



THE IMAGING & GEOSPATIAL INFORMATION SOCIETY

**American Society for  
Photogrammetry and Remote Sensing**

**Eastern Great Lakes Region**

# Field Data Collection in a Mobile Device World

Presenter: James Pardue, SVP ikeGPS Sales

# The Geospatial Industry Keeps Evolving



# We Live in a Mobile World



Calendar

Weather Forecast

Online Store

Mailbox

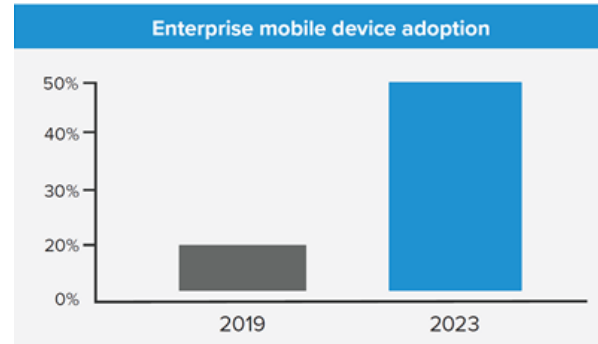
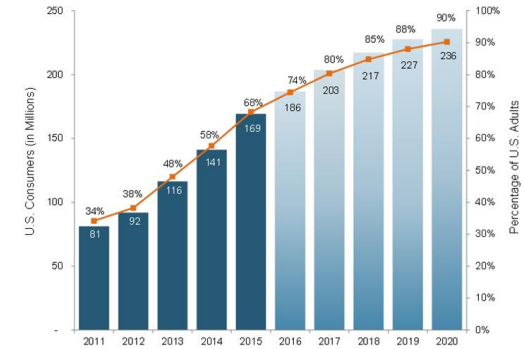
Mobile Photography

# Enterprise Mobile Adoption Is On the Rise

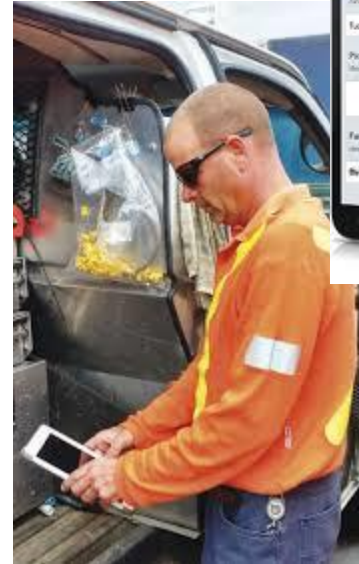
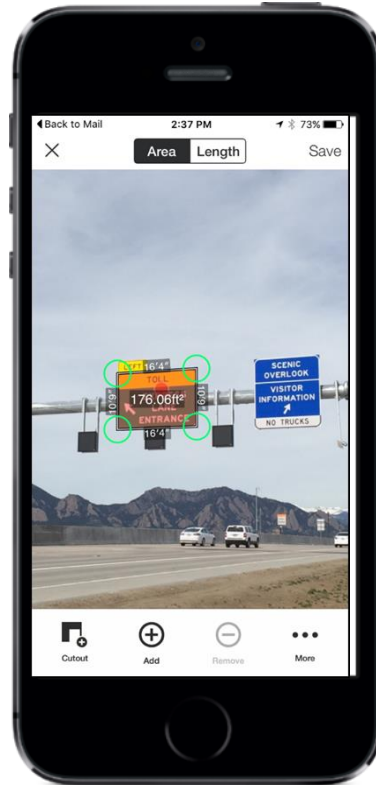
- Ease of Use
- Improvements in mobile technology
  - Better Processing
  - Better Components
- Affordability
- Flexibility
- Faster Networks/Connectivity.
- Better Digital Security

## Smartphone Adoption Has Doubled Over Five Years

Figure 9: Forecast of U.S. Adults' Smartphone Adoption, 2011–2020



# Mobile has become a big and relevant change in the Geospatial workforce



# Mobile Field Data Collection is Exploding Across Industry



Sign & Graphics businesses



AEC



Defense and intel agencies



Facilities Management



State and Local Government



Insurance



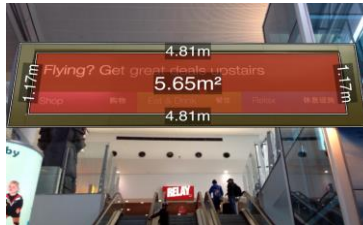
Law Enforcement, for accident investigation



Real Estate and Appraisal companies



Natural Resources



Transportation



Architecture companies

There is a substantial shift happening.....

