

TRANSFORM LOCATION DATA INTO BUSINESS INSIGHTS WITH LOCATION INTELLIGENCE & DATA VISUALIZATION

GBIF, Jardín Botánico de Madrid
MARCH 23th 2017



WORLDWIDE ACCESS

PIONEERS IN LOCATION INTELLIGENCE

1,200+ CUSTOMERS, 200,000 END-USERS | \$30M FUNDING TO DATE | 100+ TEAM MEMBERS

Accel

EARLYBIRD



kiboventures



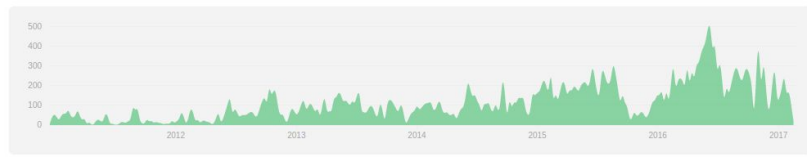
vizzuality.

- Contributors
- Traffic
- Commits
- Code frequency
- Punch card
- Network
- Members
- Dependents

Jan 9, 2011 – Mar 16, 2017

Contributions: Commits

Contributions to master, excluding merge commits



xavijam #1
6,903 commits / 864,194 ++ / 630,374 --

A small orange area chart showing the commit activity for xavijam from 2012 to 2016. The y-axis ranges from 0 to 200. Activity is relatively low until 2016, where it shows a significant spike.

javierarce #2
4,958 commits / 259,462 ++ / 164,555 --

A small orange area chart showing the commit activity for javierarce from 2012 to 2016. The y-axis ranges from 0 to 200. Activity is low until 2016, where it shows a significant spike.

gforav #3
3,378 commits / 44,141 ++ / 124,435 --

A small orange area chart showing the commit activity for gforav from 2012 to 2016. The y-axis ranges from 0 to 200. Activity is low until 2016, where it shows a significant spike.

juanignaciosl #4
2,821 commits / 60,966 ++ / 30,908 --

A small orange area chart showing the commit activity for juanignaciosl from 2012 to 2016. The y-axis ranges from 0 to 200. Activity is low until 2016, where it shows a significant spike.

viddo #5
2,308 commits / 190,200 ++ / 214,106 --

A small orange area chart showing the commit activity for viddo from 2012 to 2016. The y-axis ranges from 0 to 200. Activity is low until 2016, where it shows a significant spike.

javisantana #6
2,099 commits / 250,485 ++ / 161,665 --

A small orange area chart showing the commit activity for javisantana from 2012 to 2016. The y-axis ranges from 0 to 200. Activity is low until 2016, where it shows a significant spike.

javitonino #7
1,961 commits / 45,035 ++ / 29,722 --

A small orange area chart showing the commit activity for javitonino from 2012 to 2016. The y-axis ranges from 0 to 200. Activity is low until 2016, where it shows a significant spike.

matallo #8
1,350 commits / 195,519 ++ / 168,592 --

A small orange area chart showing the commit activity for matallo from 2012 to 2016. The y-axis ranges from 0 to 200. Activity is low until 2016, where it shows a significant spike.



DATA IS TRANSFORMING

ALL ORGANIZATIONS

By 2020, approximately 25 billion devices will be permanently connected through the internet, all of which will generate location data.

SOURCE: GARTNER

LOCATION IS THE NEW CHAMPION OF ANALYTICS

LOADS OF LOCATION DATA GENERATED AND NOT PROVIDING INSIGHTS

Huge opportunity to expand Location Intelligence to new organizations that are now getting ready to be location aware. The previous platform generations are not able to capture this new market.



80%

Of all data collected has a location element on it

10%

Of that data actually is used to power business decisions

USING CARTO TO VISUALIZE HOW FAR BIRDS FLY IN A SINGLE NIGHT



PRODUCT OFFERING

BUILDER

A NEW WAY OF WORKING WITH LOCATION

CARTO Builder helps you ask “where” and “why.” Filter, cluster, and explore location-based trends. Test your hunches and gain new perspective by incorporating our public data. Do advanced analysis on the fly, and see the results in real time.

