

# Geography as a Platform

---

Latin American Geospatial Forum

August 15, 2012

Rio De Janeiro, Brazil

understanding the relationships between location  
and natural and human phenomena



## Success

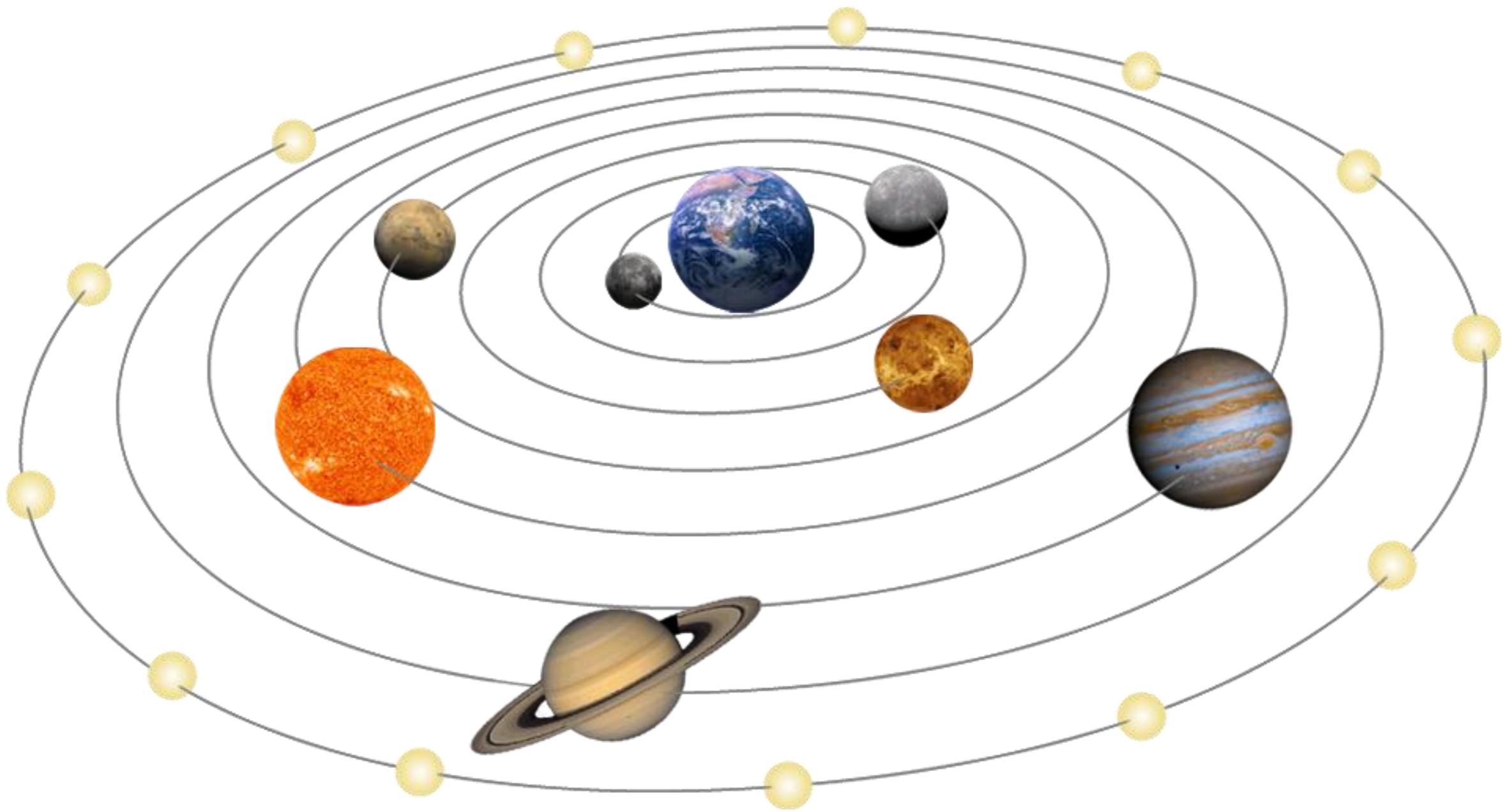
putting actionable intelligence into the hands of those that need it



