

# SpatialKey Background Information

## INTRODUCTION

SpatialKey puts the power of location intelligence in the hands of decision makers. No programming. No specialists. No waiting.

SpatialKey is a collaborative, web-based, application that is deployed instantly and learned in minutes, managed without help from IT or other specialists, and easily attainable with department-level funds. The SpatialKey beta was introduced in 2007 and the full product became available for purchase in the fall of 2009.

## BENEFITS

SpatialKey On-Demand helps customers make decisions faster by:

- **Putting location intelligence in the hands of decision makers:** Within minutes of their initial sign-on, decision makers can upload data, interactively analyze it, and easily identify important relationships and trends.
- **Sharing interactive analysis and reports across the organization:** Collaboration with SpatialKey is more than just sharing maps or shapefiles. Data and analyses are brought together in interactive form, enabling accelerated understanding and collaborative decision-making.
- **Extending and enhancing existing systems and processes:** SpatialKey works with most any dataset. Data can be manually or automatically uploaded and quickly filtered for export and use in other systems. This accelerates and improves other business processes, increasing the value of existing IT investments, including BI and GIS.

## DEPLOYING AND MANAGING

SpatialKey is web-based. The infrastructure, server-side software, and data are hosted in the Amazon Cloud, a highly secure, scalable, and cost-effective environment. In minutes, a decision maker or non-technical user can set up SpatialKey for a small workgroup using manually loaded data. With a little help from a database administrator SpatialKey can be set up with automated data updates and deployed to small workgroups or large organizations in less than a few hours. New users can be added to the system instantly with a simple email invitation.

## MARKET SEGMENTS

SpatialKey makes location intelligence available to decision makers across many industries and occupations. Today those include energy, financial services, manufacturing, telecommunications, government, military and intelligence groups, pharmaceutical, health and human services, universities, geo services companies, aid and relief agencies, sales and marketing groups, media organizations, and more.



## HIGH LEVEL USE CASES

SpatialKey is bringing people and location-based data together faster and more effectively than ever before. It's helping sales and marketing groups analyze distribution and market trends and develop more focused campaigns. It's helping financial institutions, cities, and retailers collaborate on redevelopment of neighborhoods, and it's helping researchers and aid organizations better understand and mitigate the impact of armed conflict on civilian populations. It's helping health and pharmaceutical groups track disease and distribution of drugs, and it's helping police agencies better understand and address the criminal activities that impact quality of life in their communities. And these are just a few of the many ways decision makers and organizations are putting this powerful new solution to work.

## PRICING

- **SpatialKey On-Demand** is deployed as a Software as a Service (SaaS) and is available on a subscription basis. Deployment is instantaneous and enables ongoing updates and maintenance to occur with no impact on IT organizations. In this model, the application and data are hosted in the Amazon Cloud. Upfront costs are kept to a minimum. Organizations can start with small deployments and scale as demand for software increases.
  - Subscriptions start with a minimum of 10 users.
  - Cost is \$125 per user per month.
- **SpatialKey On-Premise** is designed for customers with unique needs or security requirements. SpatialKey On-Premise is deployed on a server within a customer's infrastructure. Licensing is on a per server basis with a 10-user minimum. In this model, fees are structured on a per-server and per-user basis and are accompanied by annual support and maintenance fees.

Contact the vendor to find more information or to find out about special pricing for government agencies, non-profit organizations, educational institutions, and NGOs.

## PARTNERING:

SpatialKey is actively looking for partner organizations with market- specific expertise that are interested in enhancing new or current offerings by leveraging SpatialKey's capabilities. Current Partners:

- **Terraine** provides environmental and technology services for private- and public-sector clients, including the United States Army Corp of Engineers, the United States Navy, and the North Carolina Department of Environment and Natural Resources. Terraine's capabilities include mobile data collection, management, reporting, and presentation. They combine state-of- the-art technology and management techniques that accelerate capture, analysis, and decision-making using location-based data. Terraine offers SpatialKey as a collaborative analysis, reporting, and decision-support component of their solutions and engagements. [www.terraine.com](http://www.terraine.com)
- **Enterpol, by Huber and Associates**, helps public safety agencies manage information critical to their missions. Enterpol's easy- to-use, affordable solutions for dispatch, records, and jail management improve agency effectiveness by ensuring information is accessible wherever and whenever needed. Enterpol's SpatialKey On-Demand offering provides customers powerful, easy-to-use crime and operational analysis and reporting that extends the value and capability of their investment in Enterpol solutions. <http://www.enterpol.com/>
- **Social Compact** is a non-profit organization that breaks down barriers to public investment in underserved urban areas. Since its founding in 1990, the organization has become a powerful force for change in overlooked urban markets by delivering the reliable, representative, and up-to-the-minute information about a community's economic health needed to make critically important investments possible. Social Compact also partners with investors, municipalities, and community leaders to leverage this valuable information in the decision-making process. Social Compact uses SpatialKey to extend its data and methodology to city governments, investors, and property developers, creating an instantly available and collaborative environment that accelerates understanding and decision making. [www.socialcompact.com](http://www.socialcompact.com)