

ELIS 2026:

From Complexity to Clarity:

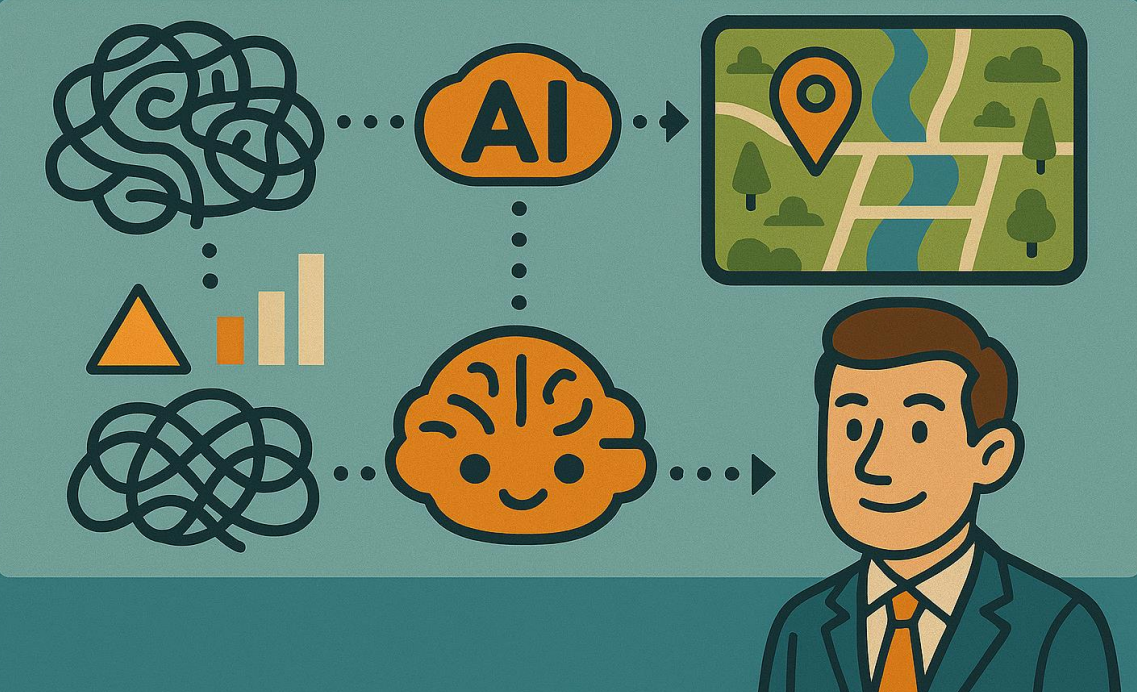
The Evolution of Cloud-Native Geo analytics

