

# Location Intelligence Solutions

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# Crime Analysis

SECTORS (Public)

END USERS

Police, Government Agencies

+ 1500

## BUSINESS CHALLENGES

- Need to correlate recurrent patterns among crimes, considering both analytical and spatial data.
- How do I understand which areas are most at risk of crime in order to rationalize the police forces?
- What are the phenomena related with a new police station opening or mobile police action in the area?
- I need to understand the relation between geographical data and crime phenomena.
- I need an interactive user friendly, self service ,Geo-BI platform.

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## SOLUTION OVERVIEW

- A location intelligence platform allows you to analyze the crime phenomenon on a national scale, correlating the analytical data with the geospatial one.
- Information obtained is pre-processed and entered into the process of predictive data mining.
- The solution integrates technology with a Geo-Data Warehouse and Location Intelligence solution enabling a Common Front-end effective Predictive Location Intelligence and What-if analysis.

## RESULTS & BENEFITS

- The solution points out Police attention to those areas with the highest crime risk.
- Decision taking support.
- The combination of Spatial and Data Mining algorithms produces an effective Predictive Analysis solution for Crime Forecasting not only based on crime history, but also on current Point-of-Interest location.
- The solution moved from crime analysis to crime forecasting.
- Optimized iPad report available.

# Rural Affairs Government Subsidies

## BUSINESS CHALLENGES

- How can we measure the impact EU Policies have on territory?
- How can we speed up controls to decide application eligibility?
- Can we better estimate investment risks?
- How to optimize fund distribution?
- I need an interactive, user friendly, self service Geo-BI Platform.

## SOLUTION OVERVIEW

- Enhanced analysis; integrated map and numeric visualizations, spatial queries.
- Users can benefit from a flexible profiling to access their reports.
- Oracle Suite gives a complete all-in-one solution to meet a multitude of needs.

## RESULTS & BENEFITS

- Improved decision making; information is readily available.
- New insights can be derived correlating different data sources based on the geographical dimension.
- Certified data quality; resolved mismatches, geocoding improved address accuracy.

SECTORS (Public)

Agriculture, Rural Affairs

END USERS

100

Area Rev Potential





# Education Services Analysis

SECTORS (Public)

END USERS

Education and Social Services

100

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## BUSINESS CHALLENGES

- Where are the students coming from and how are they distributed in the territory?
- How can I forecast and plan enrollment and services for next year?
- How can I evaluate different scenarios in order to choose whether to invest or cut in infrastructure or services?

## SOLUTION OVERVIEW

- Analysis of primary and secondary schools:
  - Student Distribution Analysis: move from neighboring towns, gender, nationality, school type, age.
  - Students and schools information integrated with demographic data extracted from the population register office.
- Areas of analysis: student population distribution, geographical origin, forecast and simulation, Infrastructure investment s, school-meal services.

## RESULTS & BENEFITS

- Efficient planning of education services delivery.
- Comparison and adjustment of the carrying capacity compared with the enrollment forecast.
- Investment analysis. Ability to drill down the analysis of cost components selecting them on a map (geospatial analysis of proximity).
- What if: simulating the presence of a new school on the map, how does it affect the demand and supply for the area?

# Traffic & Road System

SECTORS (Public)

Transport

END USERS

100

## BUSINESS CHALLENGES

- How to measure the effectiveness of financial investments on road infrastructures in order to optimize public funding?
- How to reduce road traffic accidents and help improve road safety?
- How to support central policies in deciding measures towards sustainable transport?

## SOLUTION OVERVIEW

- Location Intelligence dashboard that correlates investments with many calculated KPIs (mortality rate, accidents' rate per road, etc) on time bases.
- Integrated Location Intelligence platform which spatially correlates many KPIs (accidents, weather, pavement, traffic flows, etc) to get deep insight into the nature and the place of accident.
- BI Dashboard to monitor different kinds of KPIs (traffic flows, pollution, investments on bicycle paths, etc) and what-if analysis on investments.

## RESULTS & BENEFITS

- By measuring the impact of investments on road infrastructure better policies can be defined to optimize fund allocation on territory.
- Road safety is improved by better understanding of the most relevant causes of accident through the correlation of different KPIs.
- A thorough and integrated analysis of the most important KPIs and what-if analysis is the first step to achieve a sustainable transport.

# Network of Territory Sensors

SECTORS (Public)	END USERS
Government Agencies, Environment Agencies	100

## BUSINESS CHALLENGES

- How can we have a “real time” monitoring of the territory?
- How can I understand the correlation between territory phenomena?
- I need to compare historical territory data in a graphical and tabular way.



## SOLUTION OVERVIEW

- Possibility to check and change sensors 'status and their behavior remotely by sending commands.
- Visual acoustic and via SMS alarming.
- Georeferencing map to verify the position of the sensors in the area.
- Real-time monitoring dashboard.
- Monitoring malfunctions of the sensors and associated logs sent to the central database.

## RESULTS & BENEFITS

- Monitoring sensors in real time.
- Powerful analysis of historical data thanks to a real time Location Intelligence dashboard .
- Ability to graphically put in correlation different phenomena in different times.



# Financial Services Performance Analysis

SECTORS (Private)

END USERS

Financial Services

+ 15,000

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## BUSINESS CHALLENGES

- How can I evaluate the financial offices' performances considering the target area they are located in? Tables and graphs wouldn't help much.
- Cost cutting and return on the investment. Which office or service should be closed? Where to open a new office?
- Need for comparing population statistics, competitors presence, our costs and performances in a single dashboard which shows analytical and spatial data.

