



DATA SHEET

# Transform Processes, Products, and More with Location-based AI

*Locana's data science services enable companies to operate faster, more efficiently, and with greater success*

## Bring AI innovation to your enterprise

For businesses today, the rise of the data economy offers tremendous opportunity. Yet the challenge for many: how do you take advantage of diverse information, including unstructured and big data, to increase business performance across the enterprise? The advancements in artificial intelligence (AI)—combined with location-based technology—provide an answer.

Today's modern geospatial technology offer flexibility and power to fit within existing IT while maximizing data investments. Companies can combine geospatial solutions with AI to deploy leading-edge use cases that leverage map data and services as a competitive differentiator. They can connect and analyze data maintained in multiple departments and 3rd party sources to perform large-scale tasks quickly and efficiently.

Organizations can accurately predict trends, correct errors, and automate functions using custom-trained models. Inference techniques help detect, capture, and classify features and attributes from raw data sources, from social media to satellite imagery and surveillance cameras. The result is increased information quality and usability that enables better decision making.

Challenges to business-focused AI:

- Acquiring the right expertise and experience
- Understanding and identifying fit-for-purpose data
- Training models for business use cases
- Building the proper technology infrastructure
- Properly testing and validating models and outputs

## The benefits of Locana's location-based AI

- Reduced labor, costs, and overall risk
- Improved forecasting and proactive decisions
- Automated and streamlined workflows and processes
- Enhanced products, services, and customer care
- Optimized operations, infrastructure, and performance
- Increased transparency and communication

## Make smarter decisions faster

Today more AI applications than ever are available to the public. Consumer purchasing data is used to suggest products buyers want, image recognition tools organize and classify your digital photos, and natural language processing enables virtual customer services.

Utilities, commercial businesses, nonprofits, and government agencies want more business-focused applications that improve operations, corporate processes, and products. With data science and engineering demand outpacing supply, finding experts conversant in more than consumer applications can be challenging. Understanding how to develop and train more business-focused models, build the infrastructure, and deploy model validation involves technical complexity and acquired expertise.

With the right skills and knowledge, you can employ AI and location intelligence to automate processes, predict risk and growth opportunities, as well as identify patterns. Location-based AI helps leaders make sense of situations and identify solutions quickly. Line managers and front-line staff can carry out tasks at increased scale and speed and analyze information to predict future outcomes correctly.

GIS combined with AI can reduce labor costs and increase the value of products and services. You can connect different data using location, taking advantage of inference techniques to correlate information that enriches existing products. Examples of this can range from an info-entertainment system to maps that pull in geo-tagged information, to a travel website that offers clients homes that match their preference, to open development topic modeling that pulls out keywords to determine a summary and create a map of an issue. Companies can automate processes like performing field inventories or auditing assets to accelerate workflows and re-distributing resources to higher priority activities.

## Your data, analytics, and AI partner

Over the past decade, Locana's extensive work in AI, GIS, and big data has steadily increased, and our scale of clients and applications continues to expand. Locana regularly captures, processes, and curates data at all scales for private and public clients. As a result, we have developed various models and services that perform automated feature and data extraction from imagery, probe signals, and social media.

These applications apply across industries and departments, including:

- Anomaly detection using cameras and computer vision models
- Location inference from text and natural language processing
- Computer vision for object identification and feature extraction
- Creation of synthetic location indices via density classification
- Image assessment for photos associated with geographic features
- Attribute enrichment using image detection and object counts

# Locana

Take advantage of forward-thinking AI geospatial applications. Find out how Locana's innovation services can meet your business objectives by visiting: [locana.co/innovation](https://locana.co/innovation).



[locana.co](https://locana.co)



[info@locana.co](mailto:info@locana.co)



303-713-3230