

OPENING TALK


korem

Shaping the Next Five Years of Location Intelligence

Speakers



Jean-Sebastien Turcotte

Executive Vice-President



Jonathan Houde

Chief Technology Officer

Streaming Location Data

Regulation

Responsible Location Data

Privacy

Industry Impact

Core Decision Infrastructure

Real-time Data

Cloud-Native Location Platforms

Where will we be in 5 years?



AI

Artificial Intelligence



MCP

Model Context Protocol



Agentic

Autonomous Systems



**Location
Intelligence**

Autonomous Systems

AI is showing up everywhere, but its ROI is elusive

The opportunity is massive, but without trusted, unified, and governed data, AI can't deliver business impact.

The winners will be those who prioritize their data strategy.

\$4T

in economic value
will be unlocked
with AI-ready data

95%

enterprise AI
initiatives fall short
of driving rapid
revenue growth

72%

execs say
managing data is a
top barrier to AI
growth

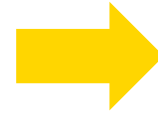
Despite growing adoption and investment in AI

\$2.0T

Global AI spending is projected to hit \$2.0 trillion in 2026, growing exponentially

79%

79% are using or are considering the use of AI for business operations



95%

MIT's 2025 report found that 95% of enterprise generative AI pilots fail to deliver ROI, with most projects stuck in pilot mode and never scaling

42%

S&P Global Market Intelligence revealed that 42% of companies scrapped most of their AI initiatives in 2025, up from 17% the previous year. [AI project]

Why so many AI Project fails?

5 Key Elements Critical to AI Success

1. Data Integrity



Quality and Availability

Decaying reliability and data explosion



Technical/Infrastructure Debt

Lack of attributes and context creates blind spots



Privacy and Sovereignty

Multiple versions of data & formats that block the truth



Governance and Ethics

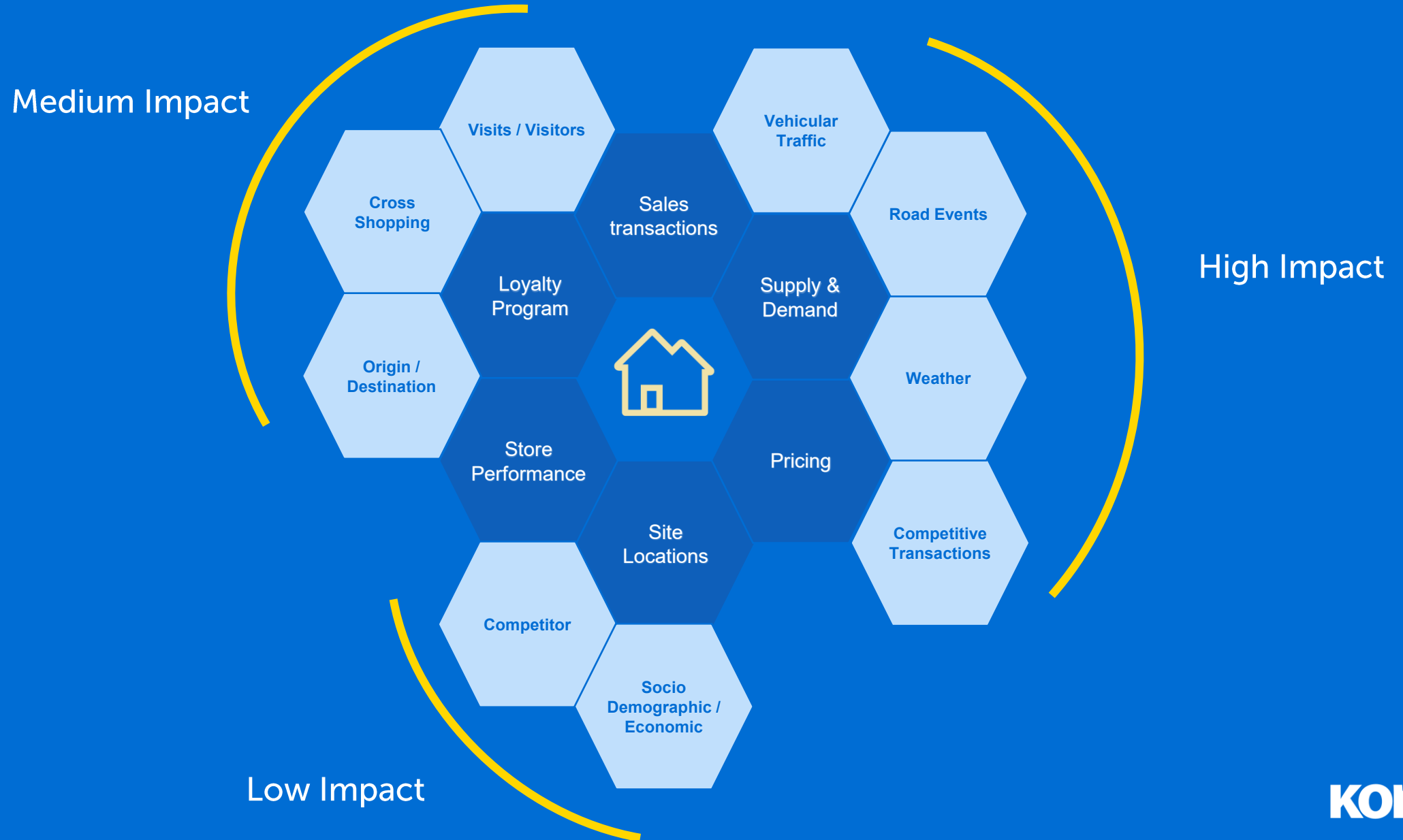
No traceability, unverified, uncontrolled autonomy