signs | of change can be seen everywhere



epiphany | this picture changed my perspective



geocentric | a once commonly accepted view of the universe



pc-centric | our digital lives revolved around the personal computer



human-centric | user is at the center of their own digital universe



# Consumerization

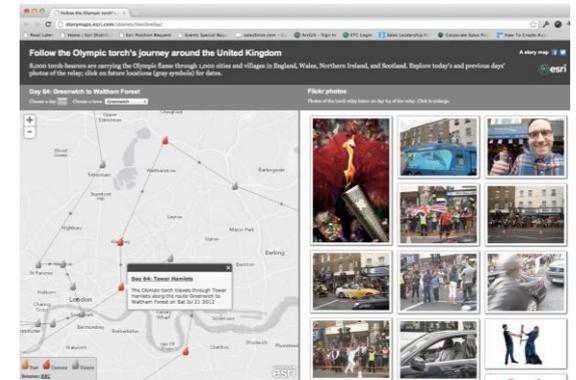
what people find useful at home comes to work with them

expectations have changed

# Cloud GIS



GIS | Measurement | Data | Computing | Science



pervasive | enabling anyone to discover, use, and make maps

# Feeding the world: Can global crop production meet future demands?

Crop production will have to double by 2050 to fulfill the needs of a growing and increasingly affluent population. Meeting this challenge will be difficult but not impossible, according to the University of Minnesota's Institute on the Environment.