- Instant dashboards to get users exploring
- Fast, creative, dynamic analysis
- Integrated style-by-value and zoom
- Less coding, more insights
- Publish visualizations everywhere and with more control

The screenshot displays the CARTO Builder interface. On the left is a blue sidebar with navigation icons. The main area shows a map titled "L1 People Affected" with a purple and white path. A "PASSWORD" label is visible. Below the map is a "LAYERS" panel with "L1 Stations" and "Districts of Madrid" (A0) listed. A "WIDGETS" panel shows "Isochrones" (B1) and "Color Basemap". A "SHARE" button is at the bottom right. A mobile interface is visible on the right side of the map.



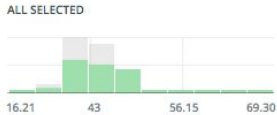
STORE 5 1.9k

OTHER 342

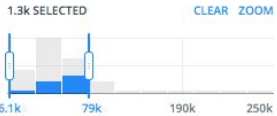
SEARCH IN 8 CATEGORIES

Customer Online Purchase...
\$142.33 (avg)

Customer Median Age 0 NULL ROWS 17K MIN 142K AVG 1.13M MAX



Customer Median Hou... 0 NULL ROWS 17K MIN 142K AVG 1.13M MAX



Customer Community... 0% NULL ROWS 81% IN 10 CATEGORIES

ALL SELECTED
LOW INCOME, MIX OF MINORITIES 1.7k

BUILDER

WIDGETS

Start building a dashboard right away! No coding required. Widgets carry your data and provide all the levers and switches to play with it.

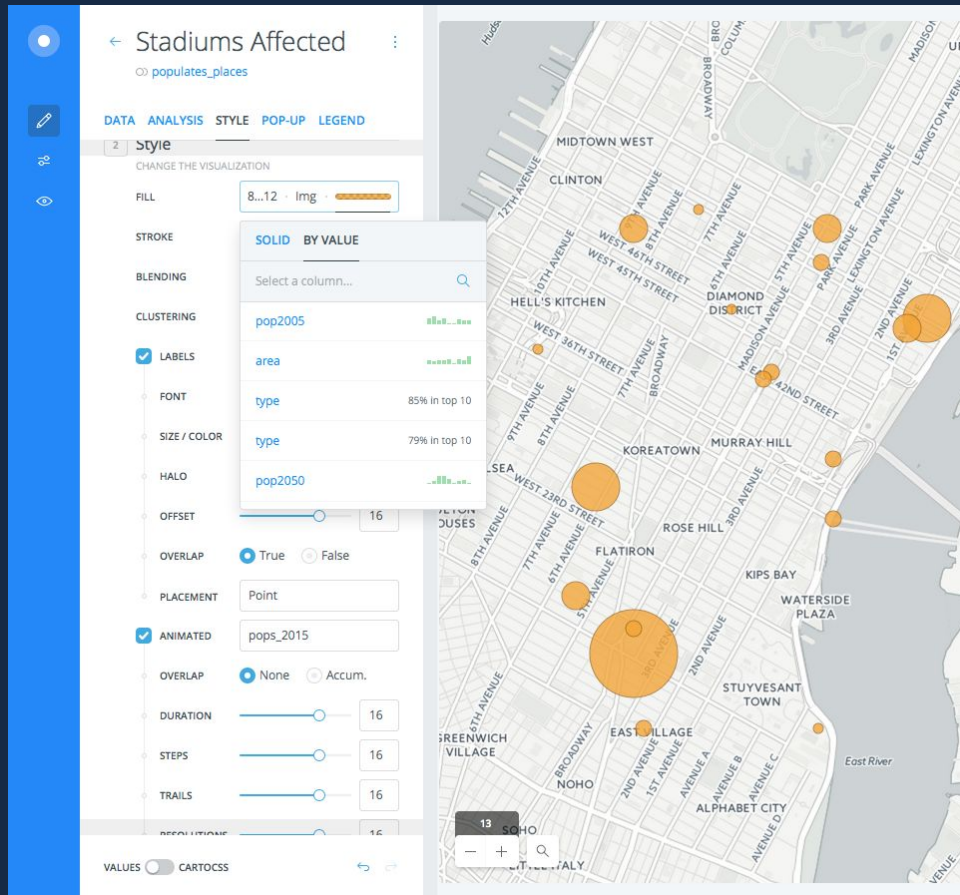
- Quick-build widgets turn on with a checkbox
- Preview your data within the UI before creating a widget
- Widgets dynamically change the analysis
- Create many maps from one dataset

