



Turn Business Intelligence into Location Intelligence

Unlock the power of spatial analysis for real-world insights
and immersive location experiences

About Grey Matter

Grey Matter is a Microsoft Gold Partner and Bing Maps RoW ISV Distributor working in partnership with DDS.

Agenda

- Microsoft Bing Maps
- Introducing Lumilinks and demonstration
- Bing Maps licensing and Q&A





Microsoft Bing Maps Location Intelligence

Location-based technology is critical to building contextually relevant applications. It is estimated that upwards of 80% of business data has some sort of location-based context to it. Bing Maps makes better sense of this data by visualising it on a map.

Leverage geocoded and reverse-geocoded location data to build rich location-aware applications and dynamic experiences.



Bing Maps Spatial Data Services



LOCATIONS

Leverage high-powered geocoding and reverse geocoding with the Locations API and Location Recognition APIs.



SPATIAL DATA SERVICES

Batch geocoding, point of interest data, and the ability to store and expose your spatial data.



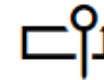
LOCAL SEARCH & INSIGHTS

Tap into the power of local search and get actionable insight into businesses and entities nearby.



TIME ZONE API

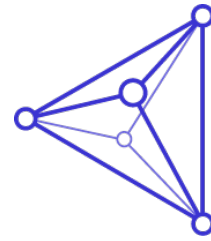
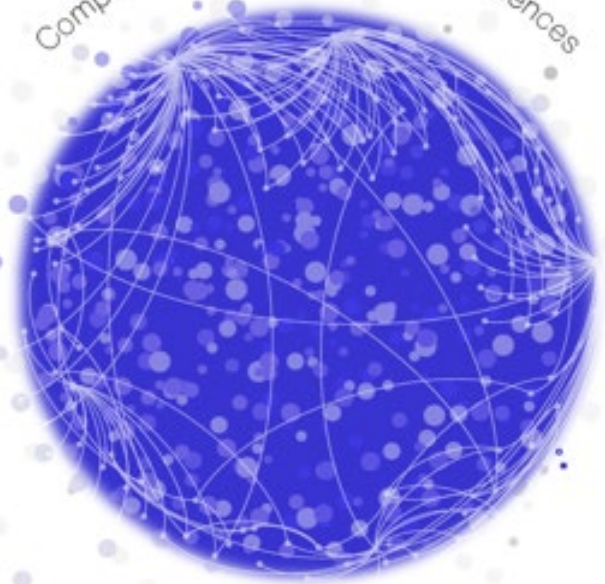
Represent global time zones with the Windows and IANA Time Zone standards.



AUTOSUGGEST API

Return a list of suggested entities based on partial location queries for addresses and more.

Complexity Theory in the Social Sciences



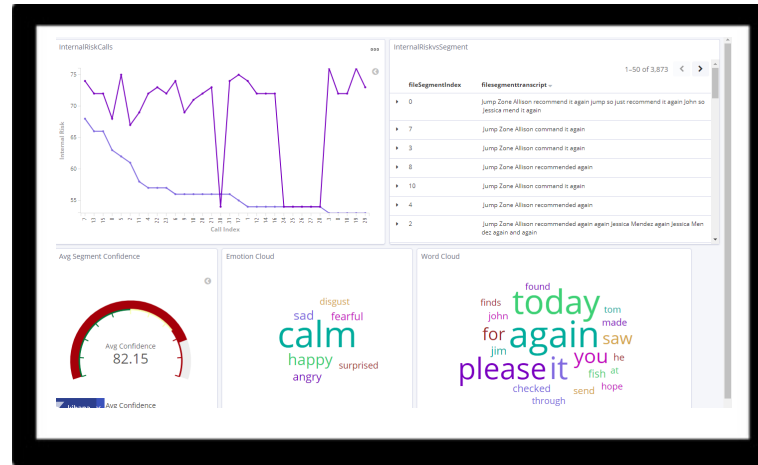
lumilinks

Lumilinks is data insight company producing world leading strategy, sales and marketing predictions, using behavioural and narrative economics.

