generating data with analytical capabilities as an integrated process.

Where do you think the next unique and widespread adoption of geotechnology will take place?

Many of the most unique adoptions of geotechnology are taking place in the developing world. There, for example, GIS professionals can learn from the prior experiences of practitioners in Western nations by installing data creation processes and generating data with built-in analytical capabilities.

As to other unique adaptations, we see the hospitality-service sector as having great potential to creatively integrate geotechnologies at several levels. We also believe user-generated content is an area with vast potential for expansion and creative applications.

And within the next decade, much progress will be made in the "democratization of data" within the geotechnologies. This process is well underway in many nations of the world.

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