BUILDER

VISUALIZATION

Extract insights instantly through our new visual language: aggregation and style-by-value.

- Reflect your data's value – by fill or size, or both
- Sort through point data with aggregation tools – by squares, hex bin, or geography
- Design a style once and apply it to different layers and workflows



BUILDER

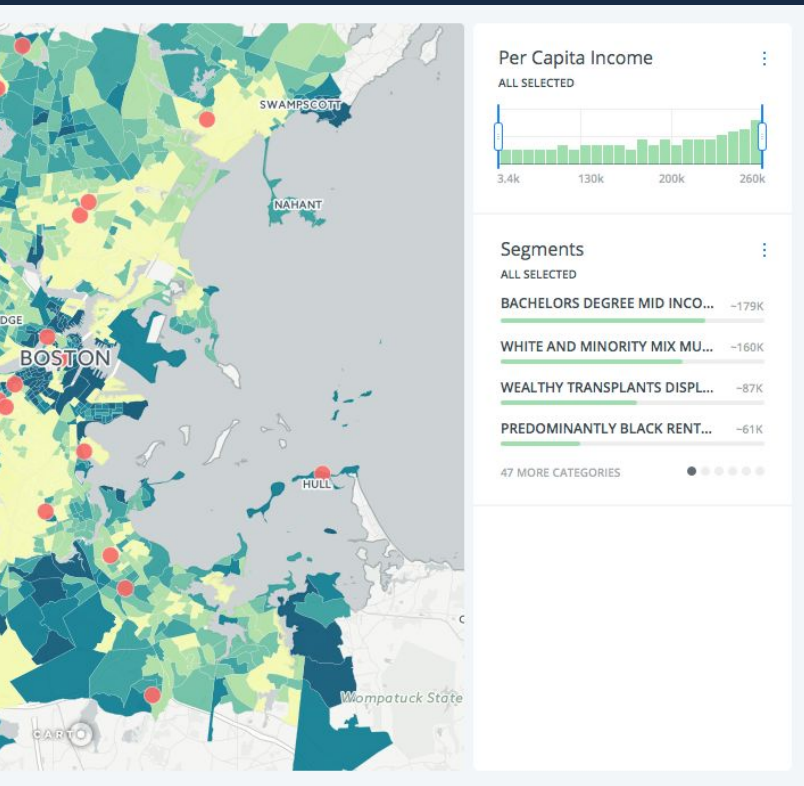
ANALYSIS

Go from sketching to hard insights in a matter of minutes through flexible, chained workflows – with cached steps along the way.

- From buffers and clusters to advanced analysis functions – without SQL
- Cached analysis results allow the user to iterate quickly – move backwards and forwards without worry
- Interacting with widgets dynamically changes your analysis

The image displays three screenshots of the analysis builder interface, illustrating a workflow for analyzing customer data. Each screenshot shows a widget with a title, a description, and a list of analysis steps.

- Stores:** The first screenshot shows a widget titled "Stores" with the description "ADD ANALYSIS". It contains two analysis steps: "C1 weighted-centroid" and "B1 kmeans".
- Clients:** The second screenshot shows a widget titled "Clients" with the description "ADD ANALYSIS". It contains three analysis steps: "A1 link-by-", "B1 kmeans", and "C1 weighted-centroids". A tooltip is visible over the "C1 weighted-centroids" step, displaying the text "Join, Intersect, or Merge with [B] Clients-Store".
- Sales territories:** The third screenshot shows a widget titled "Sales territories" with the description "ADD ANALYSIS". It contains two analysis steps: "B1 kmeans" and "B0 customer_points".