From:



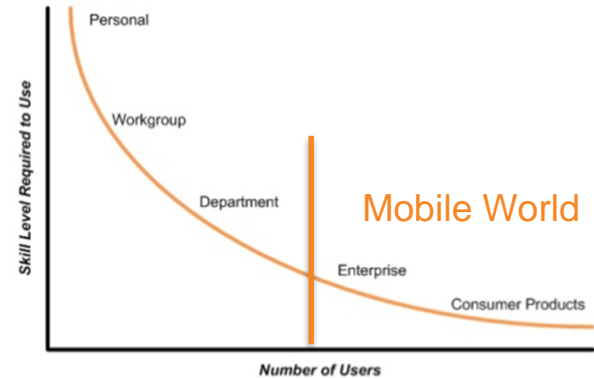
To:



# Why as an Industry are we Evolving?

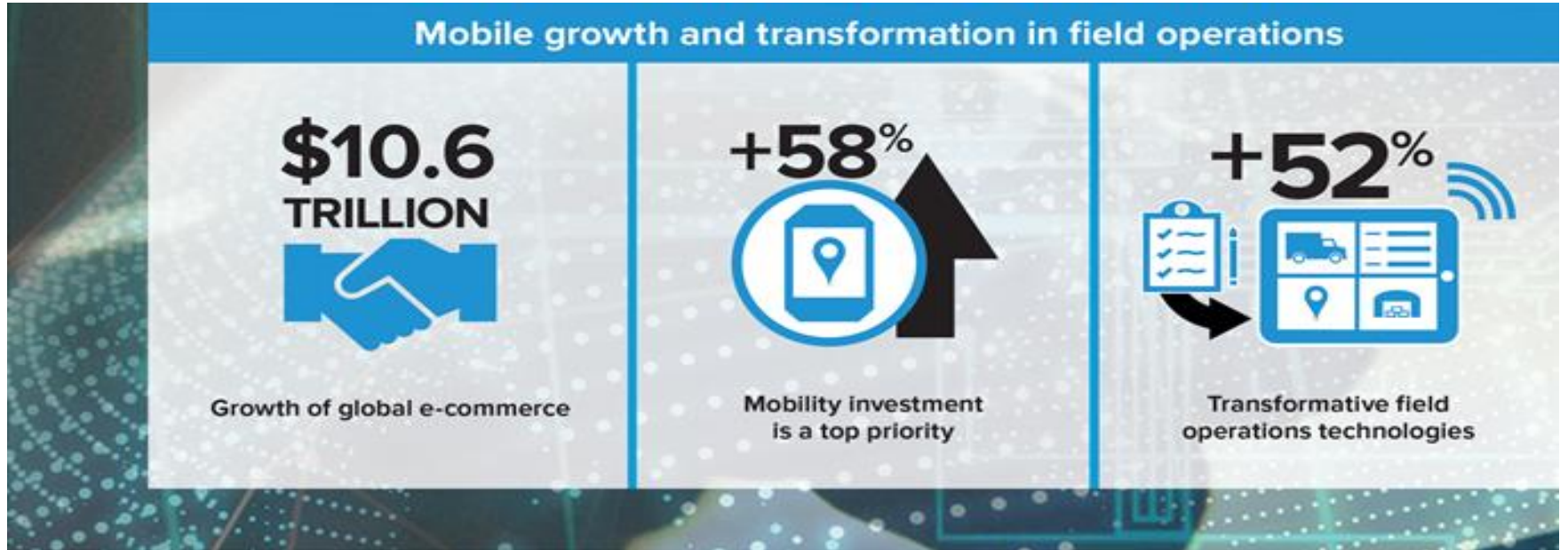
- Workforce is Changing
- Mobile adoption/transformation is happening around us at unprecedented rates
- Geospatial data is now foundational for most businesses and governments.
- Mobile is a growing gateway to GIS

