Introduction to the new Orbit Cloud Product

November 2016
CONFIDENTIAL - For Orbit GT Resellers Only

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GEOSPATIAL TECHNOLOGIES

What is the Orbit Cloud ?

View, Fuse, Share, Publish, Integrate and Sell all 3D Mapping data

a SaaS based Web App & Platform for All Imagery and Point Cloud data

orbit
GEOSPATIAL TECHNOLOGIES

Powerfull Viewing & Integration Capabilities

HTML5 Viewing & Free SDK
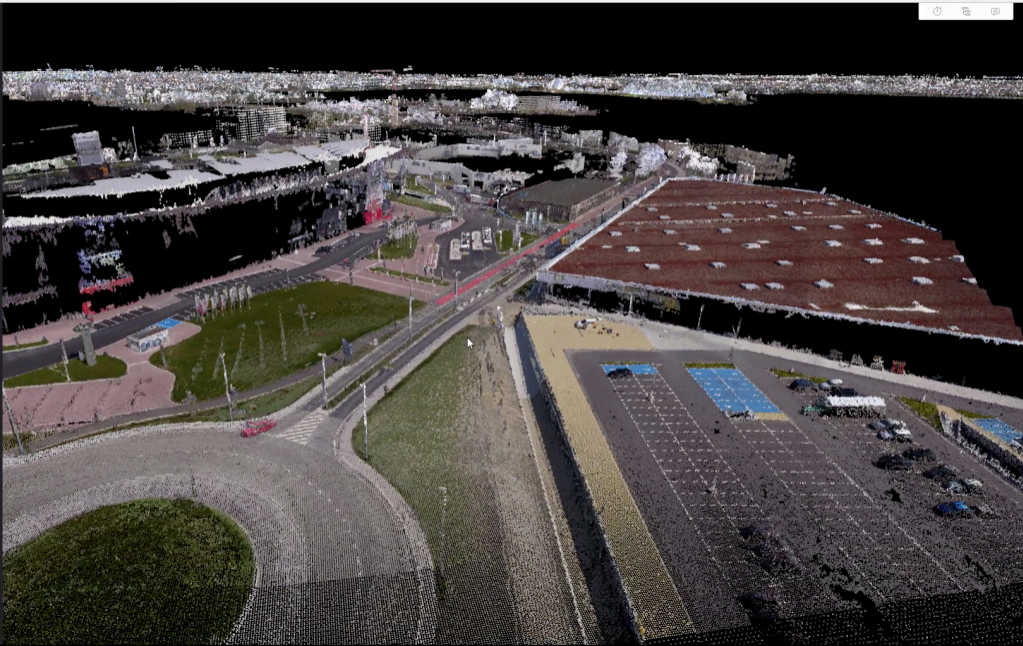
3D Mapping Cloud - Fundamentals

Functional

- **1. Combine, Fuse Data**
  - ▸ Mobile Mapping
  - ▸ UAS Mapping
  - ▸ Indoor Mapping
  - ▸ Terrestrial Mapping
  - ▸ Oblique Mapping (with Aerial LiDAR)
  - ▸ GIS vector data and reference 2D image data
  - ▸ *> Anything Image + LiDAR*

- All in a single View

3D Mapping Cloud - Fundamentals

Functional

- **2. View, Share and Publish Data**
  - ▶ Imagery, Point Cloud, GIS data
  - ▶ Global access
  - ▶ HTML5 : Access from any Device
  - ▶ Access from any Plugin*
  - ▶ Share within Team, Organisation
  - ▶ Share to Externals - Customers, Contractors
  - ▶ Share to Public
  - ▶ Share via Publications

*excludes 3rd party costs

3D Mapping Cloud - Fundamentals

Business

- **3. Self-Service**
  - ▶ Customer creates Account
  - ▶ Customer uploads & manages data
  - ▶ Customer invites users, internal and external
  - ▶ Customer shares and publishes data
  - ▶ No software installation required
  - ▶ Free SDK to create your own plugins
  - ▶ Free Orbit GT plugins for select hosts
  - ▶ Growing set of functionalities

Business

- **4. Recurring Revenue**
  - ▶ Yearly or Monthly payments
  - ▶ Automated pre-payment
  - ▶ Named Users & Storage Volume
  - ▶ Most likely to grow-only
  - ▶ Coupons / Pay for others
  - ▶ Open to Paid Features
    - Processing, Analysis, ...

3D MAPPING CLOUD BASICS

SaaS Web Application : 3 Main Parts

1. PUBLIC WEBSITE

Product description
Help, FAQ, Blog
Cases & Stories
Plans & Prices

Register or
Sign In

MY CLOUD

3. APPLICATION / VIEWER

3D Viewing
Point Cloud & Imagery
Functionalities
Web & SDK

2. CONSOLE

Manage Users & Roles
Manage Data & Sharing Permissions
Manage Account, Plan & Billing

1

3D Mapping Cloud Website
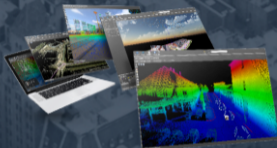
Cloud-based 3D Mapping Web Application

3D MAPPING . CLOUD

View, Share and Analyse your 3D resources.
Easy access vast volumes of data from Mobile Mapping, UAS Mapping, Indoor Mapping,
Terrestrial scanning, or Oblique Mapping.
The 3D Mapping Cloud is the next step in a new and open approach to the collaborative use of different data resources.

Your email address...

→ LAUNCH YOUR 3D MAPPING CLOUD

ABOUT

STEPS TO TAKE

Easily acces and upload data
Organize & manage, catalog & archive Improve your data by pointcloud cleaning
instant trajectory adjustment using gcp constraintsae

SIGN UP

Sign Up in seconds.
Create an account for your organisation and go invite your
team mates. Instantly use sample data to get started.

