

Location Intelligence

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Geospatial Industry Lead: Commercial

InsurTech 2020

What is location Intelligence?

Understanding the “WHERE” component in your data.

Leveraging this “WHERE” component is known as
Location Intelligence.

Gain insight into your business and operations!

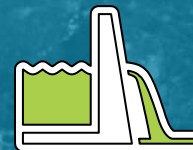
Do I have Location data?

- 80% of your data!
 - Esri South Africa
 - 113 Elizabeth Rd, Midridge Park, Midrand
 - 1685
- Are you using this information to your benefit?
 - Geocoding
 - -25.9757054 S 28.1220626 E



Location Intelligence in Insurance

What can I do with an address or coordinates?

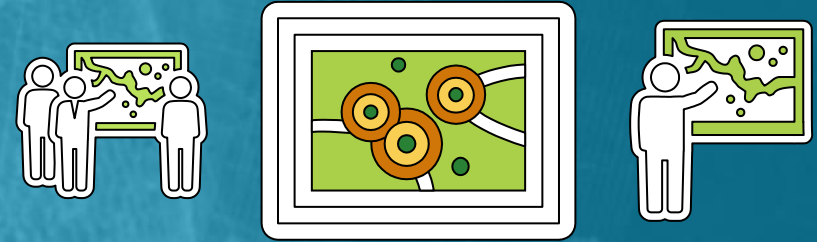


It's all about the WHERE!

- WHERE are the risks around me?



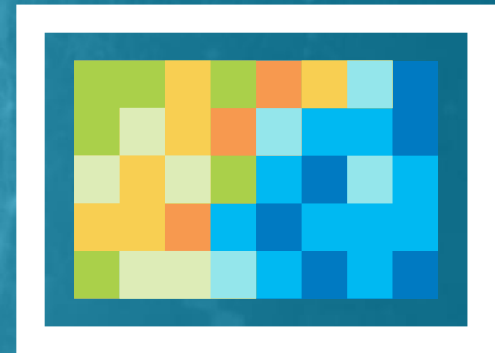
- WHERE will it influence me?



- WHERE are the nearest facilities?