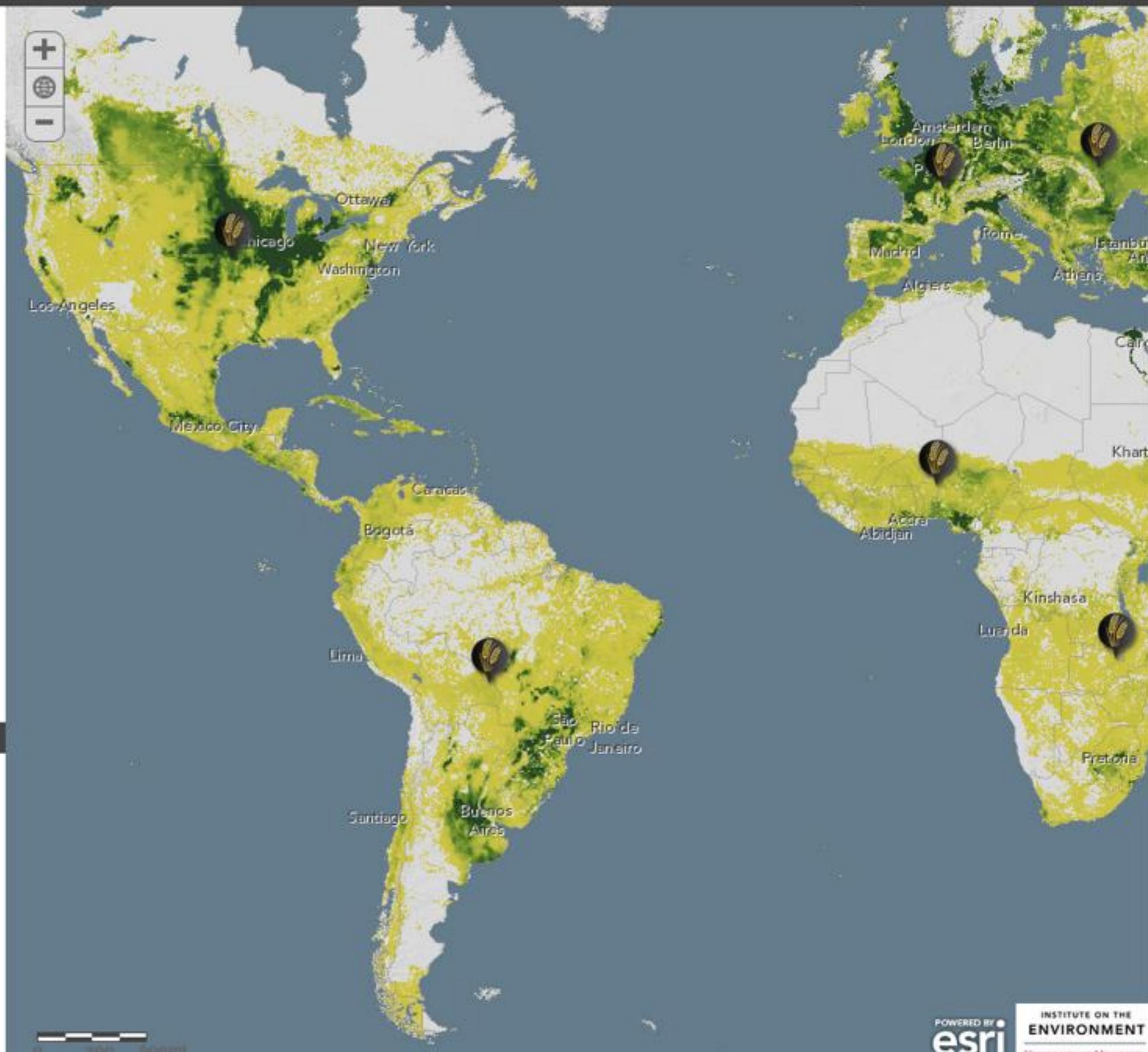
## 1

### Current Crop Yields

Agricultural yields vary widely around the world due to climate, management practices, and the mix of crops grown. This map shows average yields for 16 major crops.

Data were compiled by fusing agricultural census records with satellite images.

Source: *Foley et al. 2011*,  
*Monfreda et al. 2008*



### LEGEND

#### Current yields



Range: 0-50 million Cal/ha

# Infraestrutura Nacional de Dados Espaciais

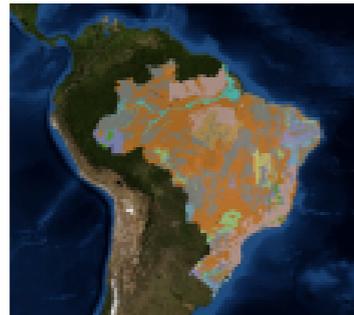


[Open](#) [Details](#)

## [Geologia](#)

Este mapa apresenta as principais classes geológicas que ocorrem no Brasil, descrevendo sua composição, estrutura e época de formação.

 Web Map by IBGE2011



[Open](#) [Details](#)

## [Potencial Agrícola](#)

Classifica o território de acordo com a potencialidade agrícola dos solos, levando em conta fatores como: fertilidade, características físicas e morfológicas, principais limitações e topografia.

 Web Map by IBGE2011



[Open](#) [Details](#)

## [Geodesia](#)

Apresenta os dados de estações geodésicas do Sistema Geodésico Brasileiro - SGB com informações de referências de nível, estações de poligonal, vértices de triangulação, estações GPS e DOPPLER e estações gravimétricas.