BUILDER

PUBLISH

Release your findings to the right audience – with specific data, view and format in mind.

- Publish changes in your own time – stage them before release
- Snapshots, URLs with details about the state of the viz, make it easy to get specific data views to your audience
- Publishing is just as portable as ever, now with our Mobile SDK.

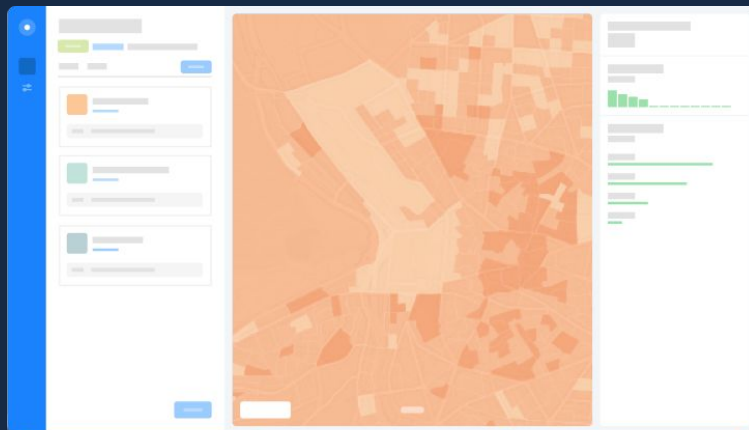
ENGINE

THE MASSIVE POWER BEHIND LOCATION INTELLIGENCE

A collection of geospatial tools, services, and APIs for the rapid development of easy-to-use location applications, CARTO Engine empowers your organization with scalable analysis and enrichment solutions you can fully embed in your web & mobile apps.

- APIs
- Mobile SDK
- Location Data Services
- Data Observatory
- Data Connectors