Casey Price and Dave Daniels
Environics Analytics

ENVIRONICS
ANALYTICS

Agenda

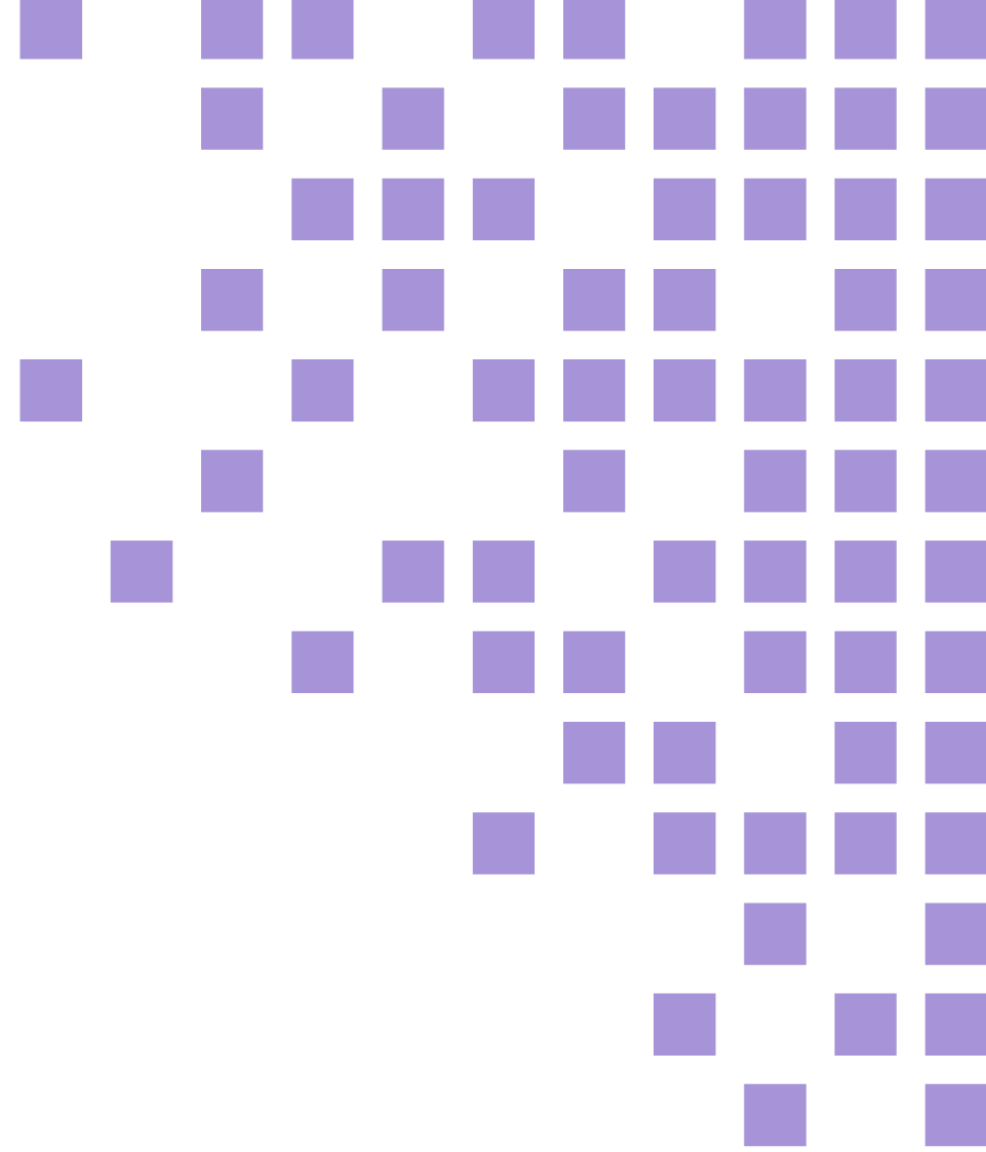
SIMPLIFYING GEOANALYTICS



GEOAI IN ACTION



Simplifying GeoAnalytics



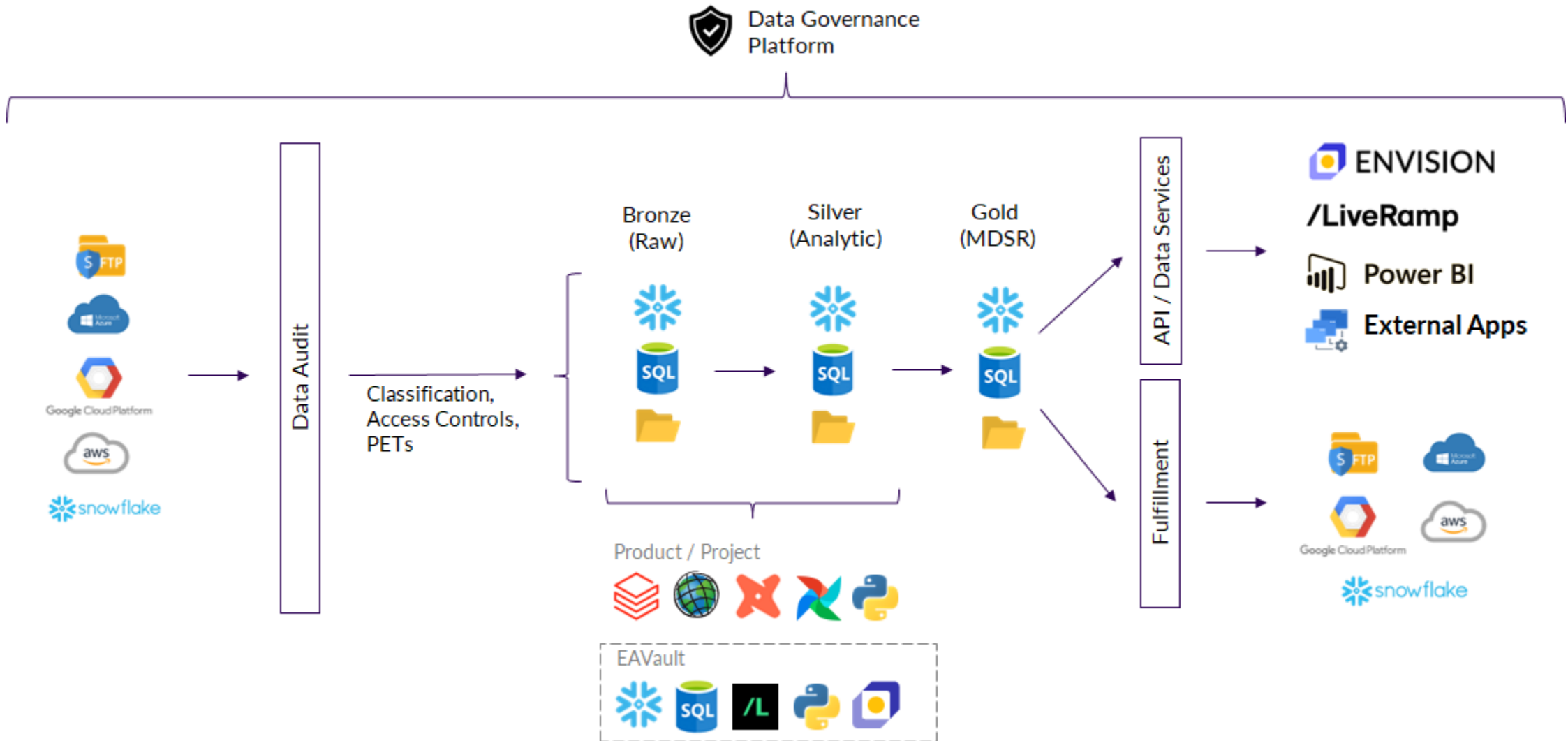
Everyone needs data, faster, and more than ever



A word cloud of various professions and roles related to data analysis and marketing. The words are arranged in a roughly circular pattern, with 'Analysts' being the largest and most central word. Other prominent words include 'Data Scientists', 'Agencies', 'Retail Planners', and 'Marketing Analysts'. Smaller words include 'Government Policy Analysts', 'Insights', 'Academic', 'Media Planners', 'Real Estate', 'Executives', and 'Researchers'.

