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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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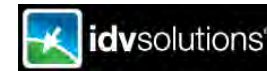


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V1 Magazine

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Directions Media

All Things Location...

Directions Magazine – [Www.DirectionsMag.com](http://www.DirectionsMag.com)

All Points Blog – [Www.AllPointsBlog.com](http://www.AllPointsBlog.com)

Directions Magazine français – [Www.DirectionsMag.info](http://www.DirectionsMag.info)

Directions Magazine Español – [Www.DirectionsMag.es](http://www.DirectionsMag.es)

Location Intelligence Conference – [Www.LocationIntelligence.net](http://www.LocationIntelligence.net)

Rocket City Geospatial Conference – [Www.RocketCityGeospatial.com](http://www.RocketCityGeospatial.com)

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

ReadWriteWeb – February 5, 2010



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Innovator Award: **TARGUSinfo**

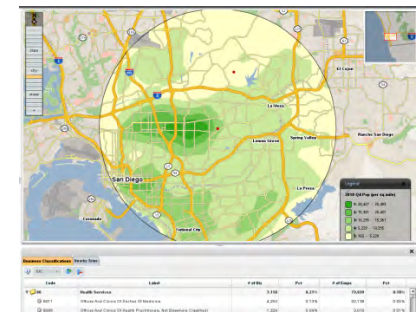
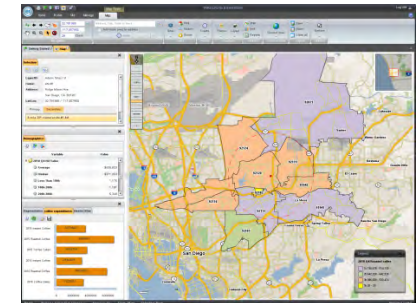


- **TARGUSinfo**: Provides on-demand solutions that help organizations identify, verify, score and locate the customers and prospects with whom they interact.
 - Founded in 1993 - \$120MM+ in 2009 revenue
 - 220+ employees / 7 offices, including DC, NY, SF and CHI
 - Proprietary relationships w/ 210+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

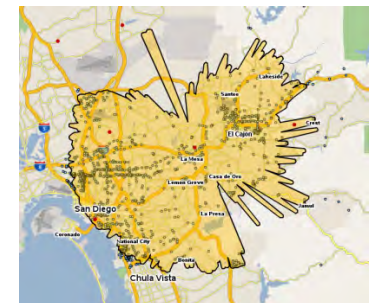
TARGUSinfo

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



Customer Threshold Trade Area



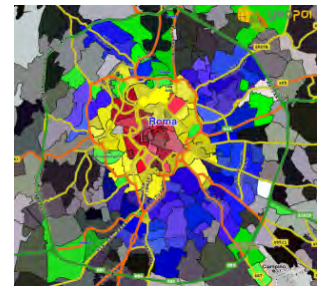


- **Sogei (Società Generale d'Informatica)**
 - **Wholly-owned by Italian Ministry of Economy and Finance/Department of Treasury**
 - **Integral IT partner with the Italian tax system**
- **Innovation Research & Development Team**
(15 person team)
 - Innovation activities*
 - Real time infrastructure
 - 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





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Integrated Enterprise Award China Land Surveying and Planning Institute

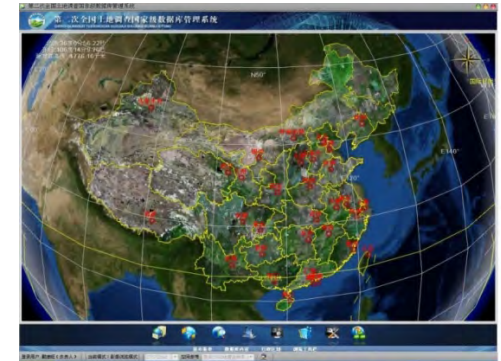


中国土地勘测规划院
CHINA LAND SURVEYING & PLANNING INSTITUTE

- 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



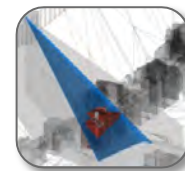


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Partnership Award: Bentley Systems



- 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



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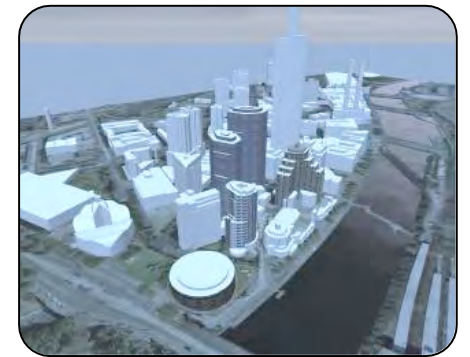
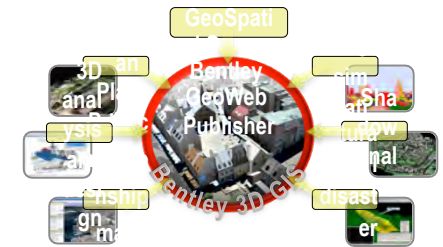
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Bentley and Oracle

- 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