## SOLUTION OVERVIEW

- Offices performances dashboard.
- Benchmark comparison with similar offices.
- Dynamic correlation analysis to evaluate the performances based on indicators selected by the users.
- BI and Location analysis integrated within the same platform. A specific analysis can be developed at the same time on tables, graphs and maps.

## RESULTS & BENEFITS

- Performances can be ranked on a list, compared and displayed on a map at the same time.
- Define new market areas' segmentation based on spatial algorithms for comparing similar stores.
- Once an unusual pattern or an anomaly has been spotted, it is possible to navigate from there to the highest level of detail.

# Store Performance & Territory Potential Analysis

## BUSINESS CHALLENGES

- Stores performances have to be evaluated according to the target area they are located in. Table and graphs wouldn't help much!
- Cost cutting and return on the investment. Which office or service should be closed? Where to open a new office? Where to invest?
- Need to compare population statistics, competitors presence, costs and performances in a single dashboard which shows analytical and spatial data.

## SOLUTION OVERVIEW

- Geomarketing tool to support the development of the stores' network.
- Stores performance evaluation based on proprietary data and existing statistical data.
- Analysis support in new store opportunity openings (taking in consideration also competitors' stores).

## RESULTS & BENEFITS

- Sales Stores' performances can be ranked on a list, compared and displayed on a map at the same time.
- Define new market areas' segmentation based on spatial algorithms for comparing similar stores.
- Tool to support new store openings' strategies.

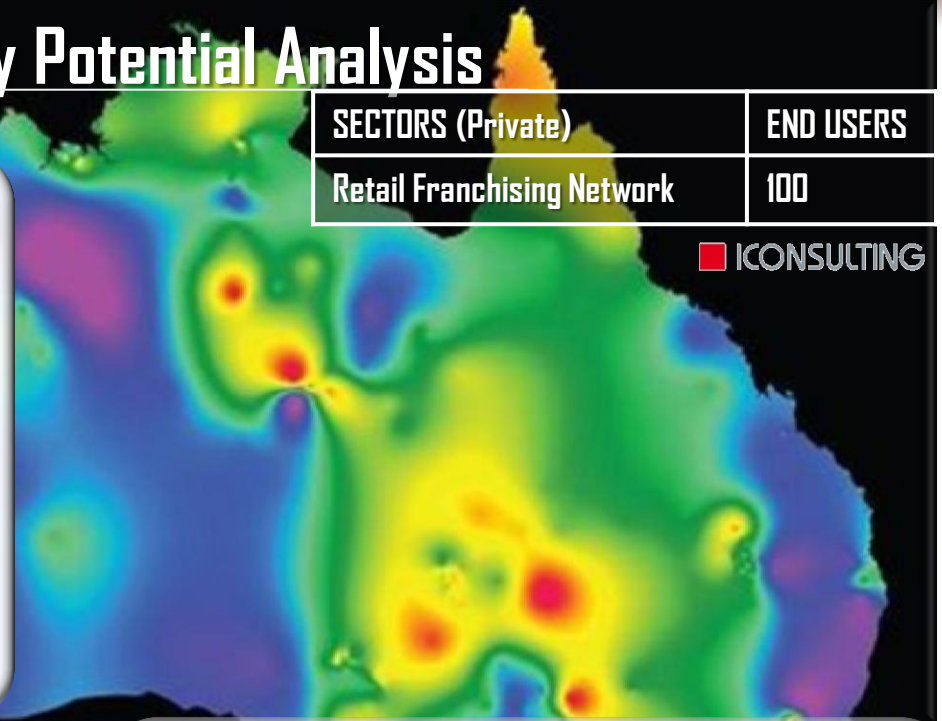
SECTORS (Private)

Retail Franchising Network

END USERS

100

■ ICONSULTING





# Automotive Dealer Performance Analysis

SECTORS (Private)

Automotive

END USERS

100

## BUSINESS CHALLENGES

- How to correlate a myriad of different types of indicators in order to be able to have a brief assessment?
- The evaluation of a dealer can not be separated from its location in the area. Graphs and charts can just provide information about ranking of best and worst performers. Planning of new openings, closings, expansions need to be simulated and the results must be mapped into space.



## SOLUTION OVERVIEW

- Bi/ PM platform evaluating the various indicators to measure the performance related to sales performance:
  - Customer Satisfaction Index about sales and service,
  - Monitoring of costs of interventions under warranty,
  - Spare parts sales performance indicators,
  - Quality of service indicators from market surveys
  - Dealers economic and financial indicators

## RESULTS & BENEFITS

- Monitoring the dealer performance means aggregating heterogeneous indicators allowing detailed analysis by exception.
- Integration of the graphic dashboard objects allows to analyze the information from the spatial point of view.
- Connecting different informations through specific indicators within the BI platform allows the end user to highlight phenomena and unpredictable aspects not easily visible without the use of the georeferenced data.

# Location Intelligence Library



## BUSINESS CHALLENGES

- Most of the data have spatial related information, but we can't see it.
- Location intelligence solutions are not integrated or well connected with BI tools.
- Location intelligence should be more than a pin on a map. We need to compare several simulation scenarios and find out patterns and correlations combining different data layers.

## SOLUTION OVERVIEW

- Enhanced analysis; integrated map and numeric visualizations, spatial queries.
- Users can benefit from a flexible profiling to access their reports.
- Oracle Suite gives a complete all-in-one solution to meet a multitude of needs.
- Data Mining, Spatial What-if analysis, Real-time visualizations, Online reverse geocoding enables simulation, predictive and forecasting analysis.

## RESULTS & BENEFITS

- Quickly develop complex Location Intelligence dashboards.
- No need for coding, just select or drag & drop business attributes and indicators on a map.
- All in one place.
- The Location Intelligence Library allows to change the point of view without changing the BI platform.
- Discover hidden patterns and information.