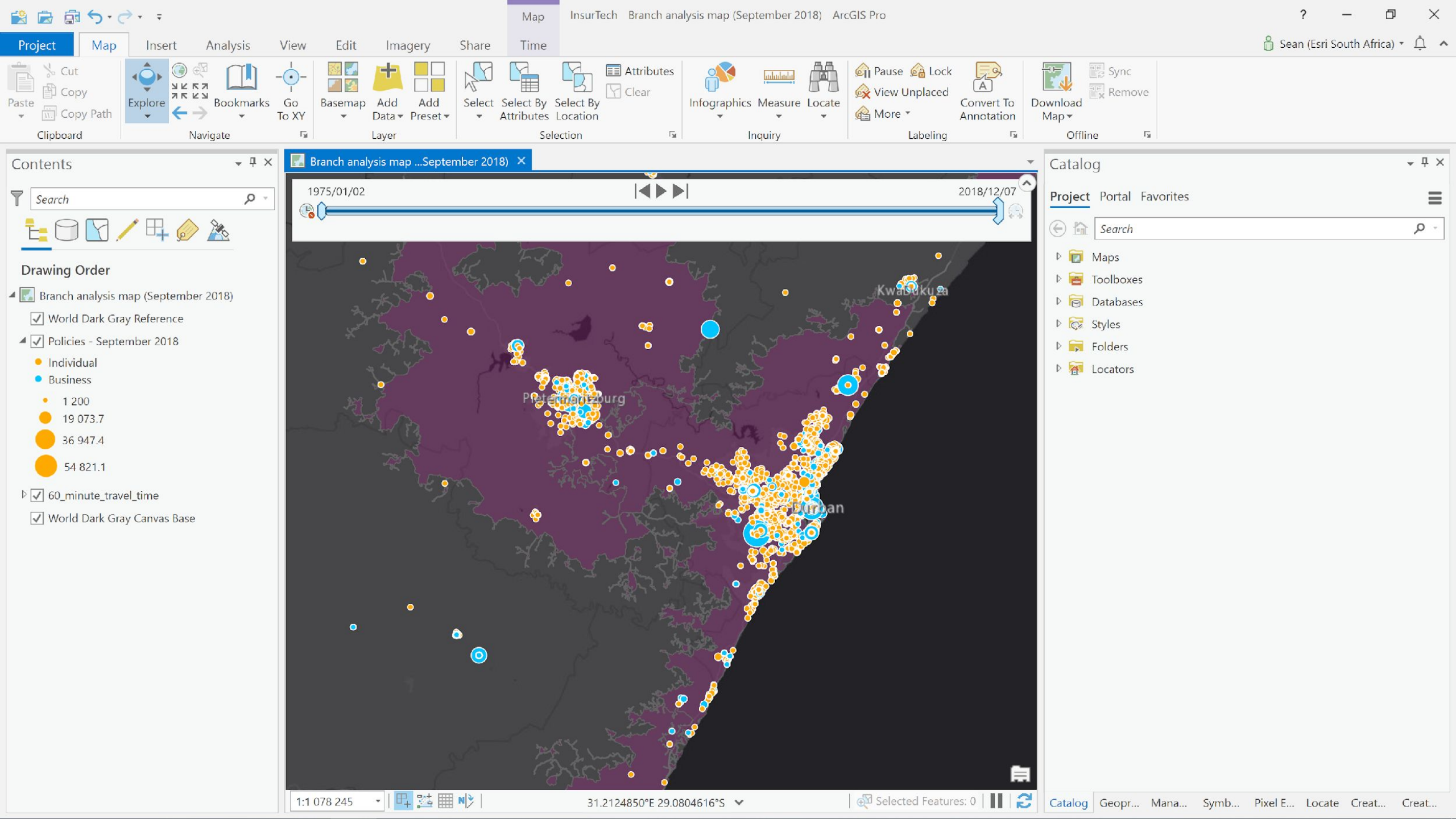
Data





**A Picture Is Worth a
Thousand Words**

and using Location Intelligence
is writing a Novel!



Number of policies:

56162

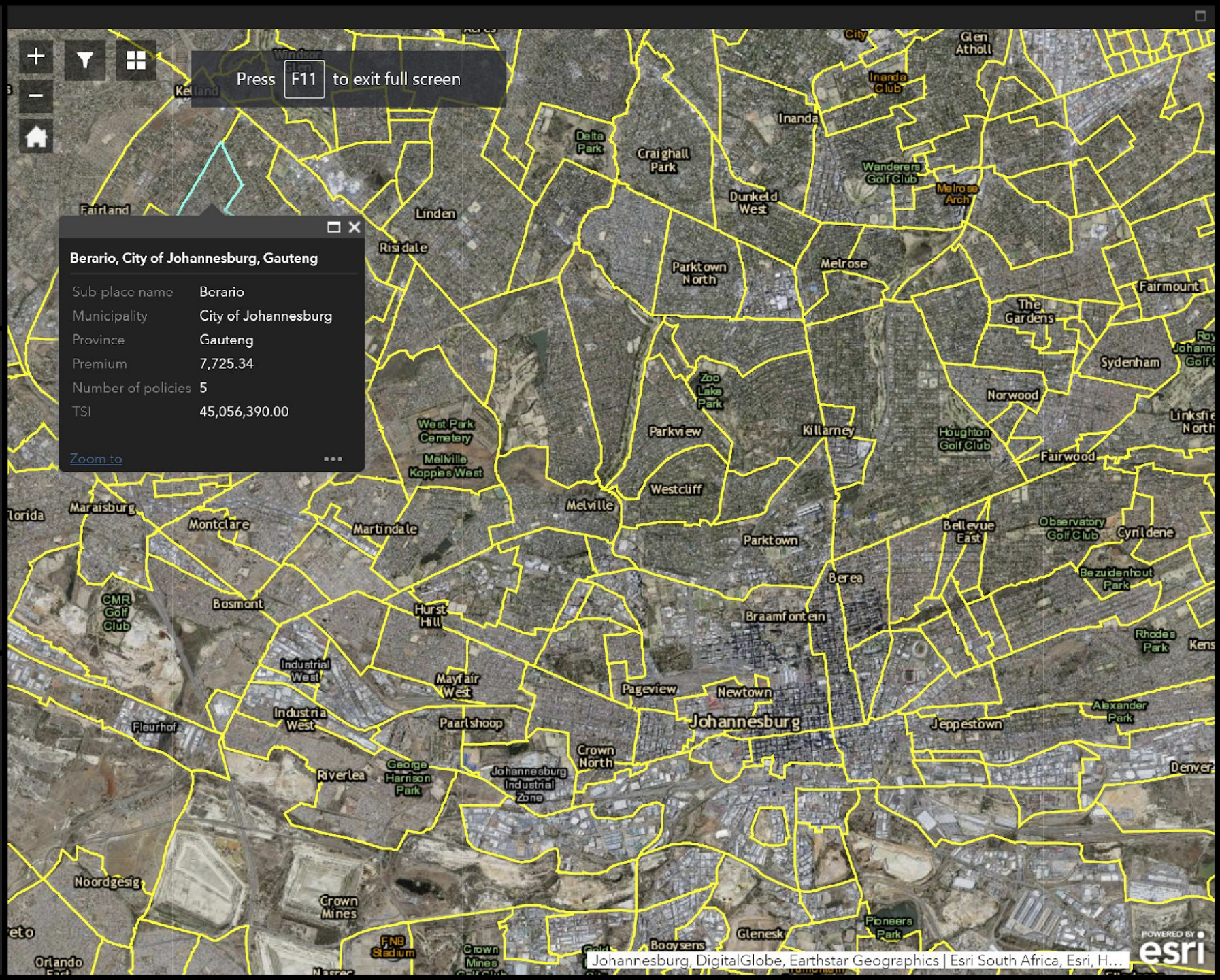
Current as of August 2019

Total premiums:

R 64,968,922.81

Total TSI:

R 313,076,036,723





South Africa

Flood Potential Viewer

South Africa, 113 Enterprise Road, Midrand, Midrand, Johannesburg, Gauteng, 1685, ZAF



Esri South Africa, 113 Enterprise Road, Midrand, Johannesburg, Gauteng, 1685, ZAF

Search result

Esri South Africa, 113 Enterprise Road, Midrand, Johannesburg, Gauteng, 1685, ZAF

[Zoom to](#)

...

28.155 -25.951 Degrees

PlooyvilleAH

0.6mi

Barbeque

Halfway House

Vorna Valley

Halfway Gardens

ErandAH

CarlswaldAH

Midrand

Midridge Park

Erand Garden

Vodacom Campus

GrowthorneAH

Kyalami Estates

WillawayAH

BarbequeAH

Jukskeinvier

Kaalfontein

Ebony Park

President ParkAH

Ivory Park Ext 10

Ivory Park Ext 8

Ivory Park Ext 7

Ivory Park Ext 2

Ivory Park Ext 6

Tembisa Ext 5

City of Tshwane, Ekurhuleni, DigitalGlobe | Esri South Africa, Esri, HERE, Garmin

