

Location and Geospatial Intelligence

IDC's Location and Geospatial Intelligence continuous information service helps product marketing, market intelligence, and strategic planning professionals assess opportunities and positioning in this market. The service also allows end users to explore capabilities of location and geospatial intelligence solutions. This market encompasses data providers, location and geospatial analytics and visualization, mapping, navigation, geospatial developer tools and platforms, and other supporting technologies.

These geospatial enabling components are increasingly integrated with enterprise applications and other systems. In addition, they have become more prominent in overall enterprise analytics. The use cases are wide ranging, and the supply of geospatially enabled data grows at a rapid pace.

MARKETS AND SUBJECTS ANALYZED

- Open source and proprietary location and geospatial data providers
- Tools with location and geospatial analytics and visualization capabilities
- Mapping and navigation software providers, including indoor applications
- Location and geospatial developer tools and platforms
- Location and geospatial use cases across industries and enterprise functions

CORE RESEARCH

- Demand for and Application of Location Data
- Innovators in Location and Geospatial Intelligence
- Location and Geospatial Intelligence Taxonomy
- Creating Spatial Intelligence from Satellite Imagery
- Worldwide Location and Geospatial Data Management and Analytics Software Forecast

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Location and Geospatial Intelligence](#).

KEY QUESTIONS ANSWERED

1. How large is the location and geospatial intelligence market, and how is it segmented today? What is the future opportunity?
2. How do these solutions fit with existing analytics, data management, and other application ecosystems?
3. How can enterprises leverage location and geospatial intelligence in new and emerging use cases?
4. How are regulatory developments (i.e., GDPR, other privacy-related developments) impacting the development of this market?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the location and geospatial intelligence market, including:

AWS, Capella Space, CARTO, Descartes Labs, EOS, Esri, Foursquare, GBG, Gimbal, Google, HERE, Hexagon, ICEYE, Kayrros, MDA, Mapbox, Maxar, Microsoft, Mobileye/Road Experience Management (Intel), Orbital Insight, Planet, Precisely, Tamoco, Targomo, TomTom, Trimble, UP42, Urban Sky, Ursa Space, Urthecast, VenPath, Verizon, What3Words, and Zonda.