Government Policy Analysts
Agencies Insights
Retail Planners
Academic Marketers
Data Scientists
Media Planners Marketing Analysts
Real Estate
Analysts
Executives Researchers

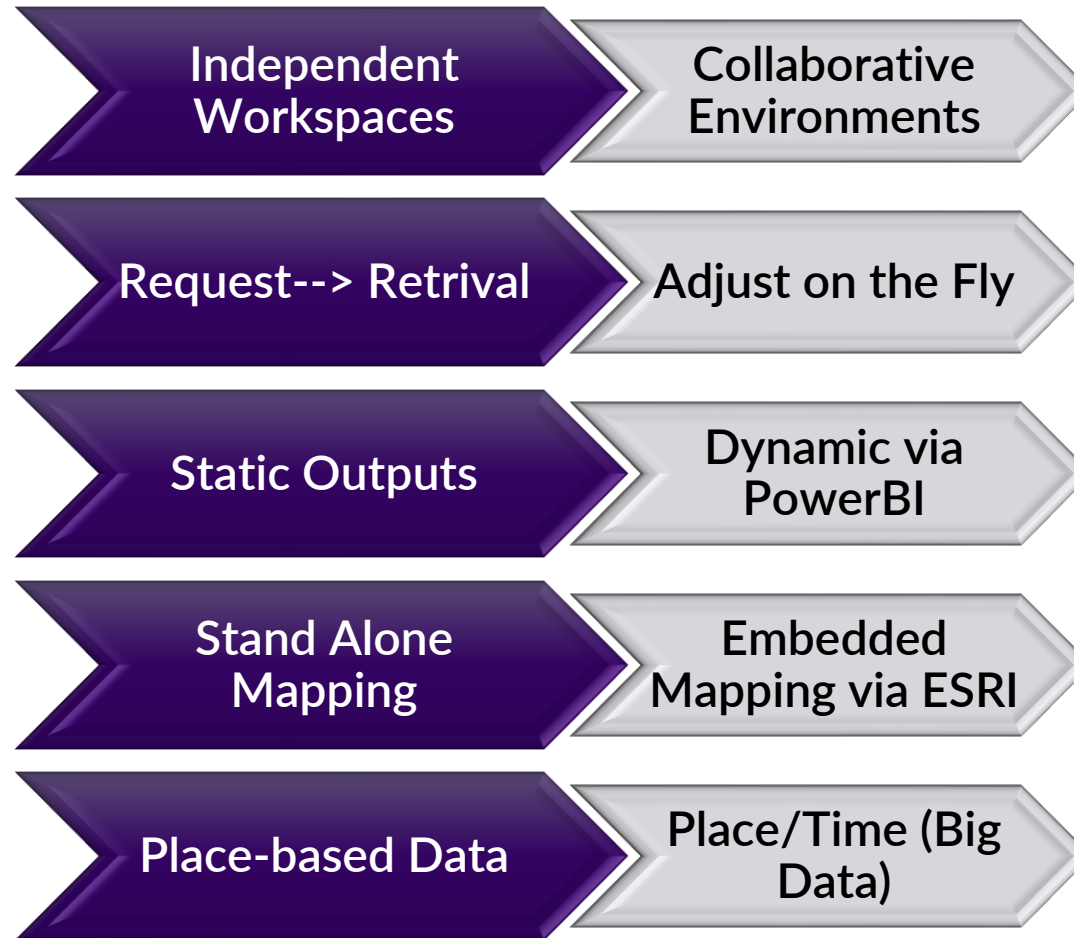
Redesigning flow of data for all applications



Platform evolution




- Complex workflows
- Slower processing times
- File size limitations
- Increased time to answers



- Scalable solution
- Instantaneous results
- No file size restrictions

In action



Area Ranking | Target Group

[Download](#) [How to Read](#) [Help](#) [Settings](#) [Save](#)

< Home

Report Options ▲

Area Ranking - Target Group ▼

Area

Ontario >

Geographic Level

Census Subdivision >

Target Group

U3 - Young Urban Core >

Variable

PRIZM® LDU BASES

Total Households >

Update Report

Quick Views ▲

Default

Index Ranges

Single Area Ranking Side By Side

▼ Advanced Filter + Column Options

Area Ranking - Target Group
 Area: Ontario
 Geographic Level: Census Subdivision
 Target Group: Target Set Default • U3 - Young Urban Core
 Variable: PRIZM® LDU Bases • 2025 Total Households

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON (C)	3520005	391,397	74.65	1,272,373	21.07	30.76	354
Ottawa, ON (CV)	3506008	56,757	10.83	454,557	7.53	12.49	144
London, ON (CY)	3539036	16,329	3.11	197,930	3.28	8.25	95
Hamilton, ON (C)	3525005	16,121	3.07	241,785	4.00	6.67	77
Mississauga, ON (CY)	3521005	12,074	2.30	255,170	4.23	4.73	55
Waterloo, ON (CY)	3530016	11,400	2.17	55,697	0.92	20.47	236
Kitchener, ON (CY)	3530013	9,514	1.81	116,301	1.93	8.18	94
Guelph, ON (CY)	3523008	2,587	0.49	62,215	1.03	4.16	48
Kingston, ON (CY)	3510010	2,207	0.42	64,394	1.07	3.43	39
Vaughan, ON (CY)	3519028	1,516	0.29	115,345	1.91	1.31	15
Windsor, ON (CY)	3537039	1,220	0.23	102,139	1.69	1.19	14
Burlington, ON (CY)	3524002	683	0.13	77,550	1.28	0.88	10
Oakville, ON (T)	3524001	385	0.07	81,252	1.35	0.47	5
St. Catharines, ON (CY)	3526053	344	0.07	64,065	1.06	0.54	6
Greater Sudbury / Grand Sudbury, ...	3553005	315	0.06	76,820	1.27	0.41	5
Richmond Hill, ON (T)	3519038	311	0.06	74,427	1.23	0.41	5
Oshawa, ON (CY)	3518013	271	0.05	73,983	1.23	0.41	4
Report Totals		524,278	100.00	6,039,424	100.00	8.68	100

