

Geosk Platform Geospatial Data Catalogue

Geosk Platform is a geospatial location-based Data-as-a-Service (DaaS) offering. The Geosk Platform contains a comprehensive geospatial data catalogue and delivers it via an easy-to-use, cloud-based portal that lets customers pay as they go. It facilitates immediate access and integration of the most current geospatial data into business analyses, location-based marketing programmes and risk management calculations.

The Geosk Platform data catalogue includes both free and fee-based geospatial data from Pitney Bowes Business Insight as well as content from third-party data providers such as Ordnance Survey and TomTom. For data providers, the Geosk Platform will function as an online delivery channel for their products, providing unprecedented access to data consumers around the globe. The new content management service, Geosk Library, will also enable enterprise organisations to store, share and manage geospatial data from a cloud-based content library.

The platform supports leading GIS mapping and analysis applications, including MapInfo Professional and MapInfo Stratus and applications from other GIS vendors. It also integrates with CRM systems, allowing PBBI customers to benefit from combining location intelligence with other information on their own customers in order to obtain deeper insights that improve business performance and provide a competitive advantage.

The Geosk Marketplace will initially be available to MapInfo Professional v10.5 customers. They will be able to search and access data online directly through the catalog browser icon included in the MapInfo Professional v10.5 toolbar.

<https://www.gim-international.com/content/news/geosk-platform-geospatial-data-catalogue>