REGISTER

UPLOAD

Upload your own data.
Use the upload page or use our Content Manager for safe
upload of large datasets. Use our Disc Delivery service for
even larger datasets – there are no limits !

EXPLORE

VIEW AND SHARE

Instant view huge 3D Data.
View any dataset ad hoc. Just select them from your Data
Catalog. Fuse various data types together on the fly. Share
your data and views with others, your customer, your
contractor, the public.

TRY NOW

3Dmapping.cloud

Please select how you wish to pay

| Yearly | Monthly |

*Your currency is set to: EUR

	Free Trial	Starter	Team	Company	Enterprise
	Free	€120 / month	€400 / month	€1200 / month	€4500 / month
Named Users	1	5	25	100	500
Data Access	5GB Upload plus example data	unlimited	unlimited	unlimited	unlimited
Max # Images	For 5GB in total	unlimited	unlimited	unlimited	unlimited
Max Image Size	5GB	unlimited	unlimited	unlimited	unlimited
Max # Points in Point Cloud	For 5GB in total	unlimited	unlimited	unlimited	unlimited
Max Point Cloud Size	5GB	unlimited	unlimited	unlimited	unlimited
Viewing Capabilities	unlimited	unlimited	unlimited	unlimited	unlimited
Platform Support	unlimited	unlimited	unlimited	unlimited	unlimited
Publications	n/a	n/a	5	unlimited	unlimited
3rd Party Invite	n/a	2	10	unlimited	unlimited
Access via SDK	n/a	n/a	unlimited	unlimited	unlimited
SDK Development	n/a	n/a	unlimited	unlimited	unlimited
Billing User	n/a	free	free	free	free
	Select Plan	Select Plan	Select Plan	Select Plan	Select Plan

Find the answer in our
Help center

Search topic... →

HELP CENTER

Need help ? Here's plenty of resources for you.

FAQ

Wonder about something you don't quite grasp ? Here's where you get a Quick answer for most of your questions.

READ MORE

BLOG

Read our library of blog posts about tips and tricks, new features, news, in depth tutorials and more.

READ MORE

SUPPORT

Can't find what you need ?
Check here how we can support you even better.

READ MORE

Frequently Asked Questions

Here's where you get quick and easy answers to common questions.

About your Account, Users and Roles

▲ HOW DOES THE 3D MAPPING CLOUD WORK ?

3D Mapping cloud is a self-service web application. It consists out of the following elements :

1. A Viewer for 3D data
2. A Console to manage you stuff

The 3D Mapping Cloud especially supports huge volume datasets, such as from (vehicle based outdoor) Mobile Mapping, Indoor Mapping, UAS Mapping, Oblique Mapping or Terrestrial Mapping. Typically, these datasets consist out of **Point Clouds** and/or **Imagery**.

You can **Upload** your data, **View** and **Share** within your organisation or to others.

The **Viewer** has every growing **capabilities**, among which it's availability as **SDK** to build **plugins** in any host software or **website**.

Want to see more ?
There's a bunch of video's posted on youtube and other social media. Follow our Blog to receive updates, tips and tricks and more.

▼ GETTING STARTED

▼ ABOUT THE ACCOUNT AND ITS USERS

SIGN IN YOUR 3D MAPPING CLOUD

Email

peter.bonne@orbitgt.com

Password

········

☐ Remember Me

LOG IN

Step 1
PROFILE

Step 2
ORGANISATION

Step 3
PLAN

Step 4
PAYMENT

Step 5
CONFIRMATION

Contact Details

TITLE Mr.

FIRST NAME

LAST NAME

EMAIL

USERNAME

Password

PASSWORD

CONFIRM PASSWORD

☐ I have read and agree to the Terms of Use, Privacy Policy and Cookie Policy.

CONTINUE >>

Welcome back Peter.

What do you want to do?

MANAGE MY STUFF   PICK UP WHERE I LEFT OFF

2

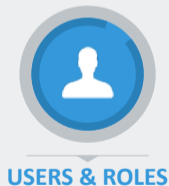# Manage 3D Mapping Cloud Console

Users
Data
Plans

3D Mapping Cloud Console

CONSOLE

Manage Users & Roles
Manage Data & Sharing Permissions
Manage Account, Plan & Billing

USERS & ROLES

DATA & SHARING

PLAN & PAYMENT

Users & Roles

- **Account :**
  - ▶ Every Company or Organisation has 1 single Account
  - ▶ First person to register is *Owner* of the Account and Invites other users

- **Named Users**
  - ▶ All Users are Named Users : non-transferrable, individual
  - ▶ Identified using corporate email address

- **User Roles**
  - ▶ Defines what a user can do

Data & Sharing

- Catalog
  - List of available and accessible Datasets

- A Dataset can be
  - LiDAR + Imagery combination
  - LiDAR or Imagery only
  - Any type of GIS Vector or Image data

- Upload via
  - Website
  - Content Manager
  - Disc Delivery service

- Set Permissions & Metadata
  - Default Share data within Company
  - Share with 3rd party

Plan & Payment

- **Usage Plans**
  - ▸ Plan per Organisation :
    - X Named Users
    - Y TB of Storage

- **Automatic Pre-Payment**
  - ▸ Credit Card Automatic Invoicing
  - ▸ Monthly or Yearly

- **Use of Coupons**
  - ▸ Pay for a third party

3Dmapping.cloud

PROFILE >

USERS >

RESOURCES >

ACCOUNT >

MORE >

Manage Resources

EDIT SPECS   DELETE RESOURCE   TOGGLE PERMISSION   50Gb used.