Area Ranking Report Area Ranking Map

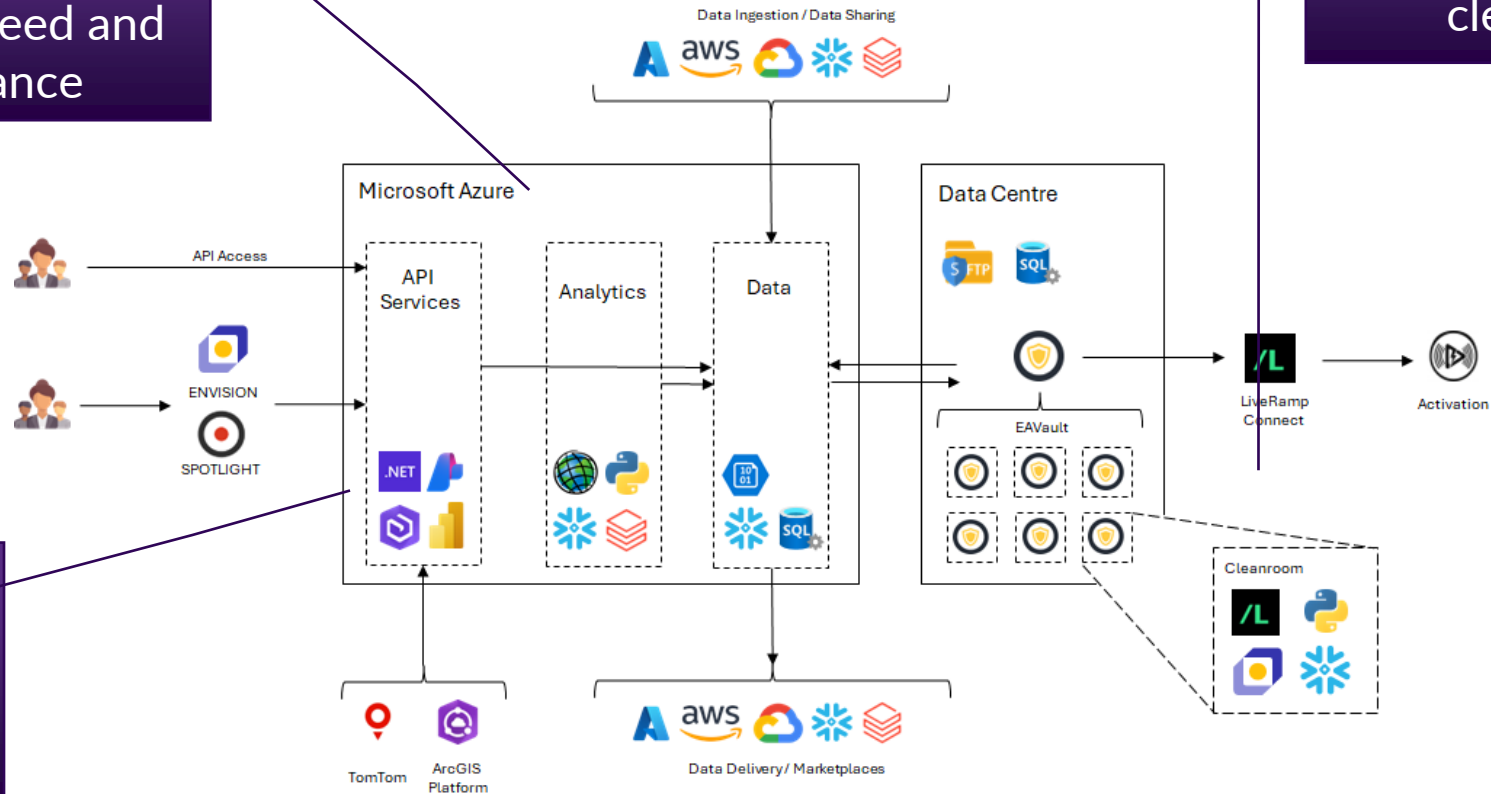
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Integrated analyses

Data and services now cloud hosted; enhanced speed and performance

Direct link to activation and cleanrooms



Call directly to APIs for seamless integration with first party data

GeoAI In Action



Barriers to success when it comes to AI (Snowflake slide)



Siloed AI Doesn't Drive Impact

“95% of AI initiatives don't deliver ROI because they're forced into legacy processes and siloed tools.”

MIT



Generic AI Hallucinates Business Truth

“30% of AI projects are abandoned because poor context leads to untrustworthy hallucinations.”