FileHomeInsertDrawPage LayoutFormulasDataReviewViewHelpTable DesignQuery

Table Name: Subset

Summarize with PivotTable

Remove Duplicates

Convert to Range

Insert Slicer

Export

Refresh

Unlink

Properties

Open in Browser

☒ Header Row

☐ First Column

☒ Filter Button

☐ Total Row

☐ Last Column

☒ Banded Rows

☐ Banded Columns

Table Style Options

Table Styles

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
1	OBJECTID	GRID_ID	Dolomite	Lightnings	COMPNT_NM	BNRP_recl	BNRP_recl1	BNRP_rec_1	BRP_recl_1	BRP_recl_2	BRP_recl_3	MDP_recl_1	MDP_recl_2	MDP_recl_3	PRC_recl_1	PRC_recl_2	PRC
2	1	AAA-3907		1	0 ALEXANDER BAY	2	3	1	1	3	3	1	1	2	1	2	
3	2	AAA-3908		1	0 ALEXANDER BAY	2	3	1	1	3	3	1	1	2	1	2	
4	3	AAA-3909		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
5	4	AAA-3910		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
6	5	AAA-3911		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
7	6	AAA-3912		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
8	7	AAA-3913		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
9	8	AAA-3914		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
10	9	AAA-3915		1	0 ALEXANDER BAY	2		1	1	3		1	1	2	1	2	
11	10	AAA-3916		1	0 ALEXANDER BAY	2		1	1	3		1	1	2	1	2	
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13	12	AAA-3918		1	0 ALEXANDER BAY	2		1	1	3		1	1	2	1	2	
14	13	AAA-3919		1	0 ALEXANDER BAY	2		1	1		3	1	1	2	1	2	
15	14	AAA-3920		1	0 ALEXANDER BAY	2		1	1		3	1	1	2	1	2	
16	15	AAA-3921		1	0 ALEXANDER BAY	2		1			3	1	1	2	1	2	
17	16	AAA-3922		1	0 ALEXANDER BAY	2				3	3	1	1	2	1	2	
18	17	AAA-3923		1	0 ALEXANDER BAY	2				3	3	1	1	2	1	2	
19	18	AAA-3924		1	0 ALEXANDER BAY	2			1	3	3	1	1	2	1	2	
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22	21	AAA-3927		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
23	22	AAA-3928		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
24	23	AAA-3929		1	0 ALEXANDER BAY	2		1	1	3	3	1	1	2	1	2	
25	24	AAA-3930		1	0 ALEXANDER BAY	2						1	1	2	1	2	
26	25	AAA-3931		1	0 ALEXANDER BAY	2						1	1	2	1	2	
27	26	AAA-3932		1	0 ALEXANDER BAY	2						1	1	2	1	2	
28	27	AAA-3933		1	0 ALEXANDER BAY	2	3	1	1	3	3	1	1	2	1	2	
29	28	AAA-3934		1	0 ALEXANDER BAY	2	3	1	1	3	3	1	1	2	1	2	
30	29	AAA-3935		1	0 ALEXANDER BAY	2	3	1	1	3	3	1	1	2	1	2	
31	30	AAA-3936		1	0 ALEXANDER BAY	2	3	1	1	3		1	1	2	1		



Find address or place



Layer List

Layers

☒ Braby Bus. Directory: Existing Client

● Yes

● No

☒ Sales potential

☒ Sales potential



Potential: 50.00

Number of businesses 32

Potential clients 16

[Zoom to](#)



The First Law of Geography, according to Waldo Tobler:

“everything is related to everything else, but near things are more related than distant things.”

Sean Cullen: “So map it already!”

What about data I already subscribe to?