NAME	TYPE	DATE	OWNER	SHARING LEVEL
Lokeren	Mobile Mapping	2016, October 4	Pieter Bonne	Company
Lokeren OSM Snapshot	GIS Image	2016, October 5	Pieter Bonne	Company

3

Use 3D Mapping Cloud Viewer

3D Mapping Cloud Viewer

APPLICATION / VIEWER

3D Viewing
Point Cloud & Imagery
Functionalities
Web & SDK

VIEW & FUSE

MEASURE & REGISTER

TOOLS, SDK

About The Viewer

- **Tech Aspects**
  - HTML 5, Responsive Design
    - Smartphone, Tablet ready
    - Default 3D
  - Views Point Cloud, Imagery
  - Views GIS Vector & Raster data
  - Viewer is Free Available as SDK
    - For building a Plugin
    - For Web app development
  - Free Plugins from Orbit GT
    - ArcOnline widget
    - ArcGIS, AutoCAD, MicroStation, QGIS

- **Use aspects**
  - Requires Named User to sign in
  - Choose Datasets from Catalog
  - Access to and Fusion of all data (MM, OBL, UAS, Terrestrial, …)
  - Intuitive viewing
  - Viewing Performance Options
  - Measurement Tools
  - Growing list of Tools

STANDARD VIEW in CLOUD   WITH SIDEBAR

Application Tools

icon	Show Sidebar
icon	View Flyout
icon	Tools Flyout

| icon | icon | icon | icon | icon | icon |
| 3D | Pano | Iso | Stereo | Obl | ... |

| icon | icon | icon | icon | icon | icon | icon |
| Layers | Measure | Share | Info | Movie | Tag | ... |

EXAMPLE
MOCKUP

icon	My Datastore
icon	Settings
icon	Logout

Administration Tools

WorkSpace
Resources

icon   Show Sidebar

icon   View Flyout

icon   Tools Flyout

▼ Global Settings   Settings...
  ☐ Display Point Cloud over Image
  ☐ Display Photo Footprints
  ☐ Apply Top Legend to all
▼ Dataset Name
  Type   About...

  ▼ Point Cloud

  Color By   ▼
           Ramp   ▼

           ☐ Adjust by Distance
           ☐ Adjust by Reflection

  Brightness   ●—— x

  Range   ● Apply Global
             ● Apply on View
             ● Apply Fixed Range
                 Set Range: m
                 Shift   ——●

  Pixel Size   ——●——— x pt
  Pixel Form   ——●——— dot
  Transparency   ——●——— x %
  View Depth   ——●——— x m
  Time Range   ——●——— x sec
  Performance   ——●——
                         Quality

  ☐ Display Legend

  ▶ Sphericals 1
     (Appearance tools)

  ▶ Planar 1
     (Appearance tools)

▶ Dataset Name
  Type

icon   My DataStore

icon   Settings

icon   Logout

Measure & Register

icon — Show Sidebar

icon — View Flyout

icon — Tools Flyout

Tools CLEAR

○ Use Point Cloud ○ Use Image Only

▼ Point Measurements

| icon | icon | icon | icon | icon |

| icon | icon |

tooltip on every icon

Results

X
Y
Z
...

Actions

Copy to Clipboard

Copy to Feature

▶ Distances

▶ Lines, Polylines

▶ Catenaries

▶ Areas

▶ Volumes

icon — My DataStore

icon — Settings

icon — Logout

Inspector

icon

icon

Image / Pointcloud / Object   icon

icon

icon

icon

Make a Movie

icon

icon

Actions   icon

Copy Desktop Sidebar

icon

icon

icon

Tags

icon

icon

Quick Styles   icon

Style 1

T...w
(Lines & Box & Rounds & Te...

Appearance...
(Outlines, Fill & Text)
Outline Thickn...

Actions
Save
Share

icon

icon

icon

Share, Report and Snapshot

icon

icon

Snapshot   icon

Thumbnail

Redline   CLEAR

Actions

Copy to Clipboard

Download

Commented Report

Report a Problem

Share by URL

Share URL to this View

icon

icon

icon

UNDERSTANDING

Getting Started

Registration Procedure

Registration Overview

- **Registration**
  - First User to register will register also Company / Organisation
  - First User will be Owner, have Admin role and will invite other users
  - There is no personal Account, only a Corporate Account which holds X Named Users

- **Named Users**
  - Each user individually known ("Named")
  - Each user belongs to 1 Account (Company / Organisation wide)
  - No concurrent users
  - Invited by First User (Owner) or by users having the proper role assigned to them

1. First User : Sign Up

- Sign Up
  - ▸ 1. Register as person
  - ▸ 2. Register your Company / Organisation
  - ▸ 3. Choose your Plan & Storage
  - ▸ 4. Setup Payment
  - ▸ 5. Check and Confirm
  - ▸ Done. You are now the Account *Owner*.
  - ▸ According to your Plan & Storage, start uploading data.