 Web Map by IBGE2011



maps

spreadsheets

social media

analytics

services

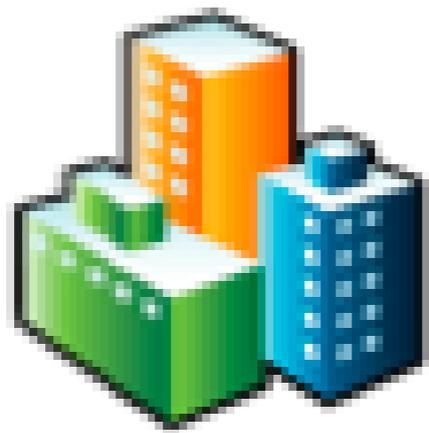
sensor networks

enterprise systems

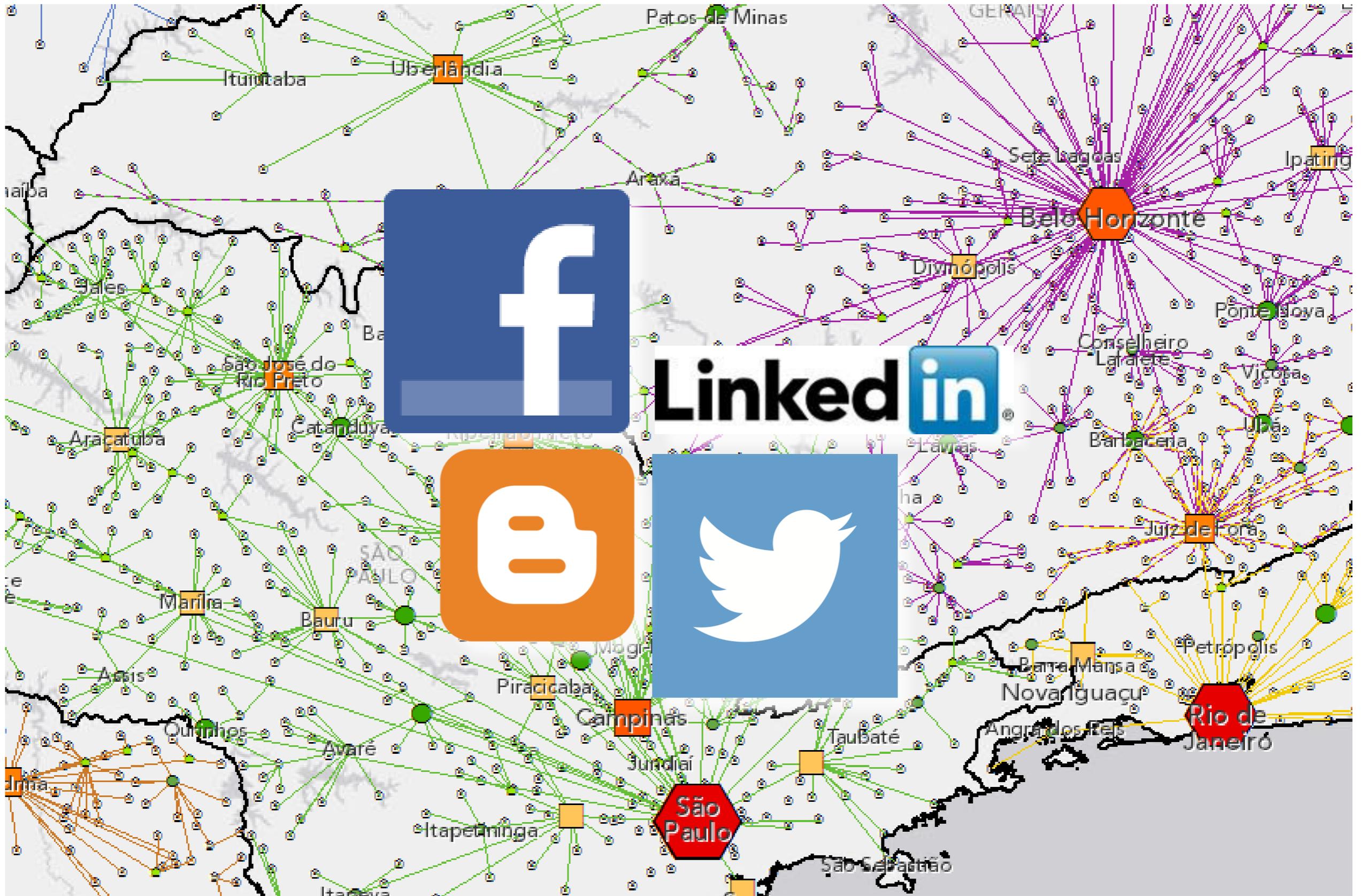
imagery

big data

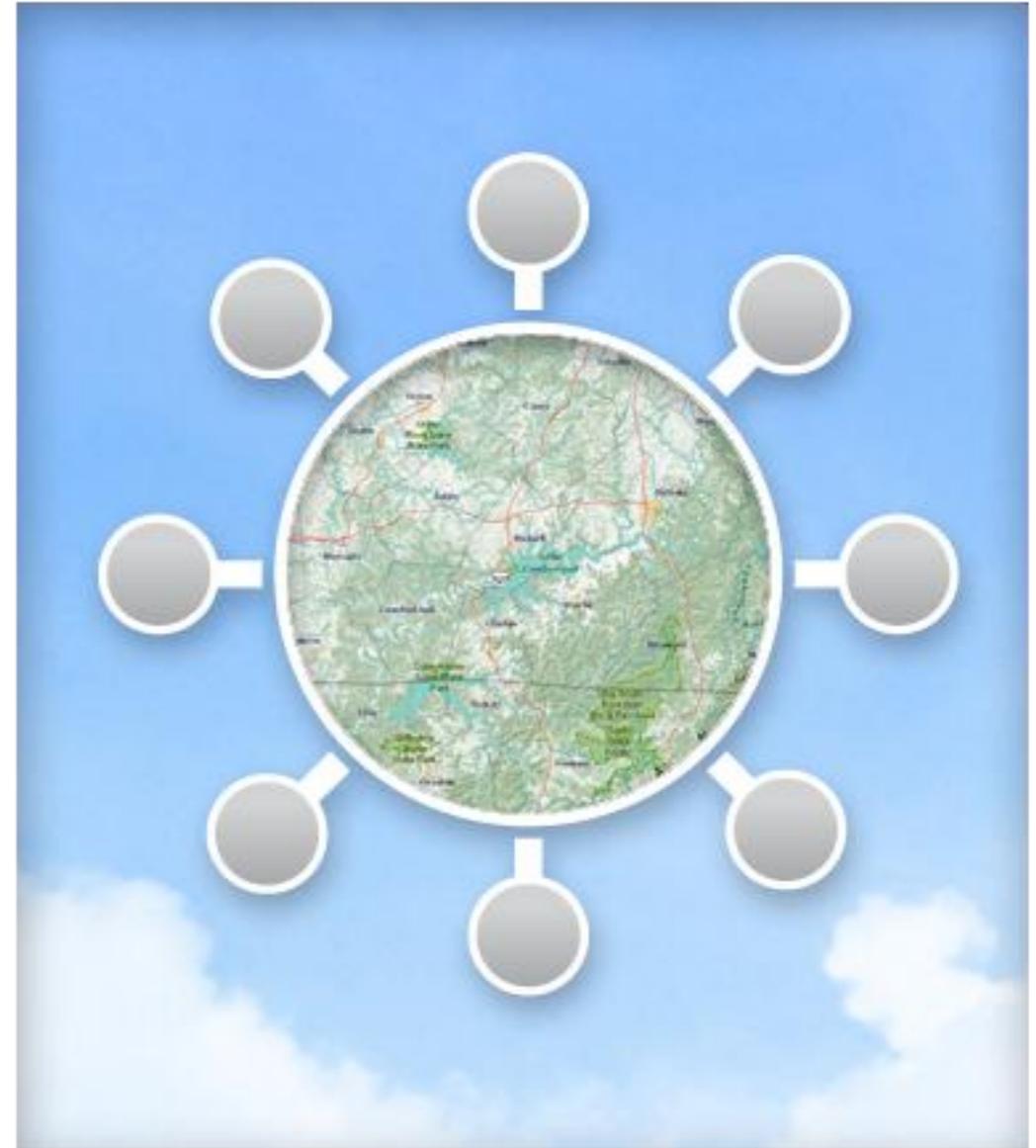
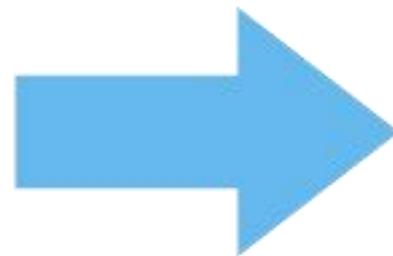
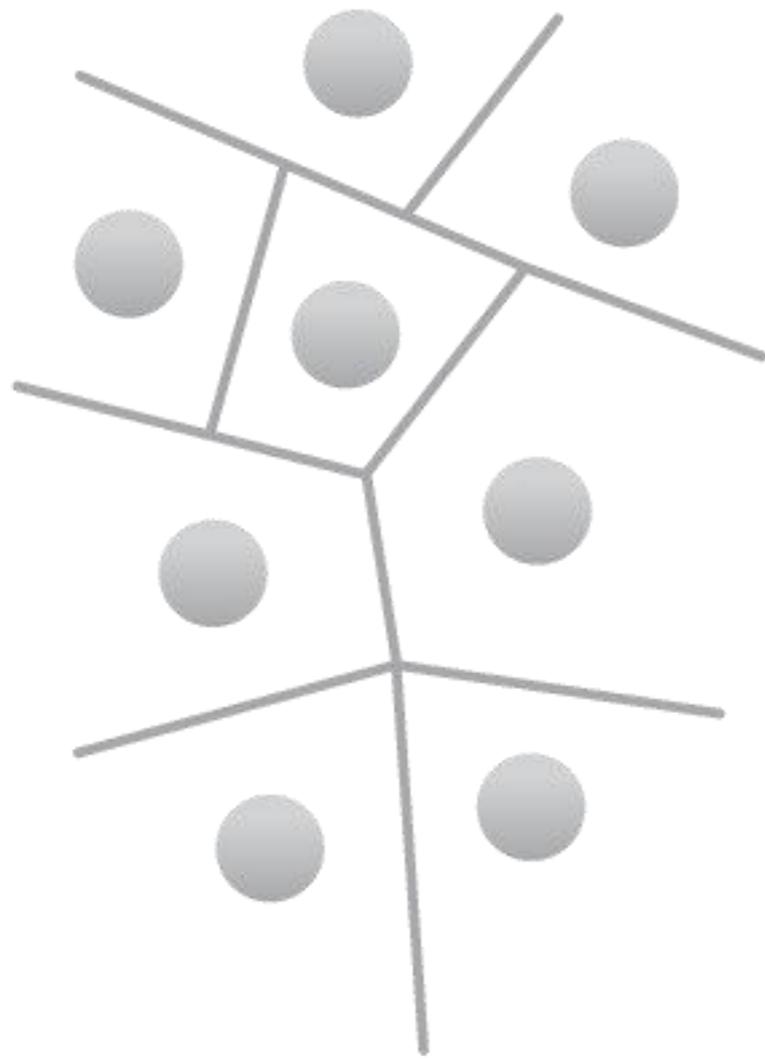
integration | information from many source can be mapped



architecture | choice to use on-premises, cloud, and hybrid environments



social | disseminate knowledge and encourage discussion



**Cloud GIS changes  
the discussion**

breaking down barriers and  
creating new opportunities for  
collaboration

what was complicated and inaccessible  
**is now easy and accessible**

creating new opportunities for  
**geography** to be a platform for everyone...

# öbrigado

Christopher Cappelli | Director | Esri, Inc.

Email: [ccappelli@esri.com](mailto:ccappelli@esri.com)

LinkedIn: [linkedin.com/in/christophercappelli](https://www.linkedin.com/in/christophercappelli)

Twitter: [twitter.com/ChrisCappelli](https://twitter.com/ChrisCappelli)