- Everything is connected!
 - Not just spatially



Deep Integration with LEADING TECHNOLOGIES

Analytics



IoT



Content



Cloud



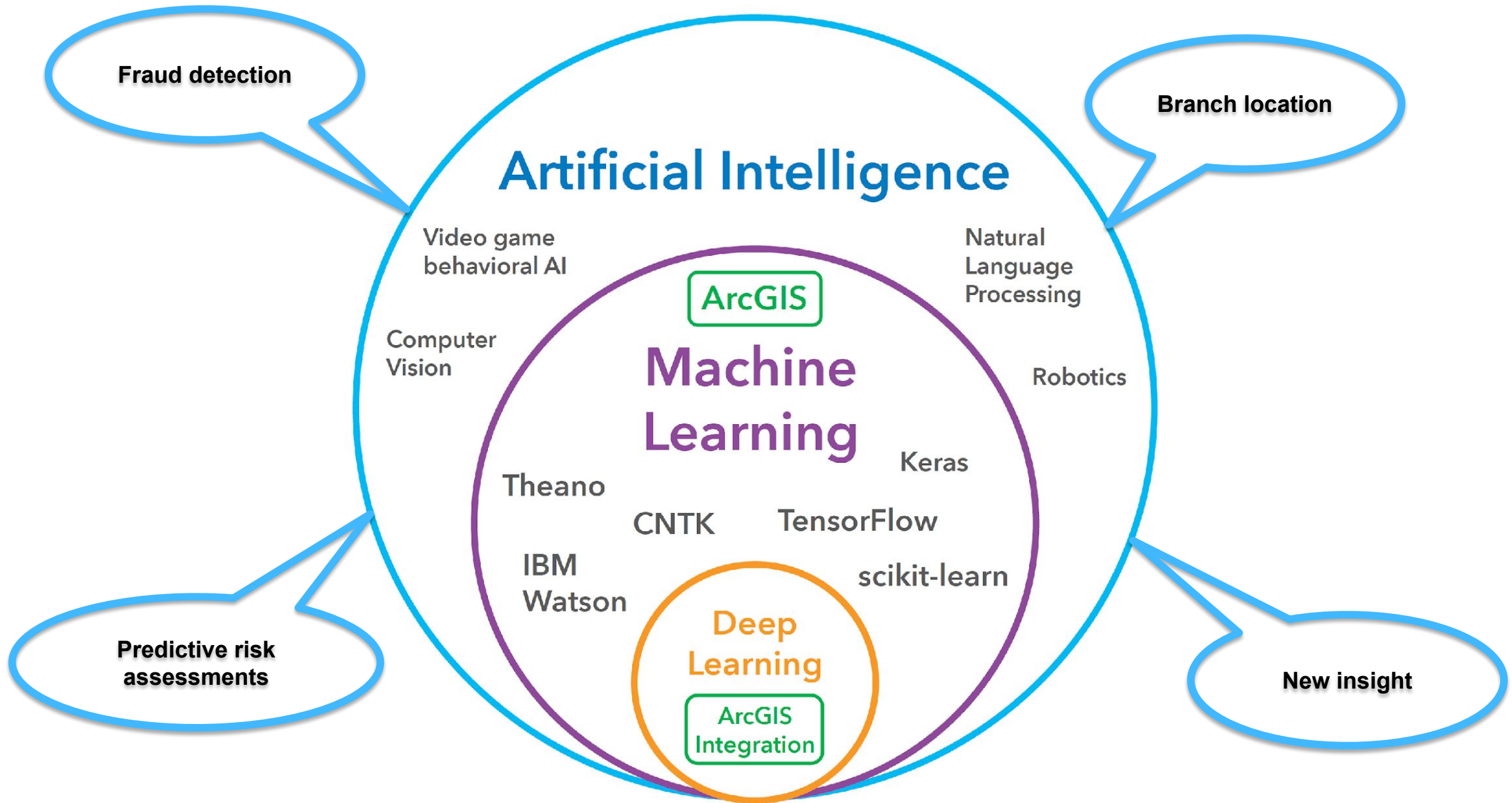
Data Science



Developer



REST



Policy Holder:	Sean
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□ ×

1 of 2

 Zoom to

✕ 🔍

113 Enterprise Rd, Oslo
Beach, Kwazulu Natal,
4240

Peril
Flood
Lightning
Hail
Dolomite (Geology)
Fire
Crime: Burglary at non-residential premises (BNRPRisk)
Crime: Burglary at residential premises (BRPRisk)
Crime: Malicious damage to property (MDPRisk)
Crime: Property related crime (PRCRisk)
Crime: Robbery with aggravating circumstances (RNRPRisk)
Crime: Robbery at residential premises (RRPRisk)
Crime: Shoplifting (SHOPLRisk)
Overall Risk Score

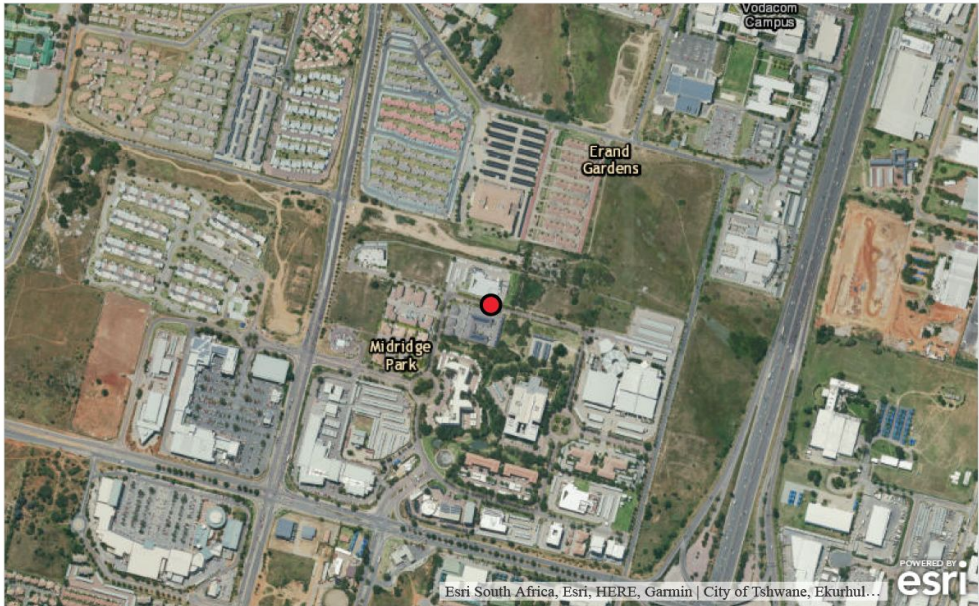
Report Information

Policy Holder Name:	Sean	Date:	Friday, 06 March 2020 17:52:39
Reference Number:	5b9c9006-2ab7-4544-9a4d-f76c33562ca2	Username:	admin.x
Weighting Category:	Default		

