

# GEOSPATIAL MARKET TRENDS

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# Introduction

- Geospatial markets growing very rapidly
- Wider use of this Technology around the world.

# Background

- I have been involved with this technology since early 1980's
- Dealt with several manufacturers and suppliers of this technology
- Dealt with several hundred clients who use this technology

# Disclaimers

- Several manufacturers and supplier will not agree with this situation.
- My personal opinions as well as opinion of several users
- No one manufacturer is implied. These are general trends

# MAJOR TRENDS

- APPLICATIONS
- CONSOLIDATIONS
- INTEGRATION WITH OTHER SENSORS
- SERVICE/SUPPORT ISSUES
- NEW PRODUCT INTRODUCTIONS
- COST SAVINGS
- AGEING OF GIS PROFESSIONALS
- NEW COMPANIES

# MAJOR TRENDS-APPLICATIONS

- The use of geospatial technologies has become widespread from agriculture to health to disaster management to natural resources to marketing. Its touching every aspect of life around the world. This will become a dominant tool for analysis and decision making
- Market will keep growing for at least few years

# Major trends-consolidations

- Larger Companies buying out smaller companies with better technology and products.
- In the USA there are just 3 players left in the GPS market namely Trimble, Topcon and Leica.
- Most of the acquisitions are to buy a better product and or to eliminate a better competing product

# Major Trends-consolidations

- This is a bad situation
- No or less innovation
- No Competition
- Poor customer service
- Increased prices.

# Integration with other sensors

- GPS manufacturers are adding to their GPS units external sensors ie
  - Camera
  - Laser range finders
  - Bar code sensors
  - Others

# Integration with other sensors

- Camera manufacturers are adding
  - GPS and Compass
  - Bar code scanners

# Integration with other sensors

- PDA and PC manufacturers are adding to their units
- Camera
- Bar code scanners

# Integration with other sensors

- On paper this is a good trend but as a user of this product make sure adequate service is available
- GPS manufacturers are not experts in camera or bar code scanner
- PDA and camera manufacturers are not expert in GPS
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# Service/ support Issues

- Cannot talk to live person
- Takes days to talk to a human!!
- Issues used to get resolved in a day now takes days.
- Outsourced service
- Pay extra for Platinum, gold service
- Transfer service to dealers
- Its getting worse

# New product introduction

- New product introduced but in a rush to get product out quick, dealers and customers are the guinea pigs for testing and debugging

# Cost savings

- Manufacturers are saving money but not passing on to customers
- **MANUALS ARE ON LINE.** Cost of producing, shipping are not extended to customers.

# AGEING OF GIS PROFESSIONALS

- GIS Professionals are getting old and not enough candidates are in the pipeline to replace them.
- Manufacturers, users, associations are not doing enough to promote GIS as a profession

# NEW COMPANIES

- Positive sign is that several new companies are entering the market due to the potential of this market

# Summary

- The market is getting towards becoming a monopoly market and unless users put pressure on vendors, these issues will get worse
- As a user you need to demand better products and services

QUESTIONS????????

# CONTACT INFORMATION

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