Deloitte

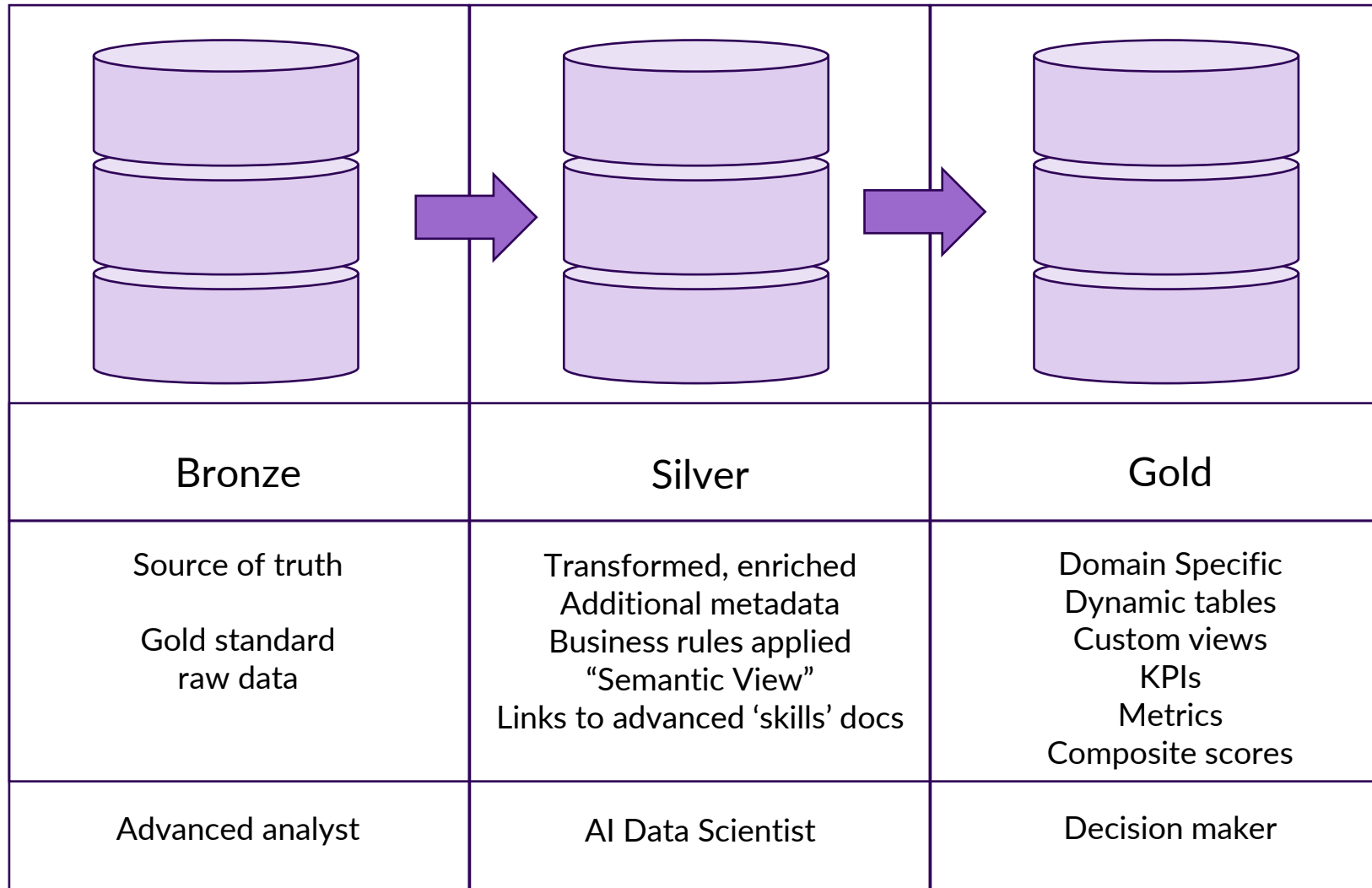


Fragmentation Stalls Growth

“88% of orgs struggle to scale AI due to fragmented systems, unready data, processes, or IT roadblocks.”

IDC

Evolution of solution delivery – Influenced by AI



Making EA data AI-Ready

Skills files for your agent workflows

18

We did this for 18 EA products. AI agents today can't properly interpret our variables, joins, or methodology without manual effort.

20+

We've built skills files - structured metadata that agents read - encoding intrinsic institutional knowledge.