BUILDER



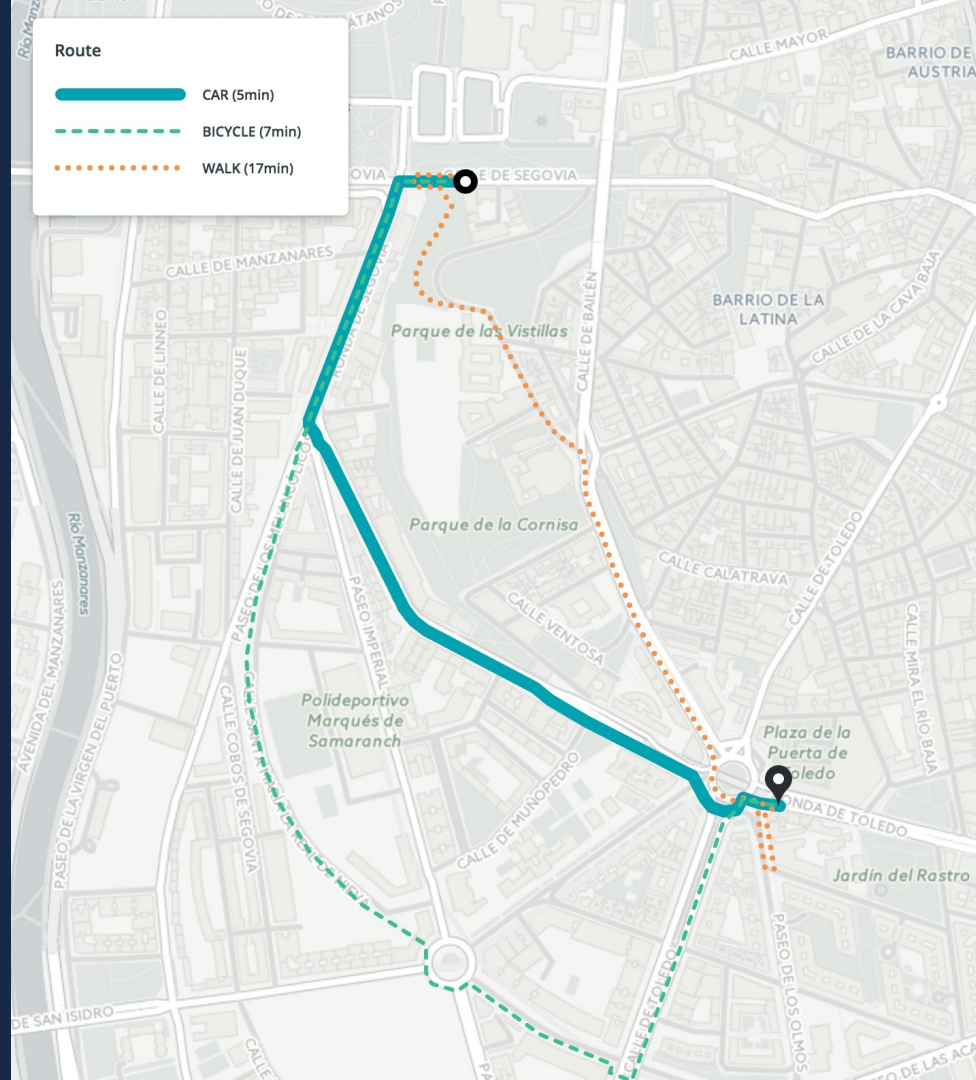
ENGINE



LOCATION DATA SERVICES

EXCEPTIONAL DATA, TECH & CARTOGRAPHY TO POWER YOUR APPS

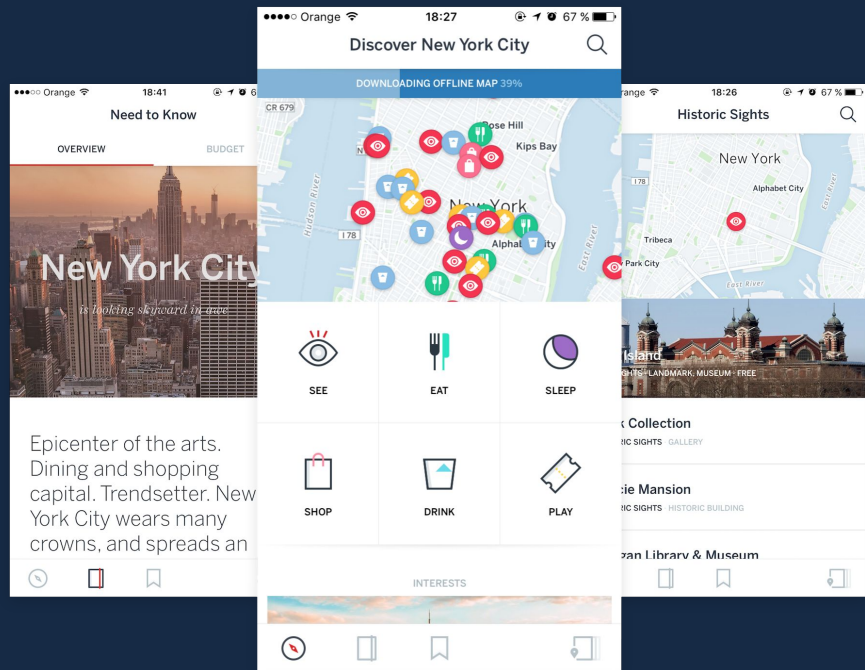
A set of Location Data Services including vector basemaps, geocoding, routing, and demographic data augmentation services to help extract the full potential of location intelligence.