Disclaimer

By accessing report, you agree to be bound by the following terms and conditions: <https://www.esri-southafrica.com/reportdisclaimer/>

Geocoding



Geocoded Address	Enterprise Ave, Midridge Park, Midrand, Johannesburg, Gauteng, 1687	Latitude	-25.9753487692879
		Longitude	28.12234465293195
Postal Code	1687	Cresta Zone	7

Street View Information



Scan this QR code to view an interactive Street View of the report location if available

Or go directly to this link <http://tinyurl.com/xy6tblp>

Peril Summary

All perils listed below have been reclassified into categories from 1 to 5. A 1 would indicate an area with the lowest risk, while 5 would indicate areas with the highest risk.

Flooding: 1 indicates areas that are not within a 2m flood risk potential area. 5 indicates areas that are within a 2m Flood Risk Potential area.

Lightning has been reclassified into groups of 10 lightning strikes. A rating of 2 would indicate between 11 and 20 lightning strikes per year on average.

Hail: 1 = 1 Hail day per year (HDY), 2 = 2 HDY, 3 = 4 HDY, 4 = 6 HDY and 5 = 6 HDY.

Dolomite: 1 indicates areas that have no dolomitic lithology. 5 indicates areas that have dolomitic lithology.

Fire data has been broken into equal intervals with a maximum count of 91 fires within a year.

The crime data has been normalised on the population count, then multiplied by 10 000 and then reclassified into 5 classes based on natural breaks.

Peril	Risk Score
Flood	1
Lightning	3
Hail	3
Dolomite (Geology)	1
Fire	1
Crime: Burglary at non-residential premises (BNRPRisk)	2
Crime: Burglary at residential premises (BRPRisk)	2
Crime: Malicious damage to property (MDPRisk)	2
Crime: Property related crime (PRCRisk)	2
Crime: Robbery with aggravating circumstances (RNRPRisk)	3
Crime: Robbery at residential premises (RRPRisk)	4
Crime: Shoplifting (SHOPLRisk)	2
Overall Risk Score	22 %

Nearest Police Stations

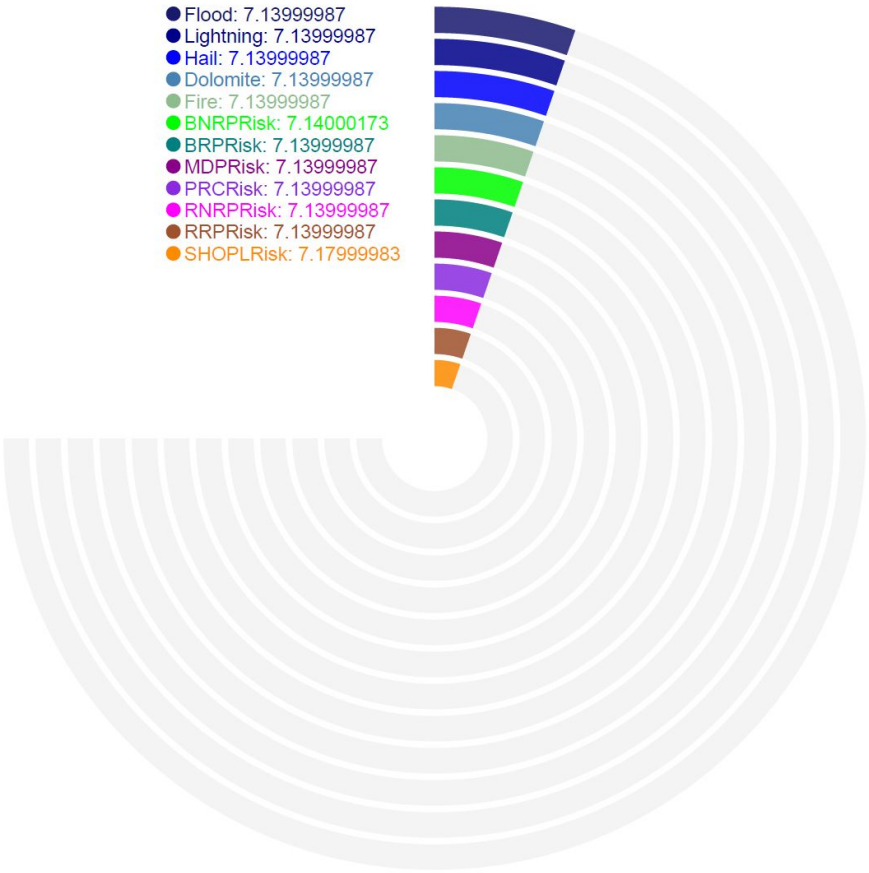
Police Station	Approximate Distance
Midrand	2.36 km
Olievenhoutbosch	8.96 km
Rabie Ridge	9.61 km

