



Geospatial Analytics

A KPMG Service for G-Cloud 15



Introduction to KPMG's Geospatial Analytics service



Service Description:

Many asset-intensive organisations are struggling to pull together information on their assets in a meaningful way to support their portfolio planning and asset decision-making:

- Assets are split across complex networks or multiple sites with data stored across multiple systems
- Traditional analytics approaches are often insufficient for unlocking the full potential of location-based insights
- Organisations are failing to realise the benefits of Geospatial Analytics capabilities

We provide Geospatial Analytics diagnostics, strategy, and implementation services to unlock value from geospatial data for clients across various industries.

We help organisations identify, assess, plan, implement and maximise the value of new and existing Geospatial Analytics solutions.



What are the benefits of KPMG's Geospatial Analytics service?

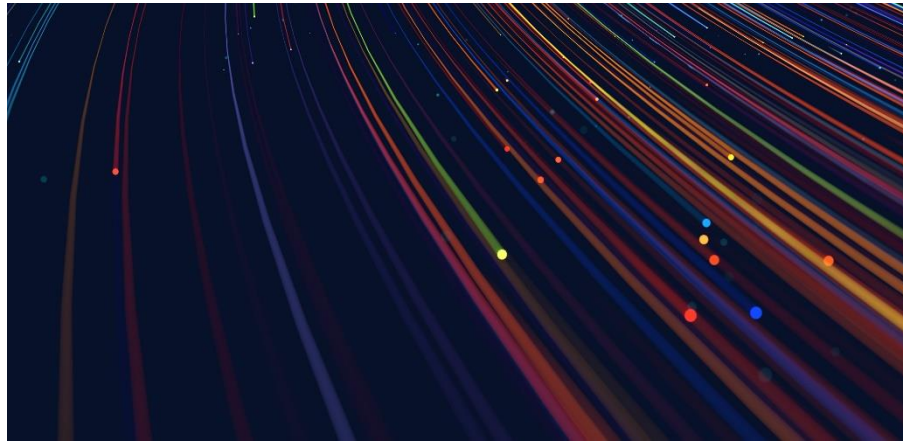
- A global infrastructure network at the forefront of Geospatial Analytics good practice
- Expertise in developing and deploying geospatial solutions across diverse industries, providing insights and solutions tailored to specific client needs
- Rapid time to value with ready-to-deploy Geospatial Analytics solutions
- Enhanced process efficiency and effectiveness through streamlined automation of Geospatial Analytics
- Enterprise-ready Geospatial Analytics solutions aligned with KPMG's best practices and industry experience
- Building the case for change and securing stakeholder sponsorship



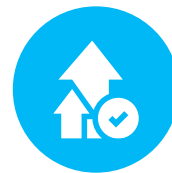
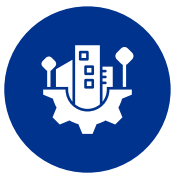
Our service features

- Use of statistical methods and machine learning algorithms to analyse geospatial data.
- Identification of patterns and trends, performing spatial analysis, and trend analysis.
- Geospatial data visualisation and reporting.
- Geospatial data management support including cleaning and processing data, ensuring data accuracy and data storage.
- Assessment of current geospatial analytics capabilities and supporting systems, technologies and data
- Creation of Geospatial Analytics strategy to identify, assess, and prioritise technology, process, and people changes
- Optimisation of technology and supplier ecosystem, systems architecture design, and data transformation

KPMG Approach



Our approach takes a strategic perspective, combining the best of infrastructure advisory with knowledge of the technology landscape and a focus on outcomes to identify solutions that drive sustainable value



Infrastructure

Deep infrastructure expertise across multiple sectors...

- Our global infrastructure network keeps us at the forefront of Infrastructure Advisory good practice
- We work with large, complex asset-intensive organisations across multiple sectors and asset classes
- We understand what it takes to go beyond the ISO standards, and where there is value in doing so

Technology

...plus data, analytics and digital capabilities...

- Helping you navigate the complex technology and systems landscape
- Market leading digital and data analytics approaches
- Partnerships and accelerators for all key systems and vendors

People

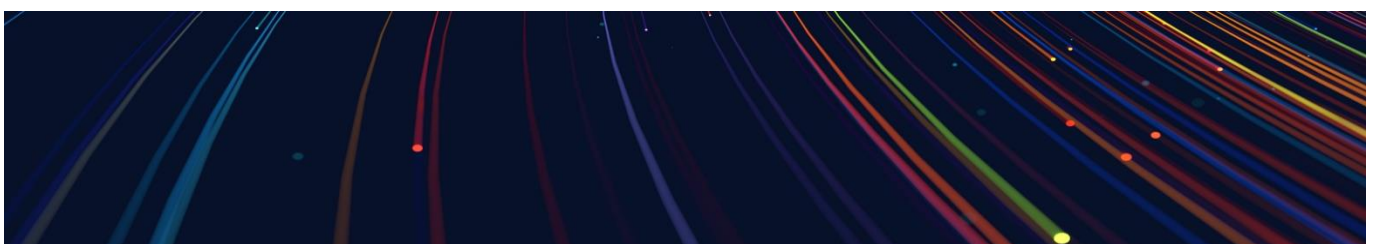
...with a focus on people...

