



When Location Becomes Infrastructure: The New Standard for AI-Ready Location Data

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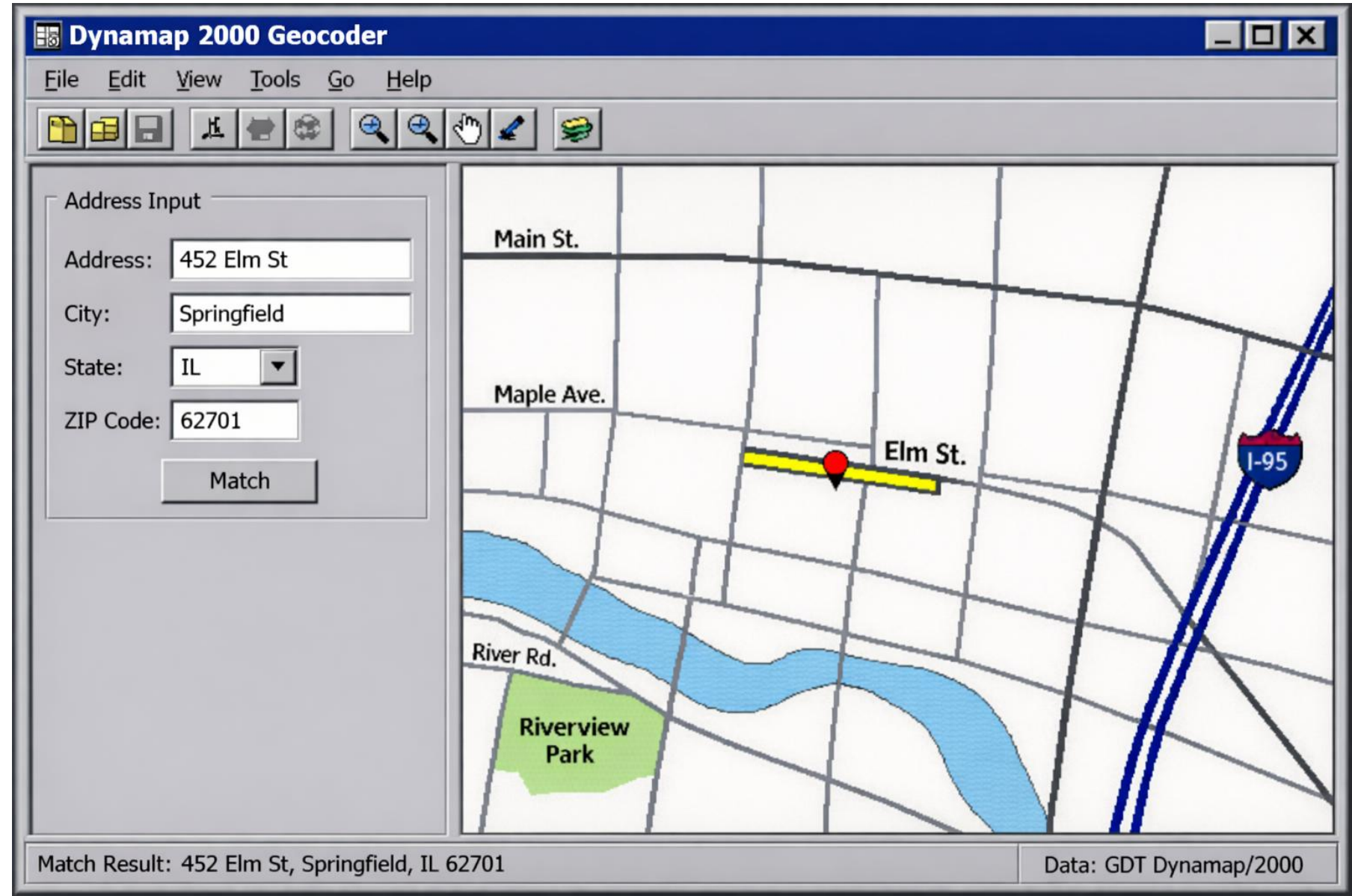