- Trial
  - ▸ 1. Register as person
  - ▸ 2. Register your Company / Organisation
  - ▸ 3. Choose Trial Plan
  - ▸ 4. Check and Confirm
  - ▸ 14 days free
  - ▸ Upload limit of 5GB (example data available)

2. Other Users : Invite

- **Owner to invite other users**
  - Identify by email-address
  - Send invite from Cloud Console
  - User accepts link in email
  - User registers as person
    - added as user to Company Account

- **Owner defines User Roles**
  - from Administrator to view-only user

- **Free "Billing User"**
  - Separate from Named Users
  - Access to Financials only

3. User Roles

Example set of Roles and allowed actions

⌄ TASKS	ROLES >	BILLING	OWNER	ADMIN	TEAM LEADER	RESOURCE MGR	SPACES MGR	USER	
BILLING	Access Billing	x	x						
RESOURCES	Open a Resource		x	x	x	x	x	x	*Can Open upon individual permission*
	Upload a Resource		x	x	x	x			
	Edit/Delete OWN Resource		x	x	x	x			
	Edit/Delete OTHER Resource		x	x	x	x			
	Set permissions OWN Resource		x	x	x	x			
	Set permissions OTHER Resource		x	x	x	x			
	Share Resource externally		x	x	x				
(WORK)SPACES	Open a Workspace		x	x	x	x	x	x	*Can Open upon individual permission*
	Create a Workspace		x	x	x	x	x	x	
	Edit/Delete OWN workspace		x	x	x	x	x	x	
	Edit/Delete OTHER workspace		x	x	x		x		
	Set permissions OWN Workspace		x	x	x	x	x	x	
	Set permissions OTHER Workspace		x	x	x		x		
USERS	Contact a User		x	x	x	x			
	Invite a new User		x	x					
	Manage User Groups		x	x	x				
	Invite external user		x	x					

4. Manage Data

- Upload
  - ▸ via Upload button on webpage (single file only)
  - ▸ via Content Manager (standard MM datasets)
  - ▸ via Disc Delivery service (very large datasets)

- Set Permissions
  - ▸ Data Owner defines
  - ▸ Which user(s) can see, use, share, … which data

The Cloud Ecosystem

Sharing, SDK,
Cloud vs Publisher

The Cloud Ecosystem

Owner, Users and Data sequence
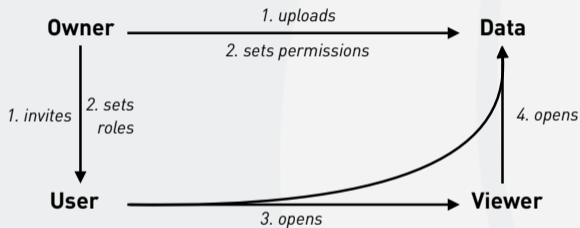
The Cloud Ecosystem

Traditional : Each Company manages own data

Company A   Data ——— *viewed by* ———→ User

Company B   Data ——— *viewed by* ———→ User

Company C   Data ——— *viewed by* ———→ User
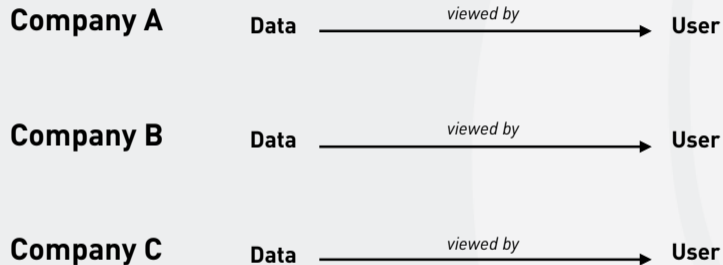
The Cloud Ecosystem

Traditional : Typical Publisher setup is outbound

Company A Data — *viewed by* → User, User

Company B Data — *viewed by* → User, User

Company C Data — *viewed by* → User, User
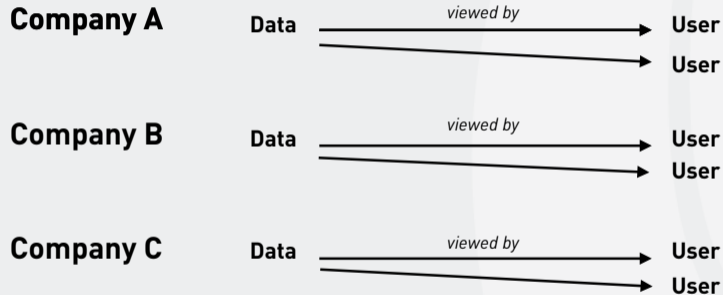
The Cloud Ecosystem

New : Share data with external users, simply set permissions
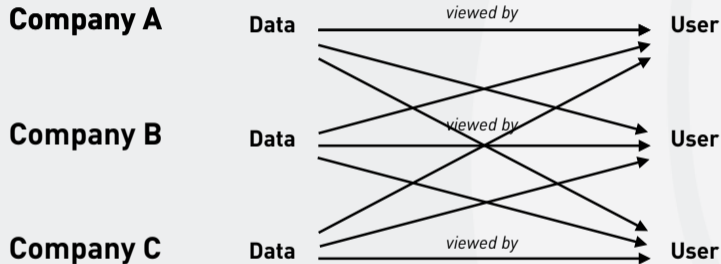
The Cloud Ecosystem

3D Mapping Cloud vs On Premises Publisher

Company A
Users

Cloud

Named Users
Combine Any Data
Global Sharing
Access from Anywhere
Access from any Device
Free Access from SDK/Plugin*
Coupons, Pay-as-you-go

*excludes 3rd party costs

Company B
Users

On Premises
Publisher

Concurrent Users
Mobile Mapping only
LAN Sharing
Access within Company
Access from PC
Paid Access from SDK/Plugin
Sale