MOBILE SDK

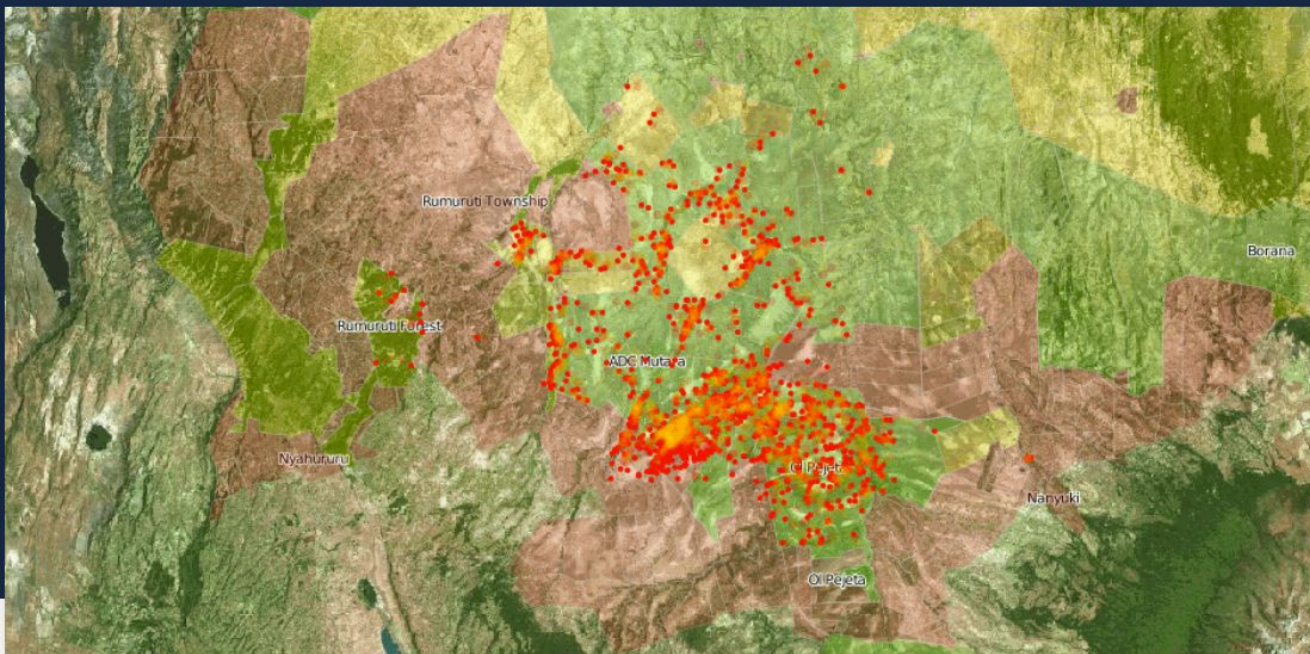
Custom mobile maps SDK for Android, iOS, WP10 and Xamarin supporting online and offline solutions.

Benefit from the performance and scalability of the CARTO SDK and enable online & offline base maps, online & offline routing, GIS editing, 3D features and indoor mapping for your apps.



An aerial photograph of a coastal region, likely a bay or estuary. The water is a deep blue-green color, showing intricate patterns of currents and sediment. The surrounding land is a mix of green vegetation and brownish-grey terrain, possibly a delta or a coastal plain. The overall scene is captured from a high angle, providing a comprehensive view of the geographical features.

