

## **Location Intelligence: Delivering Actionable Analysis for Decision-making**

### **Presenter**

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Business Intelligence (BI) technology has recently become a mandatory prerequisite for a range of public sector and commercial organizations operating in highly dynamic, and information-intensive areas. Large organizations realize the strategic value of analytical tools, such as data warehousing and BI, in harnessing knowledge about their operations, the assets, and citizens. For organizations that need to manage physical assets in the field, the combined use of BI with geospatial tools is critical. As a result, the leading software vendors are now incorporating location analysis and map visualization directly into their software toolsets. This session will highlight how and why location-enabled BI, or location intelligence, is becoming the emerging platform for geospatial analytics. The paper also illustrates examples from public sector and transportation use cases.