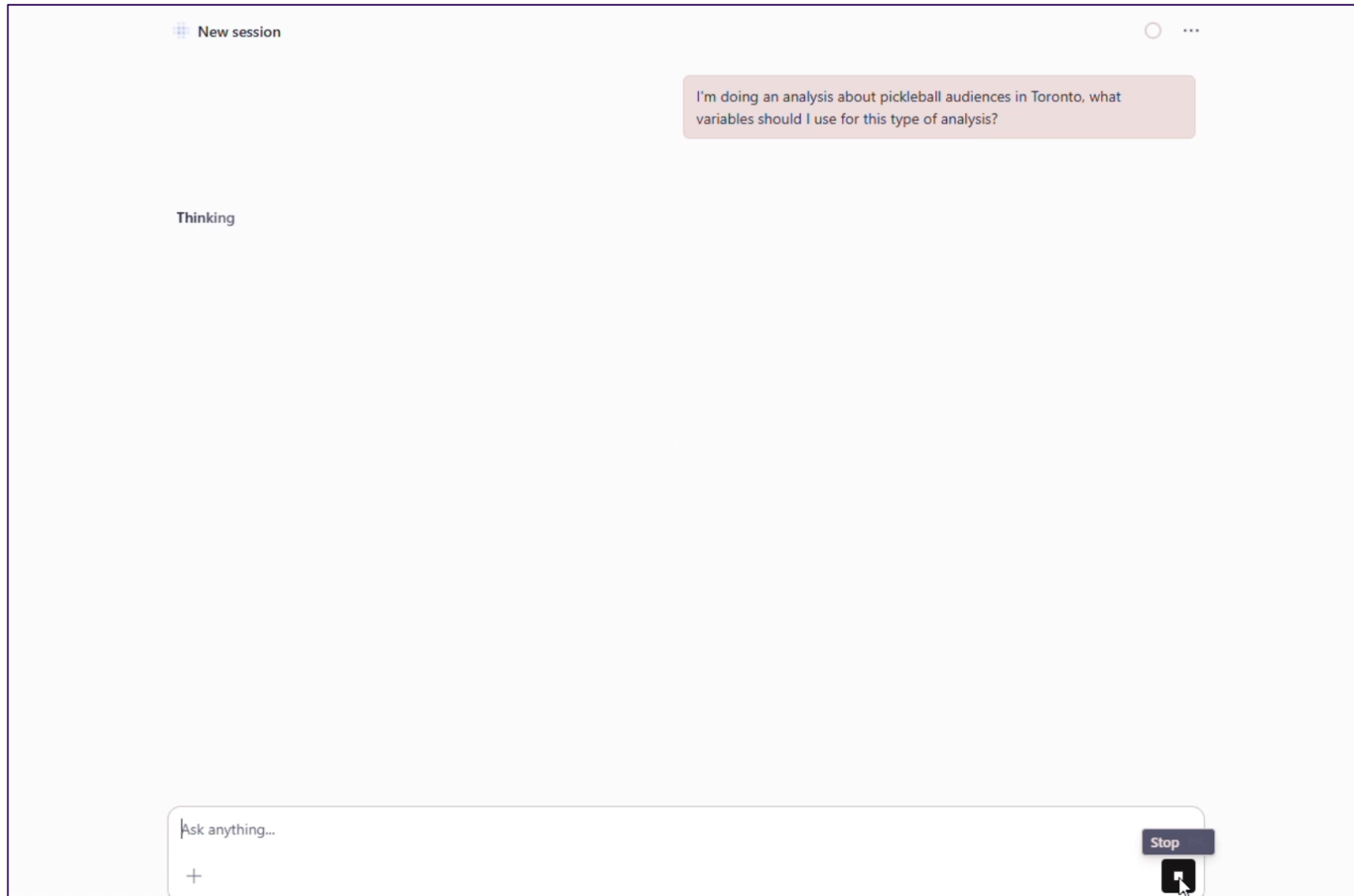
.md

Format: markdown-based, portable, works with any agent harness (Claude Code, GitHub Copilot, OpenAi Codex, Google Gemini).



Your team maintains full control of the workflow. We improve the data input, not the process.

Making EA Data AI-Ready



Enhancing answers with skills

WITHOUT SKILLS

```
DAUID, CT_UID, CMA, FSA,  
INC_AT_001, INC_AT_002, POP_TOT...
```

- X** Guesses INC_AT_001 = "total income"
(actually: "Avg Total Income, All Census Families")
- X** Filters on FSA when it should filter on CMA
- X** Joins DA-level to CT-level without aggregation
- X** Compares raw counts across geographies → misleading
- X** Reports on small-population areas → violates suppression

WITH SKILLS

Variable dictionary:

```
INC_AT_001 = "Avg Total Income,  
All Census Families"
```

Geography hierarchy:

```
DA (~400-700 ppl) → CT → CMA → Province  
Use CMA for market-level, DA for neighbourhood
```

Join logic:

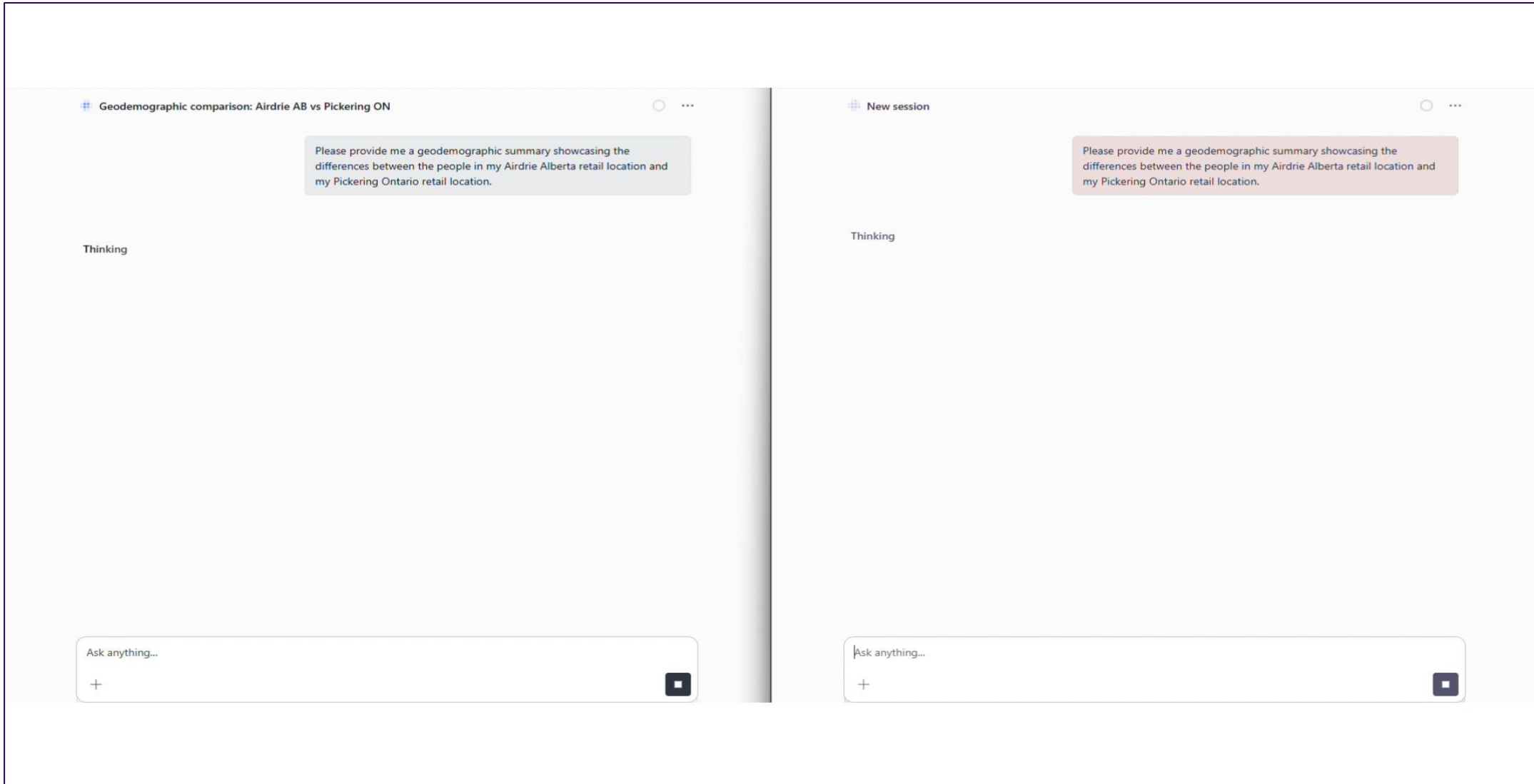
```
DemoStats → PRIZM via FSALDU
```

Pitfalls:

```
Use % for cross-geo comparison, not counts
```

→ **Correct variable, correct geography, correct join, correct interpretation.**

Enhancing answers with skills



Evolution of solution delivery – Influenced by AI

1

Skills

WHAT YOU GET

- Variable Dictionaries
- Join Logic
- Geography Hierarchy
- Metric Definitions
- Pitfall Warnings
- Benchmark Logic
- Suppression Rules

HOW IT WORKS

Self-service: Easily integrate these skills by dropping files directly into your existing agent framework.

