



# THE WAY AHEAD

Anup Jindal

Chief Operating Officer, RMSI  
Anup.jindal@rmsi.com

**“In the developing economies the real opportunity lies in generating industry-specific contextual data, while in developed markets the focus now is to broaden data usage”**

## HOW DO YOU SEE THE GEOSPATIAL MARKET EVOLVE IN 2012?

Convergence and integration of geospatial technology with mainstream IT will continue to drive the growth of the industry. Today, large reform projects, particularly in the developing economies, have an inherent geospatial component that is critical for the overall success of the programme. A case in point are programmes such as R-APDRP, and NLRMP, that require traditional IT and system integrators to synergistically work with GIS.

Another area is the sustained demand for data because of proliferation of mobile devices and the increasing adoption of GIS into new sectors. In the developing economies, the real opportunity lies in generating industry-specific contextual data, while in developed markets the focus now is to

broaden usage, e.g. creating nationwide 3D city data and smart analysis. Newer technologies like LIDAR are enabling effective 3D mapping and visualisation.

## WHAT COULD BE THE MAJOR UPCOMING TECHNOLOGY TRENDS?

The real game changers will be cloud computing and smart crowd sourcing applications. Cloud computing is already being observed as a game changer in the way we will use, store, retrieve and analyse data and applications. Cloud will help geo-technology enterprises implement new business models that will help them deliver affordable pay-per-use services that leverage existing large proprietary data sets. This will bring in new clients who were previously not able to afford licensing of such data sets but can easily afford to pay on per-use-basis.

Increased frequency of use will lead to greater acceptance of the cloud, which in turn will bring about value-added services being provided directly off it. These include smart analysis, sharing and interoperability options and effective bridging between different systems and service providers. Innovative crowd sourcing applications enabled through GIS compatible mobile phones/devices will further propel the growth of GIS.

## APPLICATION/SECTORS CATCHING UP WITH THE TECHNOLOGY

The growing global energy demands and the need to optimise the use of natural resources have created new areas requiring geospatial technology driven solutions. This will in turn lead to an increased adoption of technologies for undertaking innovative studies and information services such as providing early agri-intelligence, mineral resource estimation studies, mine planning and quest for locating new energy sources.

Climate change is another area that will witness an increased adoption of geospatial technology. Higher resolution climate change models will require better spatial data sets and coverage of areas for which data is difficult to obtain.

## IMPACT OF ECONOMIC SLOW DOWN

Clear effects of the current volatile economic scenario are delayed decisions and deferment of traditional, annual spends in GIS-enabled technology. Having said this, recession does have an upside – it challenges the status quo and impels to innovate.

An opportunity presenting itself during a time like this is from smart, quick decision-making companies who are investing in geo-technology to leverage advantages of costs and bench strengths within the GIS enterprise. The companies who will innovate their operations, capacity utilisation and business model will weather this storm.

## THE RECENT ADVANCES IN MOBILE TECHNOLOGY SEEM TO BE GREATLY INFLUENCING THE GEOSPATIAL SECTOR. YOUR COMMENTS.

Geospatial technology is inherently becoming mobile. It has grown from providing awareness through simple B2C use to creating innovative applications that integrate location and enable mobile workforce. The real drivers for this opportunity are affordability, enabling open platforms such as Android and the roll out of new and faster means of connectivity such as 3G and WiMAX. ☐