

We can't Solve Today's

Problems

with Yesterday's

Technology

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One of the trends in the industry today is the shortening product/tech innovation lifecycle — not only in terms of development, but also in regard to the entire decision-making process. Individuals and organizations see value in geospatial information, but not necessarily through the traditional depiction in a static map. The expectation today is for a simple, understandable answer that provides unique insight into complex problems. This is a trend that we are seeing in many markets and has been an impetus for us to innovate the way we deliver our technology, providing a pragmatic approach to building solutions quickly and in ways that make sense.

We are definitely shortening the decision-making process through the Hexagon Smart M.App — combining fresh content, targeted workflows and meaningful analytics to provide insights in a simple way. We are providing online access to near-real-time data through partnerships with companies like Airbus Defence and Space and Ordnance Survey UK, and fusing it with best-in-breed geospatial tools for customization. We have created an ecosystem of empowering partners

with specific domain knowledge to build not just a map, but an information experience based on streams of data and powerful, 360-degree analytics.

End-to-end workflow with solutions

Hexagon doesn't look at the world of hardware or software or apps or content separately. Our primary focus is to provide an end-to-end workflow with solutions that make sense. And in many cases, this requires hardware, software and content, together with industry-built solutions that actually solve problems.

However, we do continue to see numerous opportunities in our hardware, especially in the geospatial space. Technologies like mobile mapping, terrestrial LiDAR mapping and UAS' are growing, and we expect to see this trend continue. One of the exciting things about the geospatial field right now is that many organizations that have not been traditional geospatial customers are starting to see the inherent value in location information and are seeking ways to acquire, manage, disseminate and utilize this content. As more of these customers come on board, they will need a way to get the information they require.

More out-of-the-box thinking required

At the end of the day, if you do not understand a user's specific workflow or problem, don't expect them to use your solution (even if it is inexpensive). As a whole, I think we haven't been thinking outside the box. Innovations from 20 years ago are providing a baseline for the technology we are now offering to a new, modern user base. And yes, when you try to extend 'as is' technology from 20 years ago to a new audience, you can expect the uptake to be minimal. So we cannot solve the problems of today with technology from yesterday. For this reason, we have to innovate ourselves to increase the uptake of geospatial technology to a broader and much wider audience.

What customers really want is an answer to a business question. Everything else is just a tool to derive that answer. For this reason, the Hexagon Smart M.App is not about delivering products or technology, but rather about providing access to the answers an individual seeks. For example, Geosystems GmbH, a Hexagon Geospatial partner in Germany, has built a Cloud-based application that can take the data collected by UAS platforms and process it on the Cloud, generating image mosaics and 3D point clouds from the raw data. This enables a UAS company to collect more data instead of being tied to their computer processing data.

Data should be interoperable, easily working in as many platforms as is feasible. Hexagon has always valued this methodology, connecting to and partnering with as many organizations as possible. Access to the latest data, whatever the format, empowers you to make the smartest decisions. You can see this commitment through Hexagon Geosystems' and Hexagon Safety & Infrastructure's partnerships with other software companies and system integrators, as well as Hexagon Geospatial's recent partnerships with Ordnance Survey UK, Airbus Defence and Space, and BlackSky, among others.

Partnerships add to strengths

Hexagon greatly values the strength that can come from partnerships. There is such a deluge of data being collected about our dynamically changing world, and any single piece of that data could provide the key to unlocking major innovations in how we understand the earth. As I have said, we have been actively building partnerships with data providers to help ensure that our tools work as seamlessly as possible. Similarly, we are partnering with other platform providers to ensure our content gets into the hands of as

many people as possible. Last, in order to meet industry needs, we must form vertical and regional partnerships to make our solutions available on a local and global basis.

Mainstream IT companies like Amazon, Microsoft, Apple and Google are adopting location capabilities by buying-out geospatial players. If anything, this provides us much greater opportunities in the marketplace. I think it is actually a sign that the market is coming to realize the vital importance of location-based data. The explosion of geospatial data is outpacing what even the experts predicted. Everything has a geospatial component, especially as more and more everyday objects become geospatially enabled. Lamp posts will soon tell us not just that their bulb burned out, but exactly where they are located, allowing us to quickly schedule maintenance trips. Every purchase is made at a specific location, allowing us to not just understand where things are purchased, but to better plan the logistics to get the right products to the right places at the right time. This can completely transform the way we do business, and Hexagon can provide the technology to power this understanding and help our customers shape smarter change. 🌐



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