2

Curated Workflows

WHAT YOU GET

- Co-created Workflow Skills
- Customer Append
- Trade Area Profiling
- Reasoning Patterns

HOW IT WORKS

Collaborative: We work closely with you to understand your specific workflows and build tailored solutions.

3

Envision MCP

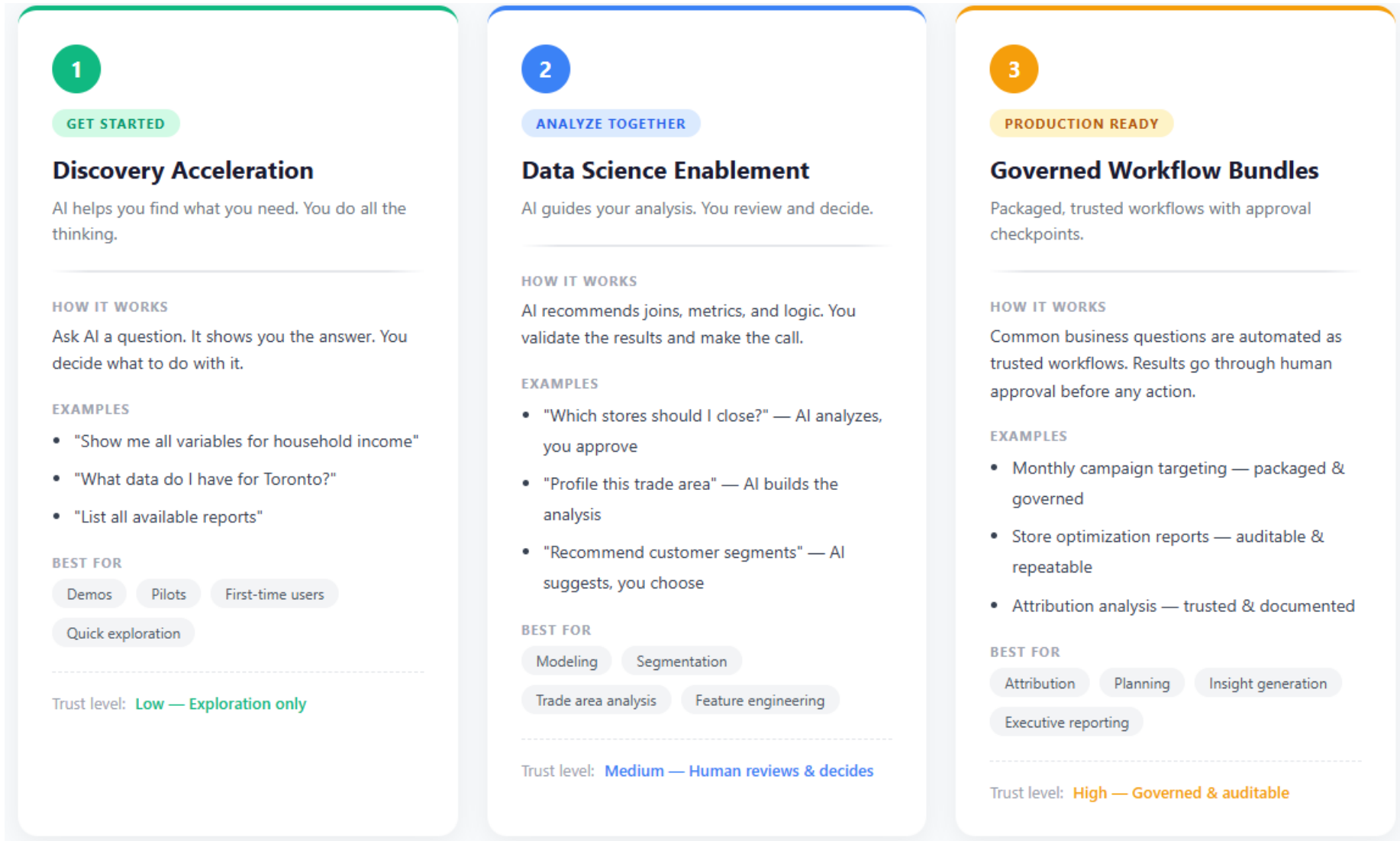
WHAT YOU GET

- Governed API Endpoints
- Auditable Reports
- Controlled Parameterized Functions