The Cloud Ecosystem

SDK / Plugins : Re-usability

Host Application
Single SDK & Plugins

free   *paid*

requires Named User   *requires Login*

Cloud   **On Premises Publisher**
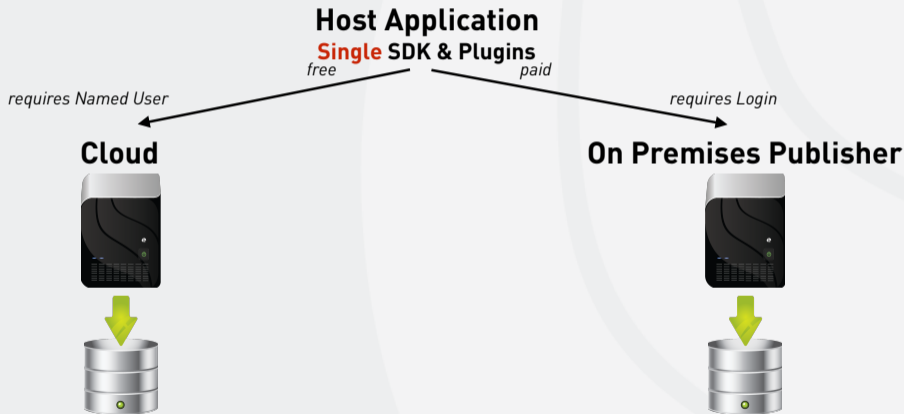
The Cloud Ecosystem

SDK / Plugins : Free vs Paid

Host Application
FREE SDK & Plugins

requires Named User

Cloud

Host Application
PAID SDK & Plugins

requires Activation Key

requires Login

On Premises Publisher

The Cloud Ecosystem

Using the SDK for the Cloud only

- FREE HTML5 SDK
  - To build integrations in any host, any website
  - Orbit GT to provide plugins for
    - ArcGIS, ArcOnline, AutoCAD, MicroStation, QGIS

- User must have 3DMapping.Cloud Account
  - User must sign in using his/her named account

- API's
  - Available for JS, dotNet
  - 90% equal to current API

The Cloud Ecosystem

Cloud SDK vs Publisher SDK

- SDK and API's are identical : only 1 version
- At startup, user must :

  ▸ Sign In to 3DMapping.Cloud
    Free use of SDK
  ▸ Connect to a Publisher* and login
    Requires Activation Key : Paid functionality according to current SDK & Plugin prices.

- Only the Login screen is different !!

*Requires Publisher v17.1 or later

The Cloud Ecosystem

SDK capabilities compared

- 1 SDK

- Can Connect to the Cloud
  - Free
  - Perform Named User access for :
    - Personal Data
    - Team / Corporate Data
    - 3rd Party Data (Free or Purchased data access)
    - Shop on the Marketplace
    - Fuse various data sources

- Can Connect to a dedicated On-Premises Publisher
  - Paid
    - Needs Activation Key to make login option available
  - Perform Publisher Login for :
    - Private Use
    - Protected Data
    - On-Premises

3D Mapping Cloud Architecture

Server Dynamics
Security
Backup, Archiving, Recovery
Global Access

3D Mapping Cloud Architecture

Server Dynamics

- Fully automated scaling of server capacity
  - More Users => More Servers
- Optimised Data Access & Data Storage
- Session management
  - optimised data caching per session per user

3D Mapping Cloud Architecture

Security

- **Data Security**
  - ▶ Only https - Certified
  - ▶ Access only via Central Identification Service
    - OAuth 2 protocol
    - User Identification is checked on each request
  - ▶ Data not directly accessible from outside the cloud

- **Payment Security**
  - ▶ Via secured gateways
  - ▶ Orbit GT does not receive or process payments
    - Delegated to Payment Service Provider(s) depending on country

3D Mapping Cloud Architecture

Backup, Archiving, Recovery

- **Backup**
  - ▸ All Data is automatically backed up within the Data Center
  - ▸ Cool LRS : Locally Redundant Storage using Cool access tier

- **Archiving**
  - ▸ Upon request only

- **Recovery**
  - ▸ Upon errors in Data Center 1, data is automatically recovered from Data Center 2

3D Mapping Cloud Architecture

Global Access : Data Center locations

Americas

Region	Location
East US	Virginia
East US 2	Virginia
Central US	Iowa
North Central US	Illinois
South Central US	Texas
West Central US	West Central US
West US	California
West US 2	West US 2
US Gov Virginia	Virginia
US Gov Iowa	Iowa
Canada East	Quebec City
Canada Central	Toronto
Brazil South	Sao Paulo State

Newly announced

Region	Location
US DoD East	To be announced
US DoD Central	To be announced
US Gov Arizona	Arizona
US Gov Texas	Texas

Europe

Region	Location
North Europe	Ireland
West Europe	Netherlands
Germany Central	Frankfurt
Germany Northeast	Magdeburg
UK West	Cardiff
UK South	London

Newly announced

Region	Location
France Central	To be announced
France South	To be announced

Asia Pacific

Region	Location
Southeast Asia	Singapore
East Asia	Hong Kong
Australia East	New South Wales
Australia Southeast	Victoria
Central India	Pune
West India	Mumbai
South India	Chennai
Japan East	Tokyo, Saitama
Japan West	Osaka
China East	Shanghai
China North	Beijing

Newly announced

Region	Location
Korea Central	Seoul
Korea South	To be announced

THE BUSINESS MODEL

3D Mapping Cloud Pricing Model

Pricing Model

- **1. Plan**
  - ▸ Fixed amount per month/year
  - ▸ Plan Price according to # Named Users
  - ▸ Includes software, updates and hardware, use of SDK
  - ▸ *Reseller earns 20% of Customer Spending*

- **2. Storage**
  - ▸ Fixed price of 50 EUR / 60 USD per month per TB
  - ▸ User choice per 1 TB
  - ▸ *Reseller earns 10% of Customer Spending*