2. External Data Contextualization



- Weather
- Road constructions
- Marketing campaigns
- Geopolitical events
- Holidays
- Festivals and events
- Etc.

The AI Impact : Granularity, Velocity and History Persistence



3. Geospatial a Keystone to Data Relationships

Geospatial Operators
Property Data lineage
Addressing Standardisation
Geocoding
Spatial relationship
Routing-based spatial Analytics
Temporal Geospatial Analytics



Example of derived relationship
Understanding Building Co-Tenancy
Customer Accounts Matching/Deduping
Geospatial Context
Risk proximity and territory assignment
Trade area association
Movement Patterns and behavior

4. Selecting the Right Use Case

- Target ROI and Rapid Time To Value
- Quick wins but still aligned with longer strategy
- Ensure a good match for AI, error tolerance vs other more deterministic automation approach

5. Iterative Approach

- Try to leverage existing Data foundation and building blocks
- Divide complex solutions into smaller Agentic initiatives
- Build Integrated Adoption Plan
- Gather users feedback and iterative improvement

How AI is Impacting Geospatial Practitioners

AI Data
Centralization
fighting against
GIS silos

New ways to close
expertise gaps:
Vibe Coding / Vibe
Analytics / Vibe
Geospatial

New role of
semantic data
enrichment

Evolving role of
supporting Reliable
Self-Serve GeoAI
and GIS Analytics

GenAI, a new tool
for Automated
Data Interpretation
and Computer
vision

LLM as a new tool
for advanced
Address Cleansing

GeoAgentic
integration a new
way to
expose/consume
Geospatial APIs

GeoAgentic
integration a new
way to
expose/consume
Data

Shaping the Next Five Years of Location Intelligence

What will be the role of Geospatial in the ERA of AI?

What will be the role of AI in the Geospatial industry?

ELIS 2026: Shaping the Next Five Years of Location Intelligence

Established and Emerging players

Past and future perspectives

Diverse Industries use cases

Technology and Innovation

Enterprise adoption success stories

Cloud Datawarehouse

Data Quality and Data Infrastructure

Semantic Data layer and Interconnected Data

Mobility Data and GeoAnalytics

GeoAgentic Integration and MCP

KEYNOTE

Jeffrey Rowen

Vice President, Global Product Partnerships
HERE Technologies

Market Dynamics in 2026:
and the transition From Maps to Mobility Intelligence