

Innovations are Transforming the Industry

One of the trends we are witnessing today is of companies building their businesses around geospatial technology as well as data. Uber would be a good example of this. Companies are innovating to improve the quality of maps, to quickly map new areas, and develop a new technology for pin-pointing location more precisely, both inside and outside. So, there is a lot of innovation which is being fuelled by these new applications. This has also created a need for the industry to broaden its definition. We need to look at ourselves as more than just horizontal providers of technology. The industry has transformed into a bigger player solving consumer and/or business problems.

Mainstreaming of geospatial

Because of evolution in the startup space and competition, even large players like Google and Apple are trying to make their platform better. All this has created an opportunity for companies like RMSI. If the big players have to ramp up or improve their data, they need to reduce the time

to market. As a whole, this is creating opportunities for the industry.

The apparatus fuelling innovation is the sharing information infrastructure. This has opened up dialogue about Big Data, the benefits of which are yet to be realized by the geospatial domain. If all the data from various countries and different regions were to combine with all the other data from sensor systems, imagine the kind of insights we would be able to get. We can create new applications to solve complex problems using that insight.

Information sharing is also important for small and medium enterprises because it enables them to compete on a global scale without being weighed down by upfront investments. So, in a way, it has unlocked the startups, as well as the mid-sized businesses, and given them the opportunity to go global. Traditionally, geospatial has been a very specialized field with specialized skills. But, all these activities have mainstreamed geospatial to such an extent that companies like

Google are openly saying how their strategy revolves around maps.

Mobile platform is important

This year, a very fundamental shift happened: the Internet access on smartphones took over the Internet access on desktops across the world. This means that, increasingly, more and more Internet access would happen on smartphones now, which would blur the difference between an app and a Web application. All your technologies need to work seamlessly on a mobile device; you cannot ignore the mobile platform anymore. Companies need to internally set up the capacity, capability and innovation of increasing their mobile outreach. Extensive use of mobile devices also means that companies can bring in new sensors. Soon, they will even start monitoring pollution levels in the cities. 🌐

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