

# Sinergise acquisition reinforces Planet's commitment to EO data



Planet Labs is acquiring Earth observation (EO) data platform Sinergise. The move is aimed at reducing the complexity of analysis and insights extraction as well as the cost of EO data storage. It will also enable Planet Labs, a provider of data and insights about Earth, to expand into new markets such as agriculture, civil government, insurance, financial markets and sustainable supply chain

management.

The technology of Sinergise, based in Slovenia, powers the European Union-backed Sentinel Hub, a cloud streaming platform that allows customers to access multi-source EO data for processing, analysis and insight extraction.

## Earth Data Platform

According to Will Marshall, CEO and co-founder of [Planet](#), Sinergise's technology is impressive and will significantly speed up the development of their Earth Data Platform. This acquisition will allow partners to build applications and expand into new markets. Additionally, this move reinforces Planet's commitment to investing in Europe and building a robust downstream market ecosystem in the region.

Grega Milčinski, co-founder of [Sinergise](#), expressed excitement about integrating their technologies to build a powerful Earth Data Platform, enabling businesses, governments and farmers to transform their management practices and report their sustainable impact.

Through the acquisition, Planet expects to lower the barriers for its customers to access and act on EO data, enabling them to extract insights from various sources of satellite data and partners to build their own applications on top of Planet's platform to gain additional value from EO data. Additionally, the European Space Agency recognizes the importance of innovative technologies and awareness of EO-based services, facilitating easy access to Planet data in [Sentinel Hub](#).



Sinergise facilitates access to high-quality satellite imagery through Sentinel Hub, a powerful engine for processing petabytes of satellite data. (Image courtesy: Sinergise)