- Delivering sustainable change by focusing on your people and embedding a digitally-driven approach to infrastructure management
- Bringing experience through certified asset management, operations and digital specialists, who have made this happen in highly regulated industries.
- A global presence across 150 countries, with resources and expertise to serve clients around the world.

Value

... to deliver better outcomes and organisational impact

- Building the case for change and securing stakeholder sponsorship
- Improving productivity, organisational effectiveness and efficiency and the channels to 'cash out' and unlock value
- Managing and delivering change to deliver long-term organisational transformation



Why KPMG

Helping organisations exploit existing tools and deploy new geospatial analytics capabilities to drive value across their portfolio



Analytics

We can support with geospatial data acquisition collecting data from a range of sources such as social media, GPS, satellite imagery.

We help clients manage geospatial data including cleaning and processing data and making sure it is stored in way that those who need to can easily access it.

Our team of analysts then can use statistical methods and machine learning algorithms to analyse geospatial data to enable the identification of patterns and trends.

We then can exploit this geospatial data to develop meaningful insights through our visualisation and reporting capabilities to generate value.



Solutions

Implementing geospatial analytics initiatives requires meticulous planning, seamless execution, and effective change management.

We have an ecosystem of partners who are delivering cutting-edge geospatial solutions that are pushing the boundaries of InfraTech capabilities. We will work with you to deliver fit for purpose solutions.

We support the gathering of requirements and selecting the right technology solutions to providing comprehensive training and support, we ensure a smooth transition to exploit maximum value from geospatial analytics capabilities.

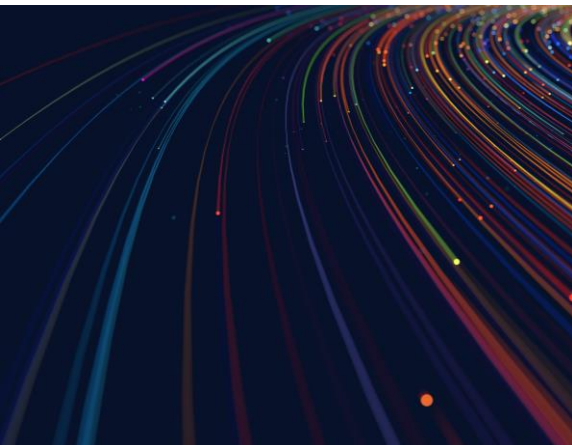


Capability

We excel in conducting diagnostics of geospatial analytics capabilities across a wide range of sectors.

Our team of experts will analyse your current technology stacks and data infrastructure to identify areas of strength and opportunities for improvement.

With our diagnostics assessments, you can gain invaluable insights into the effectiveness of your geospatial analytics processes, enabling you to make informed decisions about your organisation's data-driven strategies.



Why KPMG

KPMG's geospatial team support all organisation types across the investment and asset lifecycles to unlock value



A Transport Body intends to provide a fair and equitable distribution of electric vehicle charging points to support a transition to electric across the country and need to understand areas which require additional support in deploying chargers. KPMG forecasted the number of chargers via consideration of:

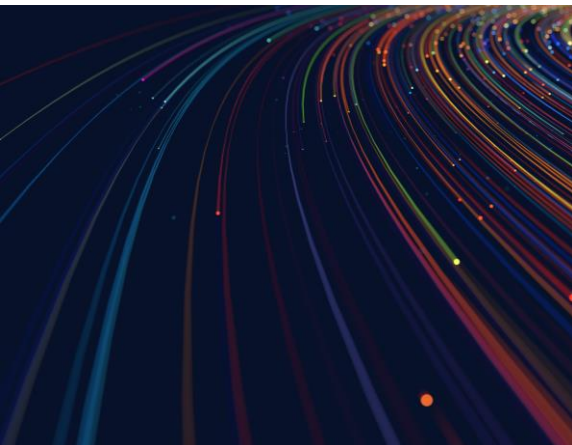
1. Improvements to electric vehicle and charger technology,
2. Changes in car kilometres driven per year, and
3. The charging habits of consumers.

Our geospatial analytics team leveraged the data to overlay the current areas of charge point deployment and cross compare these to the 2030, 2035, and 2040 forecasts to provide a clear representation chargers requirements and the current gaps in the deployment. This has been used to inform Transport Scotland's Future Implementation Strategy for its charging network.



We helped **a City** in character rising and **quantifying the magnitude of its city-wide connectivity challenges** by using geospatial analytics to identify potential opportunities for improvement on the verge of 5G mass adoption.

Our support enabled the client to use geospatial analytics to gain clarity over current connectivity barriers and outline potential enhancement strategies to address challenges.





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