	Free Trial	Starter	Team	Company
*Your currency is set to: EUR	Free	€114 / month	€380 / month	€1140 / month
Named Users	1	5	25	100
Data Access	5Gb Upload plus example data	unlimited	unlimited	unlimited
Max # Images	For 5Gb in total	unlimited	unlimited	unlimited
Max Image Size	5Gb	unlimited	unlimited	unlimited
Max # Points in Point Cloud	For 5Gb in total	unlimited	unlimited	unlimited
Max Point Cloud Size	5Gb	unlimited	unlimited	unlimited
Viewing Capabilities	unlimited	unlimited	unlimited	unlimited
Platform Support	unlimited	unlimited	unlimited	unlimited
Publications	n/a	n/a	5	unlimited
3rd Party Invite	n/a	2	10	unlimited
Access via SDK	n/a	n/a	unlimited	unlimited
SDK Development	n/a	n/a	unlimited	unlimited
Billing User	n/a	free	free	free
	Select Plan	Select Plan	Select Plan	Select Plan

Please select how you wish to pay: Yearly / Monthly

Reseller Fees Compared

- **Publisher**
  - Fee on End User Price : 30% - 40%
  - Hardware : Excluded from End User Price
  - Recurring Revenue : No guaranteed Maintenance
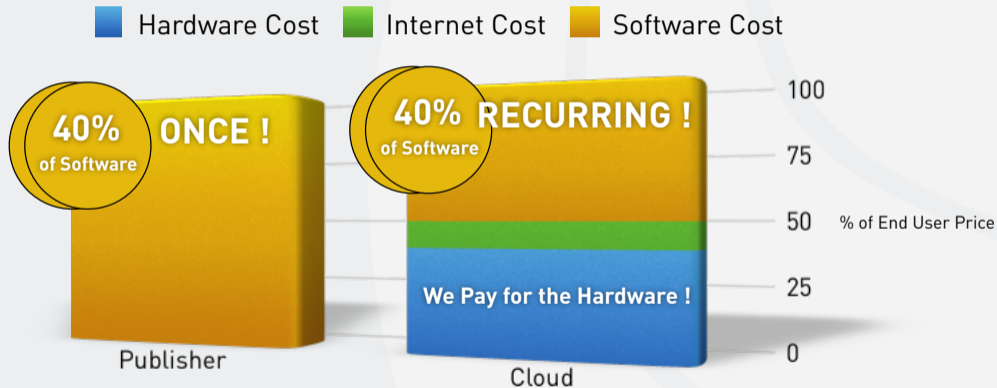 - Your Effort : Demo-unit, Installation, Tech support, ...

- **Cloud**
  - Fee on End User Price : 20%
  - Hardware : Included in End User Price
  - Recurring Revenue : Yes
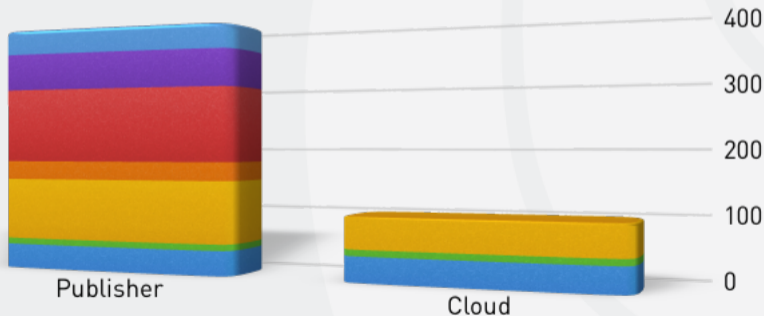 - Your Effort : Customer performs Self-Service !

  - *How will that work ?*

Reseller Fees Compared

Fee % of End User Price explained

Customer TCO Compared

Yearly Total Cost of Ownership

Customer TCO Compared

SaaS-Cloud

68% Subscription Fee

Customization, Implementation & Training

On-going Cost of SaaS
· Subscription Fee

On-Premises

9% Software Licenses

Customization & Implementation ·
Hardware ·
IT Personnel ·
Maintenance ·
Training ·

On-going Cost of On-Premises

· Apply fixes, patches, upgrades, update plug-ins, modules
· Downtime
· Performance Tuning
· Rewrite customizations
· Rewrite Integrations
· Upgrade dependent applications

· Ongoing burden on IT
· Maintain/upgrade Hardware
· Maintain/upgrade netwrok
· Maintain/upgrade security
· Maintain/upgrade database
· Slow response from other dependent departments

Customer TCO Compared

- Changing from On-Premises to Cloud

  is much more

  than a different price model

Publisher TCO

3D Mapping Cloud TCO

Traditional IT	IaaS	PaaS	SaaS
Applications	Applications	Applications	Applications
Runtimes	Runtimes	Runtimes	Runtimes
Security & Integration	Security & Integration	Security & Integration	Security & Integration
Databases	Databases	Databases	Databases
Servers	Servers	Servers	Servers
Virtualization	Virtualization	Virtualization	Virtualization
Server HW	Server HW	Server HW	Server HW
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

You manage — You manage — You manage

Managed by vendor — Managed by vendor — Managed by vendor

Why SaaS is beneficial to organisations

- **No additional hardware costs :** the processing power required to run the applications is supplied by the cloud provider.
- **No initial setup costs :** applications are ready to use once the user subscribes.
- **Pay for what you use :** if a piece of software is only needed for a limited period then it is only paid for over that period and subscriptions can usually be halted at any time.
- **Usage is scalable :** if a user decides they need more storage or additional services, for example, then they can access these on demand without needing to install new software or hardware.
- **Updates are automated :** whenever there is an update it is available online to existing customers, often free of charge. No new software will be required as it often is with other types of applications and the updates will usually be deployed automatically by the cloud provider.
- **Cross device compatibility :** SaaS applications can be accessed via any internet enabled device, which makes it ideal for those who use a number of different devices, such as internet enabled phones and tablets, and those who don't always use the same computer.
- **Accessible from any location :** rather than being restricted to installations on individual computers, an application can be accessed from anywhere with an internet enabled device.
- **Applications can be embedded / integrated / customised**; with some software, customisation is available meaning it can be altered to suit the needs and workflow integration of a particular customer.
- **Summary**
  - There are no setup costs with SaaS, as there often are with other applications
  - SaaS is scalable with upgrades available on demand
  - Access to Software as a Service is compatible across all internet enabled devices
  - As long as there is an internet connection, applications are accessible from any location