AI



Early days



AI recreation of Dynamap-powered system in the 90s

DENSO and Data for operations



TOYOTA



AI is here to **stay**



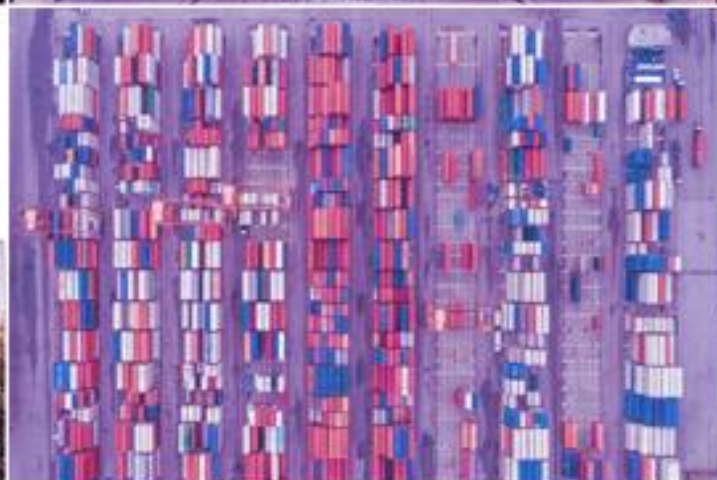
**AI changes the
tolerance for ambiguity**



An aerial photograph of a city street grid is shown in a light purple, semi-transparent style. A darker purple horizontal band is overlaid across the middle of the image, containing white text. The text reads "Location has been seen as an add-on".

Location has been seen as an add-on





Location as business infrastructure

Now, it must be:

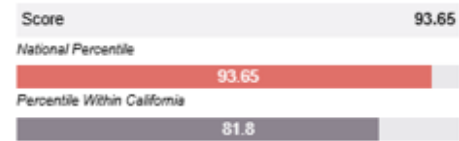
- Trusted
- Interoperable
- Explainable
- Governed
- Current

TRAVELERS J





Risk Index is
Relatively High



Risk Index Overview

Compared to the rest of the U.S., Census tract 06037190101's Risk Index components are:

Expected Annual Loss	Relatively High
Social Vulnerability	
Community Resilience	

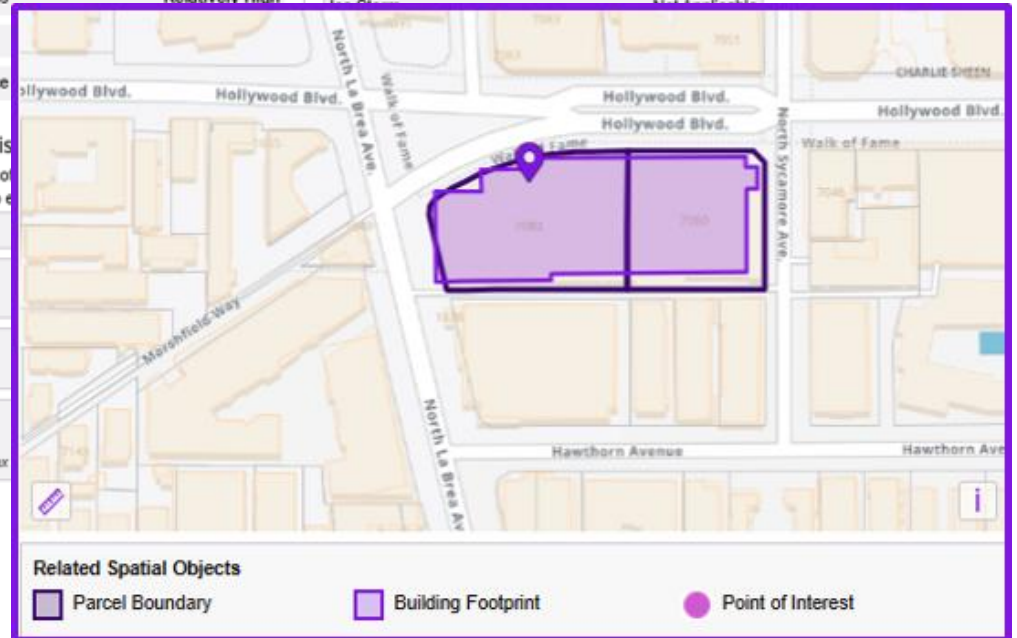
Hazard Type Risk

Compared to the rest of the U.S., Census tract 06037190101's risk to each hazard type is:

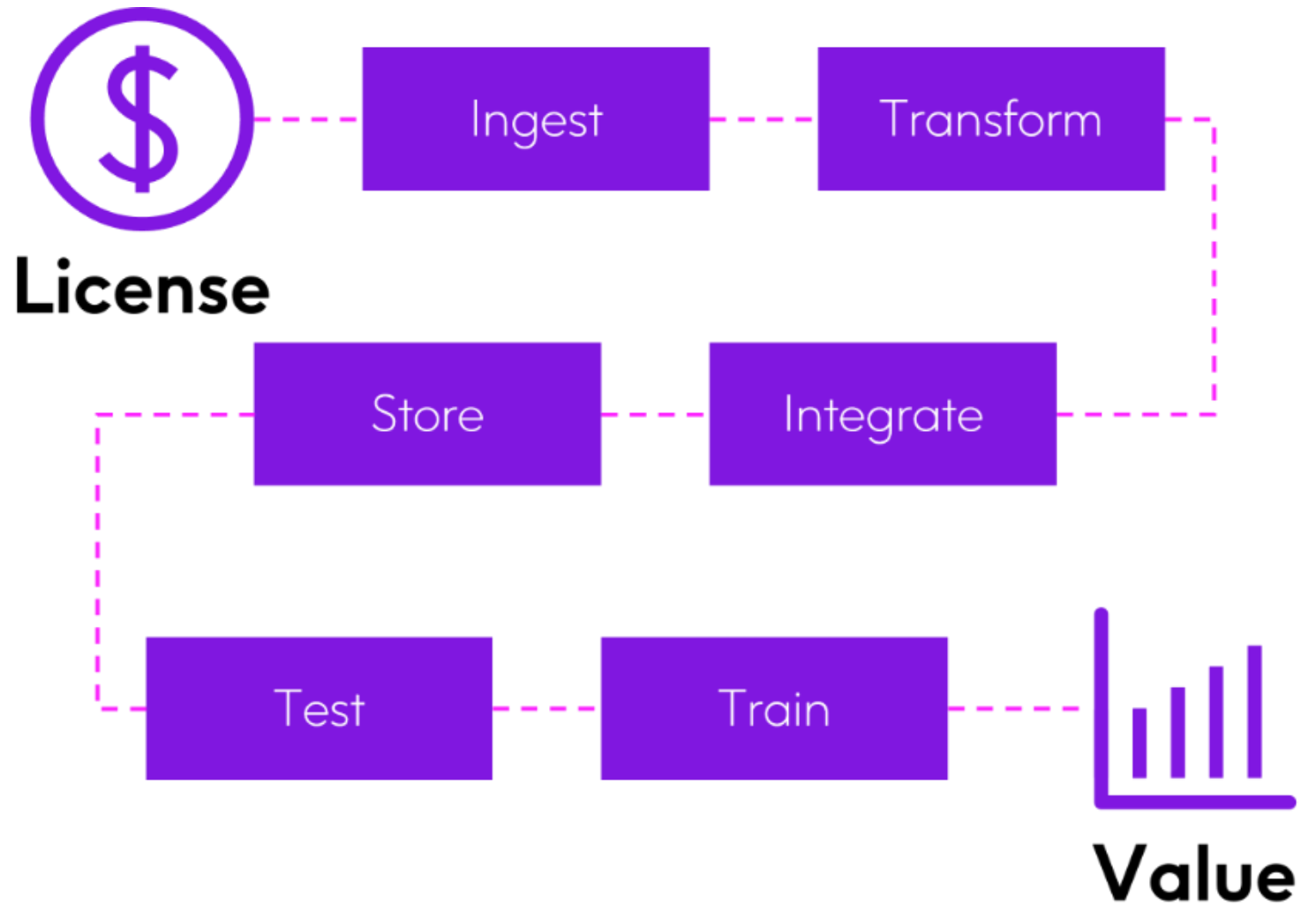
Avalanche	
Coastal Flooding	
Cold Wave	
Drought*	

