



GEOSPATIAL ANALYTICS SERVICES

G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech's **Geospatial Analytics Services** enable organisations to analyse, visualise, and derive insight from data with a geographic or spatial dimension. The service supports the design, implementation, and operation of geospatial analytics solutions to improve understanding of location-based patterns, trends, and relationships across people, assets, infrastructure, and events.

The service integrates geospatial data with existing data platforms and analytical tools, enabling organisations to combine spatial and non-spatial data securely. Solutions are designed to support planning, operational decision-making, and situational awareness while aligning with organisational governance, security, and assurance requirements.

KEY FEATURES

- Design and implementation of geospatial data models and analytics
- Integration of spatial and non-spatial data from multiple sources
- Support for mapping, spatial analysis, and location-based visualisation
- Analysis of patterns, proximity, movement, and geographic relationships
- Integration with existing data platforms, analytics, and reporting tools
- Support for operational, analytical, and investigative use cases
- Scalable architectures for large and complex geospatial datasets
- Secure by design with controlled access, encryption, and governance

KEY BENEFITS

- Improves understanding of location-based patterns and trends
- Supports better planning and decision-making using spatial insight
- Enhances situational awareness for operational and analytical teams
- Enables integration of geospatial insight into existing business processes
- Supports complex analysis combining where, what, and when
- Provides intuitive visualisations for technical and non-technical users
- Maintains trust through secure, governed, and auditable analytics

Thank you

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