The Geospatial Industry Keeps Evolving
We Live in a Mobile World
Enterprise Mobile Adoption Is On the Rise

- Ease of Use
- Improvements in mobile technology
  - Better Processing
  - Better Components
- Affordability
- Flexibility
- Faster Networks/Connectivity.
- Better Digital Security
Mobile has become a big and relevant change in the Geospatial workforce
Mobile Field Data Collection is Exploding Across Industry

- Sign & Graphics businesses
- AEC
- Defense and intel agencies
- Facilities Management
- State and Local Government
- Insurance
- Law Enforcement, for accident investigation
- Real Estate and Appraisal companies
- Natural Resources
- Transportation
- Architecture companies
There is a substantial shift happening………

From:

To:
Why as an Industry are we Evolving?

- Workforce is Changing
- Mobile adoption/transformation is happening around us at unprecedented rates
- Geospatial data is now foundational for most businesses and governments.
- Mobile is a growing gateway to GIS
Why as an Industry are we Evolving?

Mobile growth and transformation in field operations

- **$10.6 Trillion**
  - Growth of global e-commerce

- **+58%**
  - Mobility investment is a top priority

- **+52%**
  - Transformative field operations technologies
Three Trends Driving Field Operations Changes

1. Mobile technology replacing paper in the field.
   1. Increased Productivity
   2. Reduced Paperwork
   3. Minimizing Errors
   4. Higher Revenues

2. Performance and convenience expectations growing

3. Emerging technologies and faster networks are disrupting field operations
What Customers Want in Mobile:

1. Easy to Learn and Simple to Adopt
2. Generate a quick ROI
3. Works with what I already use
4. Save Time in the Field and in the Office
5. Increase Worker Safety
Ask yourself: Why Aren’t You Doing More Field Data Collection?
Field data collection is the “Achilles’ Heel” for many GIS professionals…

It can be costly, hard, time-consuming, resource-heavy, and sometimes not safe!
ikeGPS Vision for Spike

A mega-trend has emerged whereby professionals are seeking to use their smartphone or tablet in more than just a personal context.

In our view, for measurement products, this has translated to:

- An expectation that measurement tools are intuitive to use, are accessible to all the people that need them, and that data can plug into wider mobile applications.
- Businesses and professionals are seeking to leverage the investment they’ve already made into mobility, taking a modular and multi-tool approach.

Our vision for Spike was to deliver unique measuring capability and to make the system simple to use and accessible to any field worker:

- Taking complex measurements shouldn’t necessarily require complicated tools. In fact, it should be as easy as using your smartphone.
- There should be a way to augment the power of a smartphone and tablet, not an attempt to replicate it.

Today, ikeGPS mobile products are relied upon every day by tens of thousands of businesses across construction, engineering, architecture, asset management, facility management, real estate, insurance, government & defense, and other industries.
Spike & Survey123 Solution Overview

Spike

Survey123

ArcGIS
Field Data Collection is Hard. Make it Easy with Spike & Survey123.

https://www.youtube.com/watch?v=82YPfDxGL3Q
Questions?

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Cited Sources:  
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