



May 2011
Oracle Spatial User Conference

2011 Oracle Spatial Excellence Awards Presentation

May 19, 2011
Ronald Reagan Building and International Trade Center
Washington, DC USA



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Directions Media

All Things Location...

Directions Magazine – www.DirectionsMag.com

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Directions Magazine français – www.DirectionsMag.info

Directions Magazine Español – www.DirectionsMag.es

Location Intelligence Conference – www.LocationIntelligence.net

Rocket City Geospatial Conference – www.RocketCityGeospatial.com

"All Points Blog is quickly becoming one of our favorite resources for location-based tech information."

ReadWriteWeb – February 5, 2010

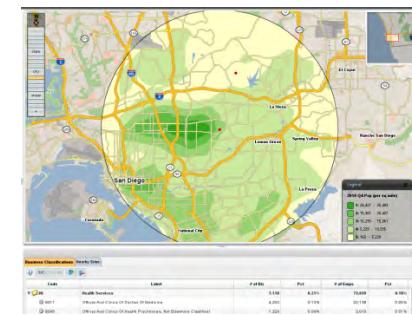
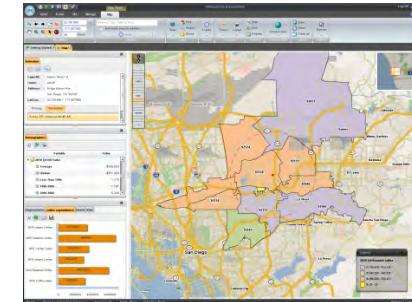
Innovator Award: **TARGUSinfo**

- **TARGUSinfo:** Provides on-demand solutions that help organizations identify, verify, score and locate the customers and prospects with whom they interact.
 - Founded in 1993 - \$120MM+ in 2009 revenue
 - 220+ employees / 7 offices, including DC, NY, SF and CHI
 - Proprietary relationships w/ 210+ authoritative data sources
 - 21 U.S. Patents and others pending
 - Will process ~96B real time transactions in 2010
 - 1,100+ clients

TARGUSinfo

Technology and Tier Layout

- ElementOne Analytics Platform: provides a feature rich, secure and highly scalable online platform for end users to gather market insight, score prospects perform market and location analysis
- Built on Oracle Database 11gR2, Oracle Spatial, Oracle Weblogic 11g, Oracle MapViewer 11g, with TARGUSinfo databases, real-time delivery, and predictive modeling/ segmentation methodologies, deliver intelligence in reports, info panels, map display
- 250 external, 50 internal users currently
- MapViewer 11g: Cached tile maps for high performance, scalability and portability; flexible
- Oracle Spatial GeoRaster Image: Display and query of highly detailed markets and trade areas
- Scalable and High Performance
 - Handle large datasets (ZIP4 points, large customer and transaction level files)
 - Partitioning and SDO_JOIN



Innovator Award: SOGEI



- **Sogei (Società Generale d'Informatica)**

- Wholly-owned by Italian Ministry of Economy and Finance/Department of Treasury
- Integral IT partner with the Italian tax system

- **Innovation Research & Development Team
(15 person team)**

Innovation activities

- Real time infrastructure
- Cloud computing
- Virtual Desktop Infrastructure

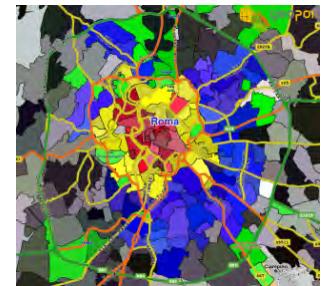
Research & Development activities

- Advanced mapping interface (Geopoi)
- GNSS satellite networks for measurement services (2cm-real time)
- SDR(Software Defined Radio): a GNSS PC based receiver

The IT partner of MEF

Major activities based on Oracle Spatial

- **WEGIS (Web Enabled GIS - 1999):**
 - Nationwide project for automatic cadastral map updating, 1st GIS in Italy based on a single DB - Oracle Spatial
- Oracle Spatial 10g and 11g beta participant
- **Geopoi (Geocoding Point Of Interest - 2007):** Cartographic geospatial/location services framework
 - Used by a large number of Italian Government organisations to share their geo-referenced data within an “Institutional Community”
 - Oracle 11g Release 2 with Spatial, GeoRaster, Network Data Model, Routing Engine
 - Street maps, vector geometries, high-res orthophotos, shared data layers (eg Italian Census)
 - 10M+ POIs, 100M+ polygons, 0.5mt/px orthophotos covering Italian territory – Total over 5 Tb of data



Integrated Enterprise Award

China Land Surveying and Planning Institute



- China Land Surveying and Planning Institute (CLSPI)
 - Non-profit professional organization – part of Ministry of Land and Resources of People's Republic of China
- CLSPI Responsibilities:
 - Support MLR land administration and policy decision-making
 - Execute national land surveying projects
 - Promote innovation and application of land science and technology

Integrated Enterprise Award

China Land Surveying and Planning Institute

- Second national land use survey
 - Total investment: over 100 million Yuan, 2 year effort from 2007-09
 - 100+TB image data and 3+TB vector data collected nationwide, stored and managed in Oracle Database 11g and Oracle Spatial
 - Data sizes to grow – land survey will be conducted every year by national ordinance
- Spatial data covers:
 - Rural land use survey
 - Urban land use survey
 - Farmland condition investigation
 - Construction land survey database
 - Major influencer on Chinese GIS industry (national/province/city/county-level projects)



Main interface





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Partnership Award: Bentley Systems



- Bentley Geospatial products for: Design, Build, Data capture, Data analysis, Mapping, etc -- suite of products to build, maintain and analyze Oracle Spatial data
- Strong relationship with Oracle
 - Oracle Gold Level Certified Partner, solid long-term relationship
 - Participates in Oracle Spatial beta programs



Bentley and Oracle

- Comprehensive support for Oracle Spatial data types and processes
 - 2D and 3D vector data, Coordinate systems, Topology model, Georaster, Workspace Manager
- Bentley Map-Oracle Spatial
 - Delivers 3D publishing/editing tools on Oracle Spatial 3D type, GeoRaster
 - Implementing customers include City of Montreal, Brussels Region, City of Quebec



Education and Research Award

Simon Greener

- Simon Greener
 - 23+ years IT/database/Oracle experience
 - GIS and geospatial work in academic research, private sector, and government
- Educates on Oracle Spatial through today's media
 - Blog - www.spatialdbadvisor.com, (detailed tips, tricks, experiences on developing with Spatial functions and features),
 - OTN Spatial and online forum posts