Using Coupons

Coupons

- **Pay for a third party**
  - ▸ As startup / introduction
  - ▸ As permanent payment
  - ▸ Buy upfront

- **Company A buys a Coupon and provides Coupon to Company B**
  - ▸ Coupon contains e.g. a Plan for 5 users, 1 month. Value = €120
- **Company B redeems Coupon to activate the Plan**
  - ▸ Company B can use the 3D Mapping Cloud with 5 users for 1 month
  - ▸ Company B needs to enter Payment Info to continue after 1 month

LINK CUSTOMER TO RESELLER

- **As Reseller :**
  - ▸ Create your Account
  - ▸ Buy a Coupon
  - ▸ Provide Coupon to Customer to get him/her started
- **The Customer :**
  - ▸ Creates his/her Account
  - ▸ Redeems Coupon
  - ▸ Customer is now Linked to YOU

- **As Reseller :**
  - ▸ **You will earn your fee on Customer's Spendings**

The Marketplace

Shop for Data

Bring Data Producer and Data Consumer together

- Make your data publicly available on the Marketplace
  - ▸ Defined Specs and Metadata (coverage, date, content, quality, …)
  - ▸ Provide Sample view (if data is online)
  - ▸ How to Contact
- Organisations that are interested contact you
  - ▸ Conditions and payments are amongst both parties
  - ▸ Data Producer gives access permission to Data Consumer according to their deal

- *FREE: Orbit GT does not interfere in the transaction, only facilitates the sale*
  - ▸ Both parties are Cloud users, hence pay for their use / storage

Marketplace Example for a Data Producer

- Produces data for tender X
- Delivers higher standard than requested by tender X, aimed for second sale
- Makes data listed on Marketplace
  - ▸ May promote and contact possible users
  - ▸ Marketplace is Free
  - ▸ Can sell twice or more
  - ▸ Can sell at lower price per unit

Marketplace Example for a Data Consumer

- Consumer has access to data for Town X
- Now needs to work on Town Y
- Consumer can do 2 things :
  - ▸ (1) File a tender or purchase order to collect data
    - probably pay full cost
    - has to wait until data is deliverable
  - ▸ (2) Search the Marketplace if there's any data available meeting his criteria
    - make a deal
    - probably pay less
    - have data available right away
  - ▸ *Likely to go for (2)*

3D Mapping Cloud Users

Example Use Cases

Case 1 : Government Use

- Government :
  - ▸ I use Mobile Mapping data via a Tender
  - ▸ I want my own team to go scan a site (Terrestrial / UAS)
  - ▸ I want to blend that data together

- MM contractor is Cloud user
  - ▸ Uploads tender MM data to his account
  - ▸ Shares MM data with Government
  - ▸ Typical Usage Plan :
    - Small number of Named Users
    - Large volume of Storage
- Government is Cloud user
  - ▸ Gets access to contractor data
  - ▸ Can upload own data and view jointly
  - ▸ Typical Usage Plan
    - Large number of Named Users
    - Small volume of Storage

Case 2 : Asset Management

- Government / Utility :
  - ▸ I need Mobile Mapping data
  - ▸ I need Asset Inventory
  - ▸ I need workflow integration

- Contractor :
  - ▸ Collects MM
  - ▸ Extracts Features
  - ▸ Performs Analysis

- MM contractor is Cloud user
  - ▸ Uploads MM data to his account
  - ▸ Uploads Features and results
  - ▸ Shares with Government
    - direct sharing
    - share via Publication

- Government is Cloud user
  - ▸ Has access to MM and Feature data
  - ▸ Can integrate (SDK) in own workflow

Case 3 : I am Contractor

- Contractor :
  - Produces Data for primary customer
  - Needs to Share / Publish
  - Wants to sell beyond primary customer

- Contractor is Cloud user
  - Typical Usage Plan :
    - Small number of Named Users
    - Large volume of Storage
  - Upload & Share with primary Customer
  - List data in Marketplace
    - Sell data to new customers

- Primary Customer is Cloud user
  - Typical Usage Plan
    - Large number of Named Users
    - Small volume of Storage

Case 4 : I do UAS or Indoor Projects

- Company
  - ▸ Collects UAS / Indoor / ... data
  - ▸ Needs to make it available

- Company is Cloud user
  - ▸ Typical Usage Plan :
    - Small number of Named Users
    - Large volume of Storage
  - ▸ Upload Data
  - ▸ Define dedicated Publications
    - ready-made webpages
  - ▸ List data in Marketplace
    - Promote and Sell data to customers

- Customers will become Cloud users

Road Ahead

3D Mapping Cloud : Road Ahead

ROADMAP

FUNCTIONALITY
GROWTH

EVOLUTION

COMMERCIAL
POSITIONING

LONG TERM

NEXT
GREAT THING

Roundmap

Phased Updates 2018   Marketplace 2018

3

Phased Updates 2017

2

Launch APR 2017

1

Launch Apr 2017

- Users
  - Register, Invite, Manage
  - Manage Corporate Account & Billing
- Data
  - Upload for MM, UAS
- Viewer
  - Point Cloud, Spherical & Planar Imagery
  - Basic Measurements