Nearest Fire Stations

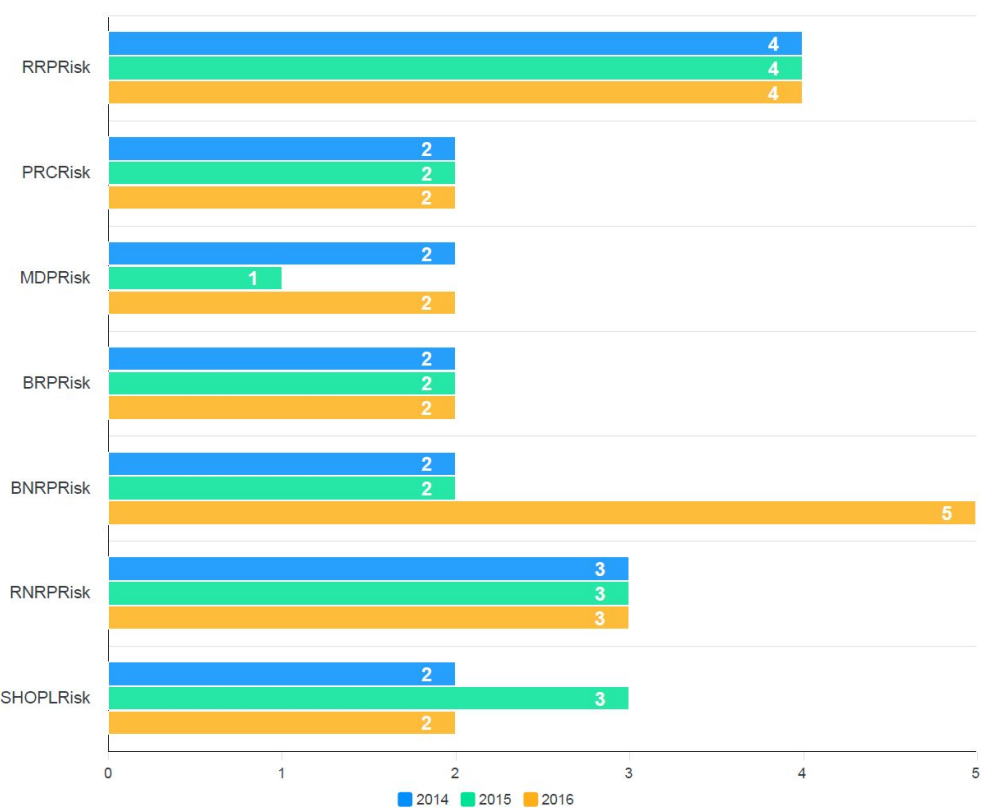
Fire Station	Approximate Distance
Lonehill	12.51 km
Fire Station	15.46 km
Alexandra Fire Station	17.14 km

Peril Weightings: Default

- Flood: 7.13999987
- Lightning: 7.13999987
- Hail: 7.13999987
- Dolomite: 7.13999987
- Fire: 7.13999987
- BNRPRisk: 7.14000173
- BRPRisk: 7.13999987
- MDPRisk: 7.13999987
- PRCRish: 7.13999987
- RNRPRisk: 7.13999987
- RRPRisk: 7.13999987
- SHOPLRisk: 7.17999983



Crime Risk Over a 3 Year Period





SEE
WHAT
OTHERS
CAN'T