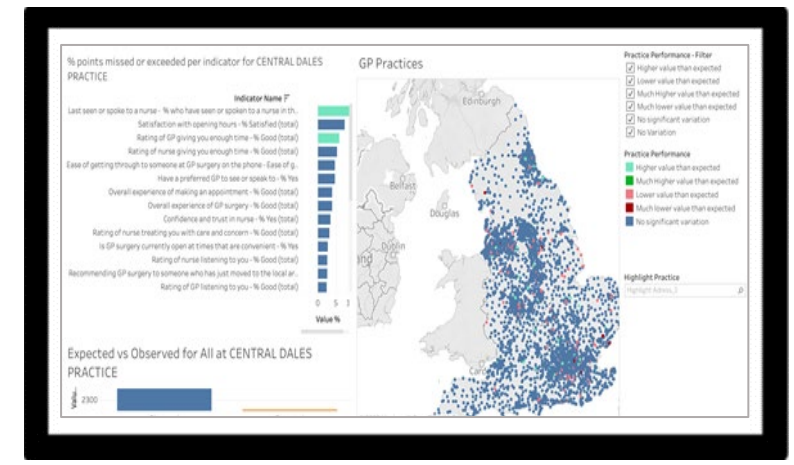
We unlock behavioural insights that challenge the status quo and inform business decisions that inspire innovation and growth.



Lumilinks



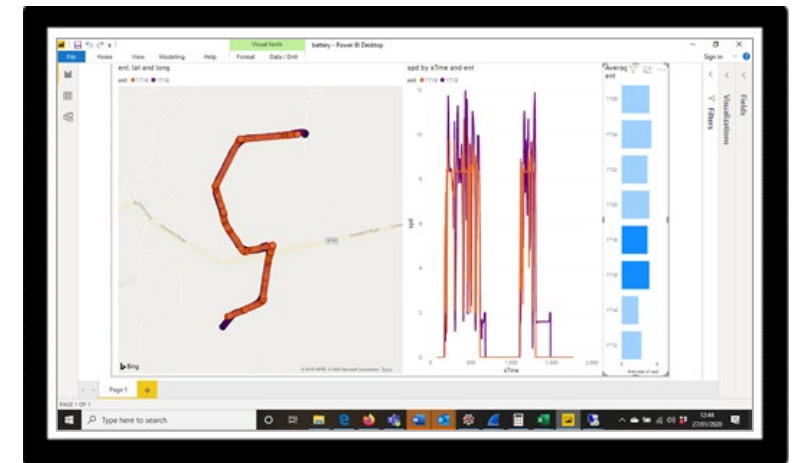
Financial fraud



Healthcare



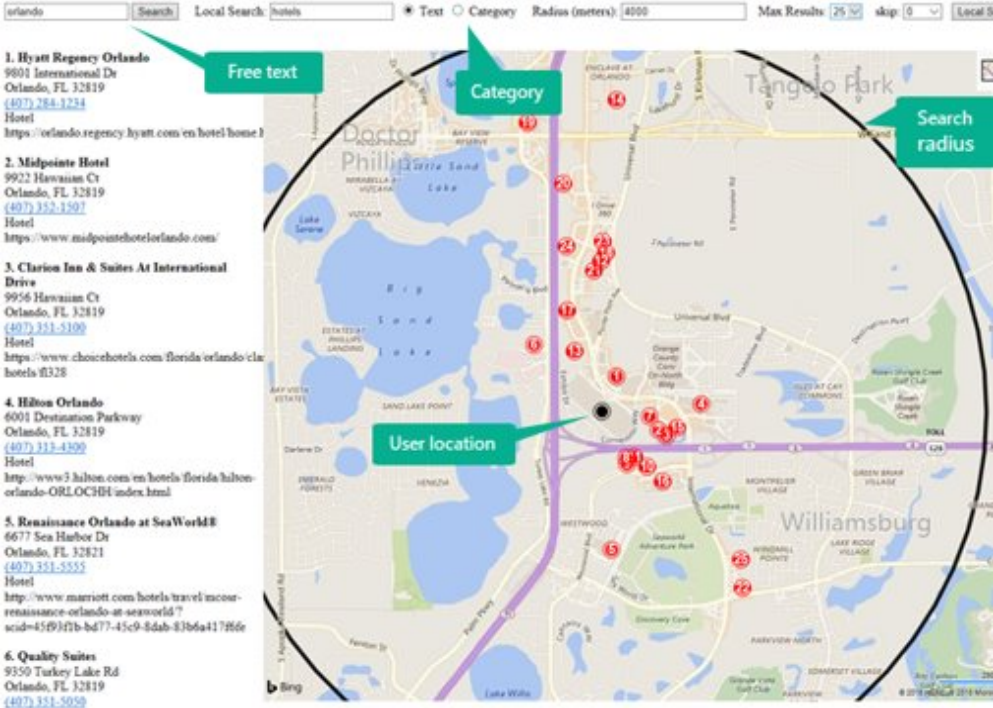
Global shipping



Logistics and defence

www.lumilinks.com

Bing Maps



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Q&A:

Ask your questions



Thank you