## Evolution of GIS





# Why as an Industry are we Evolving?



# Three Trends Driving Field Operations Changes

1. Mobile technology replacing paper in the field.
  1. Increased Productivity
  2. Reduced Paperwork
  3. Minimizing Errors
  4. Higher Revenues
2. Performance and convenience expectations growing
3. Emerging technologies and faster networks are disrupting field operations

# What Customers Want in Mobile:

1. Easy to Learn and Simple to Adopt
2. Generate a quick ROI
3. Works with what I already use
4. Save Time in the Field and in the Office
5. Increase Worker Safety



Ask yourself:  
Why Aren't You Doing More Field  
Data Collection?

Field data collection is the “Achilles’ Heel” for many GIS professionals...

It can be costly, hard, time-consuming, resource-heavy, and sometimes not safe!



# ikeGPS Vision for Spike

**A mega-trend has emerged whereby professionals are seeking to use their smartphone or tablet in more than just a personal context.**

In our view, for measurement products, this has translated to:

- An expectation that measurement tools are intuitive to use, are accessible to all the people that need them, and that data can plug into wider mobile applications.
- Businesses and professionals are seeking to leverage the investment they've already made into mobility, taking a modular and multi-tool approach.

**Our vision for Spike was to deliver unique measuring capability and to make the system simple to use and accessible to any field worker:**

- Taking complex measurements shouldn't necessarily require complicated tools. In fact, it should be as easy as using your smartphone.
- There should be a way to augment the power of a smartphone and tablet, not an attempt to replicate it.

**Today, ikeGPS mobile products are relied upon every day by tens of thousands of businesses** across construction, engineering, architecture, asset management, facility management, real estate, insurance, government & defense, and other industries.



# Spike & Survey123 Solution Overview



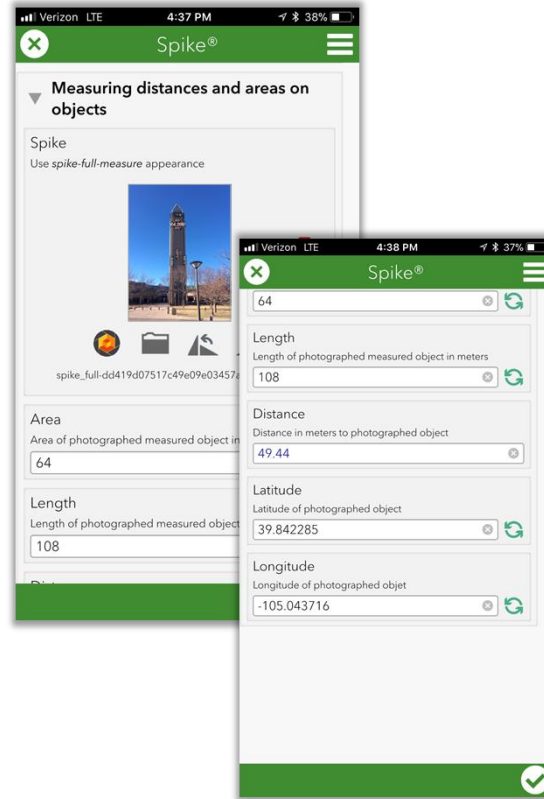
Survey123  
for ArcGIS®



Spike



Survey123



# Field Data Collection is Hard. Make it Easy with Spike & Survey123.

<https://www.youtube.com/watch?v=82YPfDxGL3Q>



Esri Partner Conference  
2019 Award Winner  
Improving Field Operations



# Questions?

James Pardue  
SVP Sales  
303-880-4306  
James.Pardue@ikeGPS.com

Cited Sources:  
WGIC -  
Zebra -



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