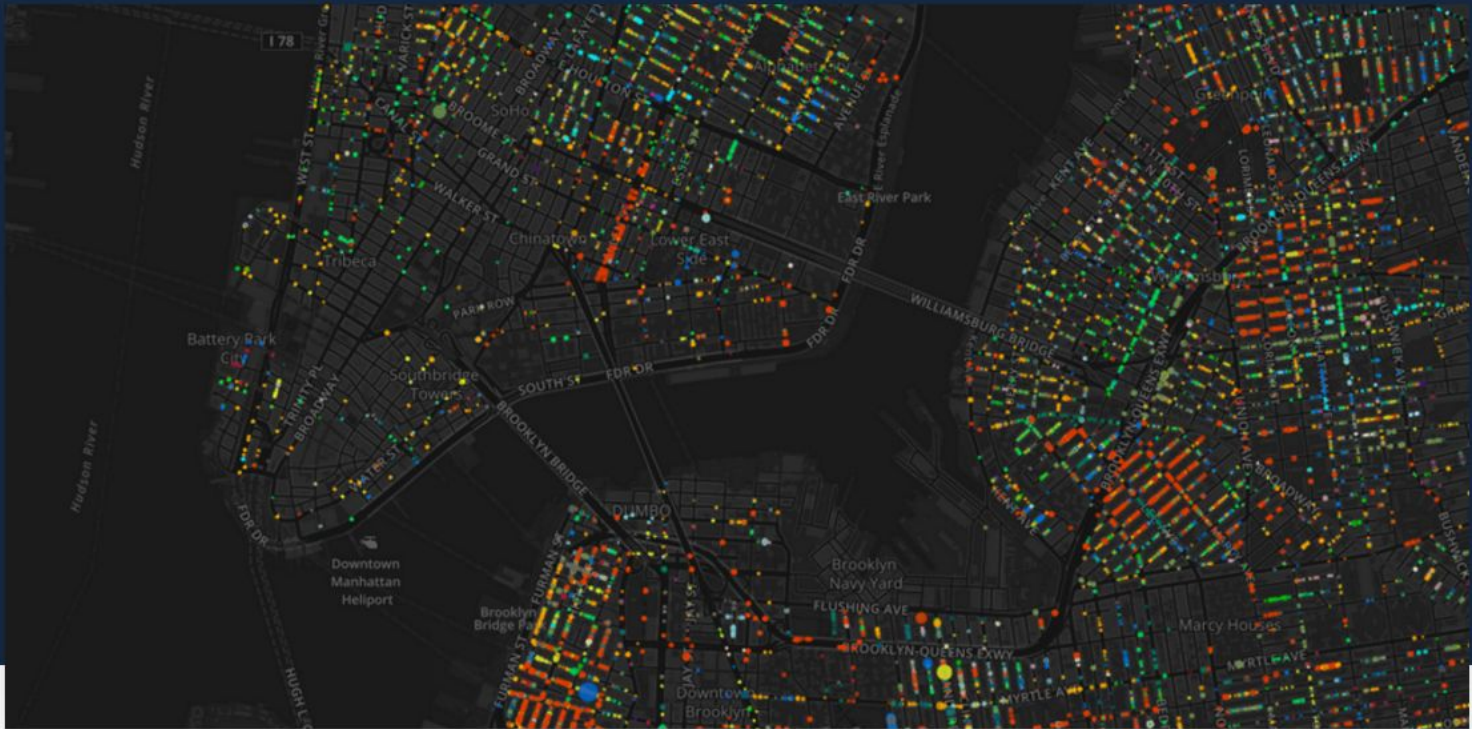
CASE STUDIES



NATURAL RESOURCES

VISUALIZING NOCTURNAL MOVEMENT OF ELEPHANTS

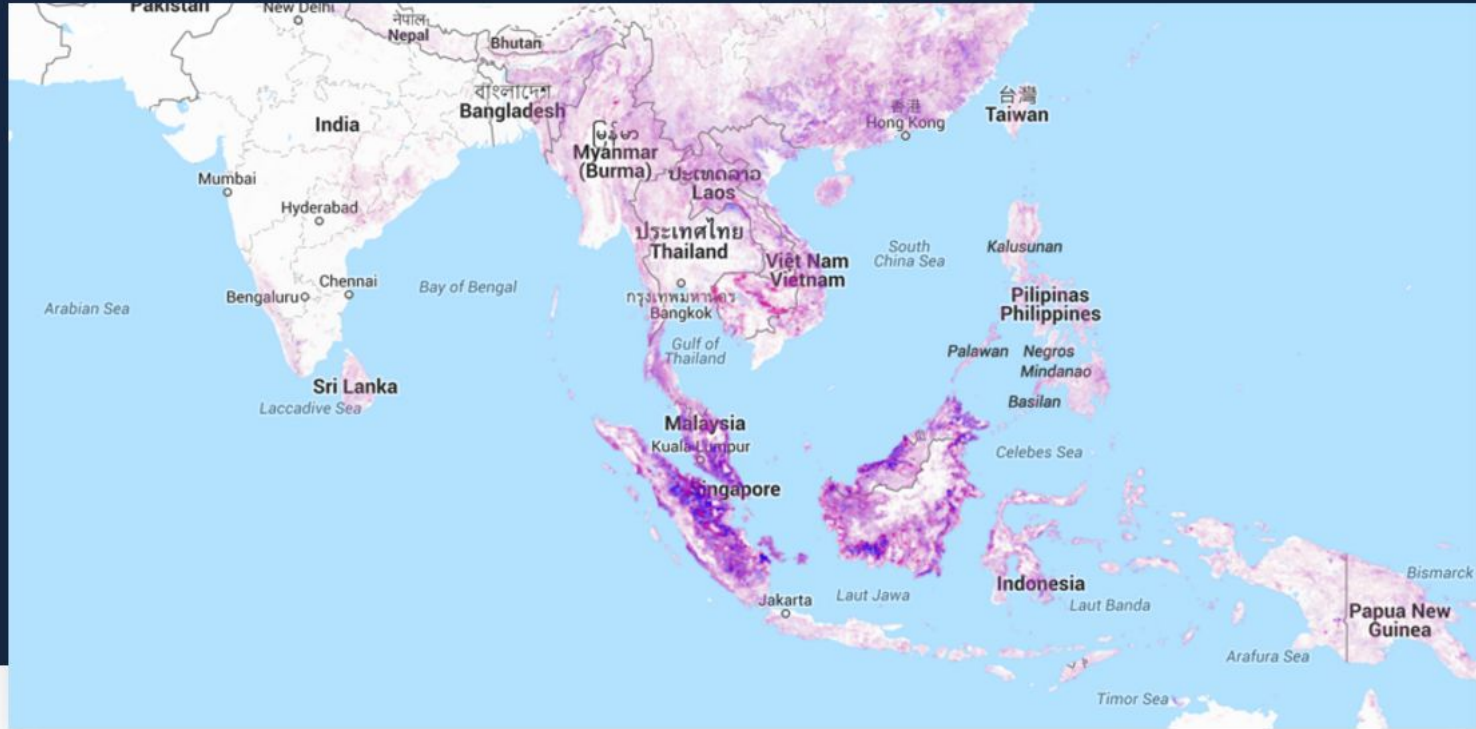
Space for Giants is an international conservation charity, dedicated to ensuring that the largest mammals have, 'the space and security to live and move freely in the wild forever'. They've been tracking five elephants for over a year, and wanted to



NATURAL RESOURCES

STREET TREES OF NEW YORK CITY

New York City's urban forest provides numerous environmental and social benefits, and street trees compose roughly 25% of that canopy [1]. While I had seen



NATURAL RESOURCES

GLOBAL FOREST WATCH: MONITOR DEFORESTATION IN REAL TIME

Global Forest Watch (GFW) is a dynamic online forest monitoring and alert system



PARTNERS

TYPES OF PARTNERSHIP

SI/CONSULTANT/SERVICES

RESELLER/REFERRAL

TECHNOLOGY/OEM

DATA PROVIDERS

PARTNERSHIPS

80+ partners worldwide covering all geographies with extensive implementation expertise. Ideal profile: Tech integrators, consulting companies, Business Intelligence ecosystem partners.



+60 MORE...

A person wearing a dark suit is seated at a white desk. In front of them is a silver laptop. To the right of the laptop is a grey notebook with a yellow pencil resting on it. Further right is a decorative candle holder made of a glass jar and a wooden cone, containing a white candle. A green plant in a glass jar is visible in the background, and another small potted plant is in the bottom right corner. The word "CLIENTS" is overlaid in large white letters in the center of the image.

CLIENTS

Telefonica

BCG
THE BOSTON CONSULTING GROUP

accenture

THE WALL STREET
JOURNAL.

Google

Bloomberg



DigitalGlobe



NYC



BBVA

ING 

 **Royal Bank
of Scotland**

FC



GET IN TOUCH

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RAMIRO AZNAR, SOLUTIONS ENGINEER

CARTO

CART ●