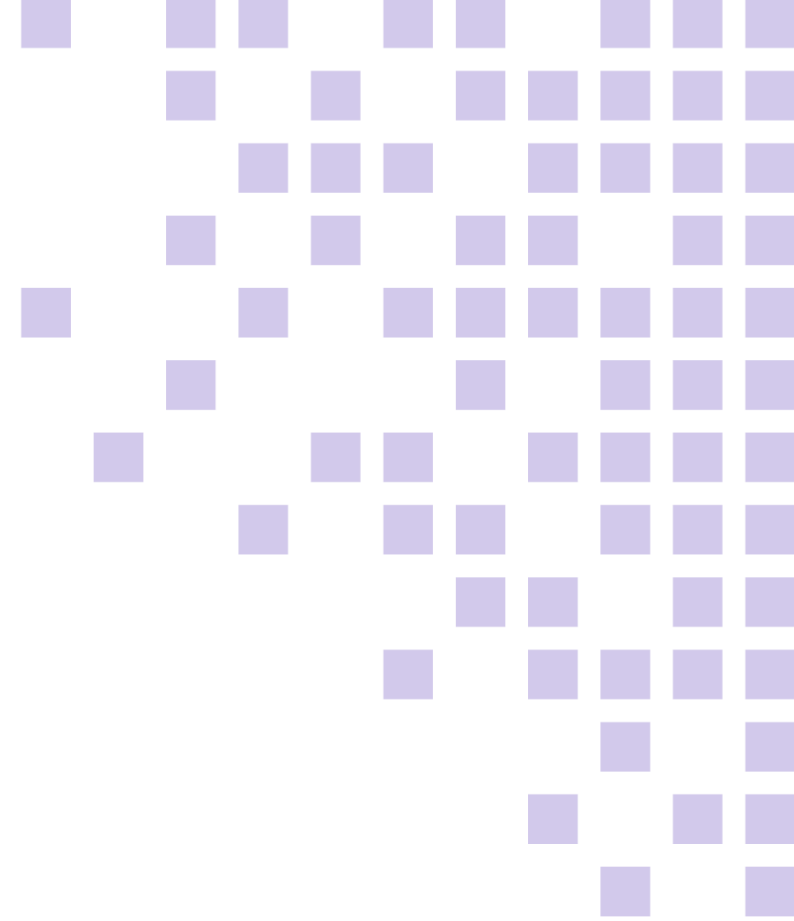
HOW IT WORKS

Server-based: Your agent interacts with our systems by calling our secure API endpoints.

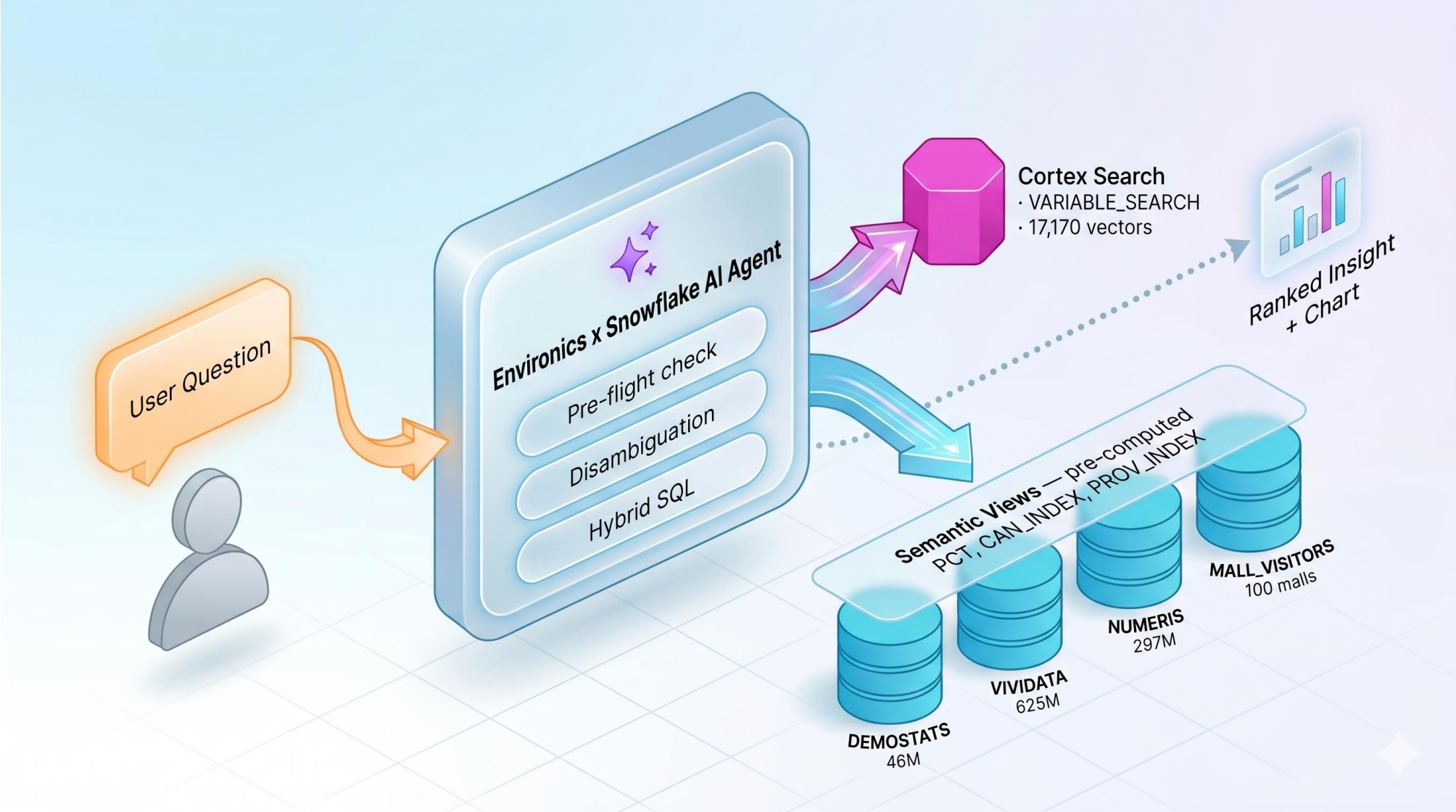
Evolution of solution delivery – Influenced by AI



Demonstration



Anatomy of the AI demonstration



Magic demonstration button

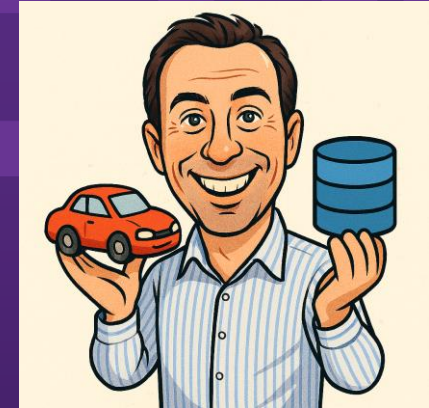


Questions

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