

REGIONAL WINNER

Orbica Ltd GeoBI: Data Visualisation Platform

What was the problem?

Traditional business intelligence can be too reliant on busy graphs and numbers, and the goal was to create an interactive and versatile method of data presentation; to offer traditional statistics that encourage interaction and ease of understanding.

How did you address it?

The use of open-source software to create a consumer oriented and versatile approach, in tandem with cloud hosting and intuitive design, which cleverly and seamlessly combines spatial and non-spatial data layers, visuals and narrative. It's a powerful storytelling tool that merges business intelligence and geography.

What were the key outcomes?

GeoBI, initially tailor made for Environment Canterbury, was successful in creating unique options for geospatial and business intelligence display, and has received a large amount of interest from regional governments, alongside overseas digital powerhouses. A market gap exists to position a product that combines geospatial technology and location data with business.

For more information about this project or to contact Orbica, please visit their website: <https://orbica.world>

