



MetaCarta Aims to Own Location Intelligence Across Internet

New platform unifies searching, indexing, tagging and content technologies for GeoWeb

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Summary

Much of the vast amount of information available via the Internet has value for companies – if it can be located, accessed and used to satisfy specific business needs, particularly those that involve customers. MetaCarta's new Geographic Search and Referencing Platform (GSRP) platform brings to market new technology that can geographically identify "content" – that is, text-based information – in business, consumer and government realms so it can be searched, accessed and used. This new platform provides dynamic access to content geographically by tagging both Web-based and internal organization-resident content so it is location-referenced and thus accessible to search and mapping interfaces. Ventana Research believes that finding and location-enabling relevant content across the Internet as well as the organization can deliver significant competitive advantage in the form of geographic insight and intelligence.

Assessment

The next frontier for location intelligence technology is the Internet, which has vast volumes of content that can be referenced and searched for relevant location contexts. Indeed, a new location intelligence-based content and service platform is emerging, the geospatial Web, or GeoWeb. However, for a business to be able to locate, access and use location-relevant content from both the enterprise and the Internet has been a significant challenge. Now, with its recently released GSRP platform, MetaCarta, which was founded to bring geographic intelligence to unstructured content, has delivered location-aware technologies to enable businesses to put to use location-related content from both sources. This text-based information can include documents, video, audio and any content containing a geographic reference – mention of a city or address, for example. Our Location Intelligence benchmark research found that integrating unstructured content that is location-related was very important to 69 percent of organizations.

The GSRP platform brings together capabilities for information retrieval, processing and indexing, and what MetaCarta calls "ingestion" of content. These capabilities include geographical tagging, searching, parsing, finding and referencing as well as a developer framework of application interfaces available in multiple languages. The platform's tools can ingest, or process, content in the form of plain or rich text, HTML pages and Adobe Acrobat, XML and Microsoft Office files on the Internet and enterprise file servers. MetaCarta provides geographic data modules that deliver basic locational reference data and also can correlate natural language references to more than 190 million places in more than eight languages.

After years of serving the energy and governmental intelligence industries, MetaCarta is broadening its market focus by releasing this platform for general business use, making it simpler to utilize its geographic intelligence technology across the Internet. It will be welcomed by analysts charged with the task of processing content to be referenced geospatially, a tedious undertaking that today is done mostly by manual tagging. The company wisely is making this new platform available in a variety of convenient forms: as a hosted services offering, as software-as-a-service and as an on-premise appliance. Included with each deployment version is a GeoSearch News collection that can begin the steps towards harvesting the volumes of information across Internet.

Market Impact

Our research found that analyzing location-related patterns across content and data is a top priority for businesses. By harvesting content across the Internet as well as the enterprise into the GeoWeb, MetaCarta has found what is at the moment a unique focus for its technology. While other traditional providers like ESRI and Pitney Bowes MapInfo focus on location requirements for the enterprise or specific applications, MetaCarta is bringing geographic

context to broadly dispersed content in Web and mobile interfaces. The new geographic platform, reference data and content offer new opportunities for businesses to deliver applications to consumers and intelligence to management and analysts on activities that impact their business.

Recommendation

MetaCarta has innovated through providing a location-based services platform that can open up a new facet of the power of the Internet. Organizations that are exploring new methods to enable their business to operate and leverage the Internet should examine the value of MetaCarta's platform and the content it makes available. Ventana Research believes that businesses that can empower their enterprise, including employees and customers, with easily available information about location will not just be more efficient, they will be able to compete more effectively in the global economy.

Related Research:

Location Intelligence Benchmark Research <http://www.ventanaresearch.com/locintel>

Location Technology Benchmark <http://www.ventanaresearch.com/gps/>

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