- Official Launches
  - Soft Launch @ ILMF, Denver, Feb 2016
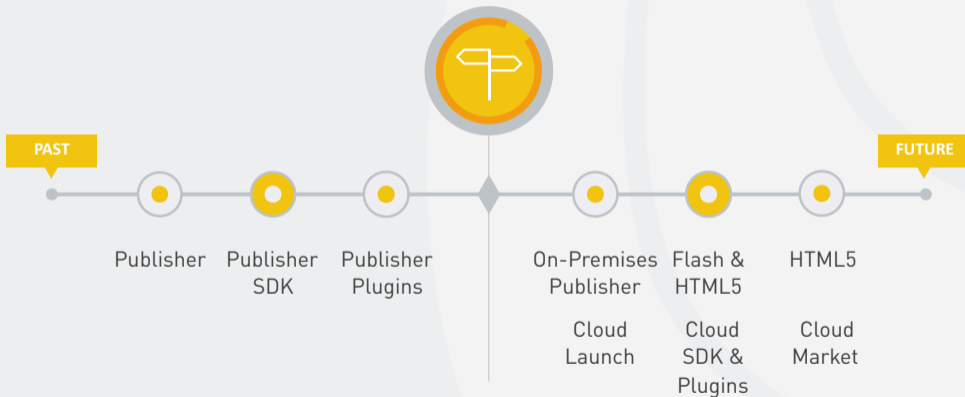 - Full Launch @ SPAR, Houston, Apr 2016

Upgrades Q2 2017

- Users
  - ▶ Additional Roles
  - ▶ External Users
- Data
  - ▶ Upload Oblique, Indoor, Terrestrial
  - ▶ Additional Permissions
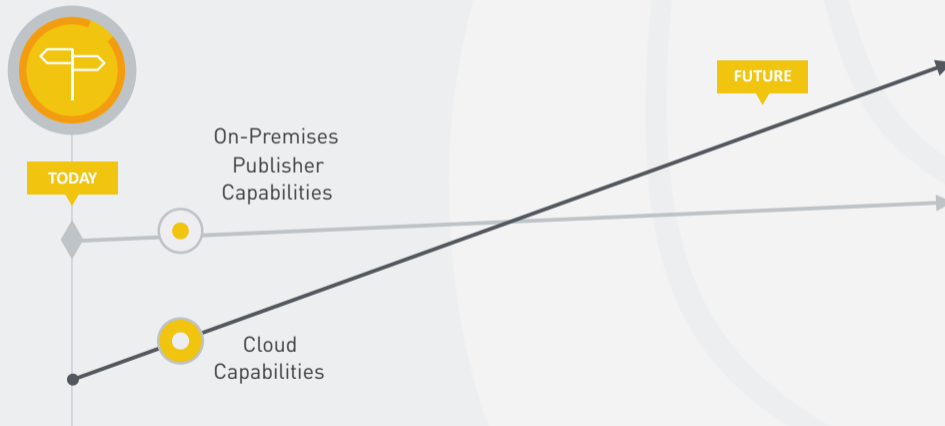 - ▶ Workspaces
- Viewer
  - ▶ Additional Tools

Upgrades Q3-Q4 2017

- **Users**
  - ▸ Teams within Companies
- **Data**
  - ▸ 3D meshes
  - ▸ Publications
  - ▸ Feature Extraction
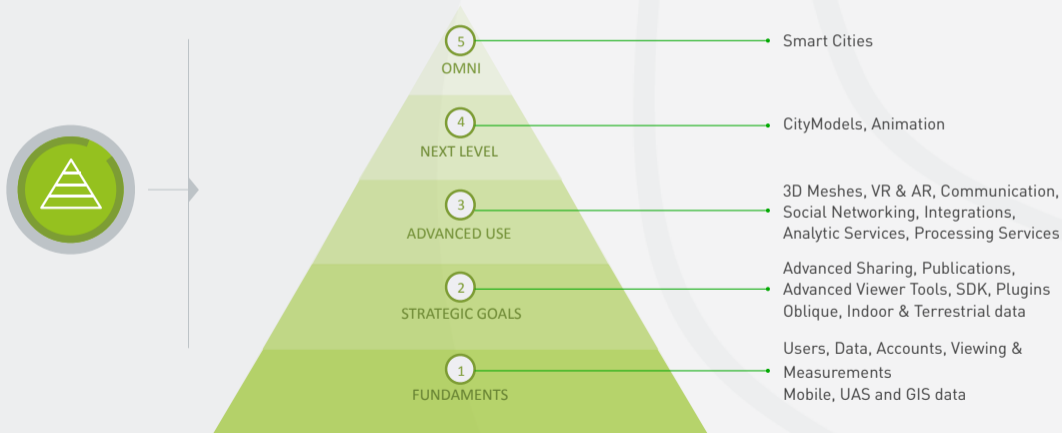- **Viewer**
  - ▸ Additional Tools

Evolution Online Products

PAST

Publisher

Publisher SDK

Publisher Plugins

FUTURE

On-Premises Publisher

Cloud Launch

Flash & HTML5

Cloud SDK & Plugins

HTML5

Cloud Market

Evolution Online Capabilities

Long Term Vision

2017-2020

Smart Cities

CityModels, Animation

3D Meshes, VR & AR, Communication,
Social Networking, Integrations,
Analytic Services, Processing Services

Advanced Sharing, Publications,
Advanced Viewer Tools, SDK, Plugins
Oblique, Indoor & Terrestrial data

Users, Data, Accounts, Viewing &
Measurements
Mobile, UAS and GIS data

Pyramid levels:
5 OMNI
4 NEXT LEVEL
3 ADVANCED USE
2 STRATEGIC GOALS
1 FUNDAMENTS

5 Take-Aways

5 Take-Aways

1. Self-Service & Self-Manage
2. Named Users - Single Corporate Account
3. Superb HTML5 Streaming & Viewing
4. Free Integration Capabilities
5. Coupons & Recurring Revenue