*Note: Risk Index

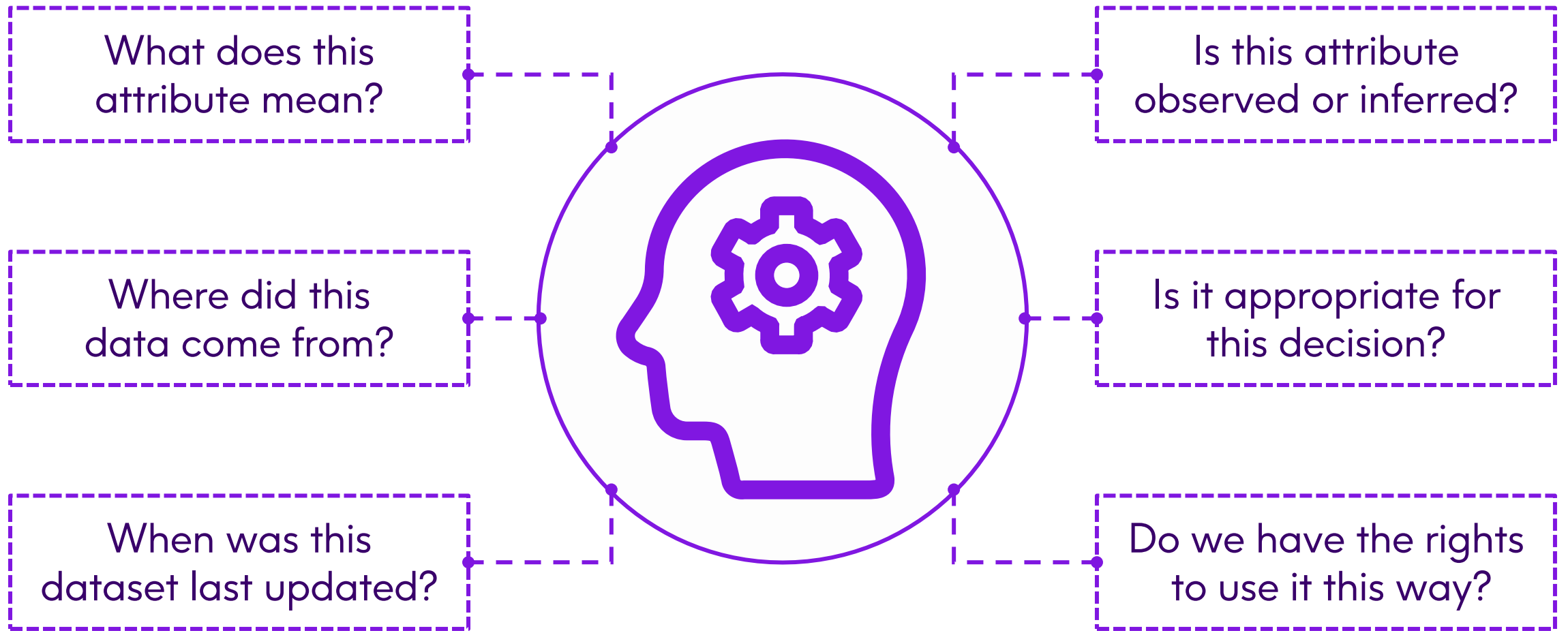
Earthquake	Very High Score: 98.1
Hail	Very Low Score: 3.2
Heat Wave	Relatively Low Score: 19.2
Heat Wave	Not Applicable



The data
tax we've
normalized



AI adds new hurdles and breaks the math



AI as a new employee

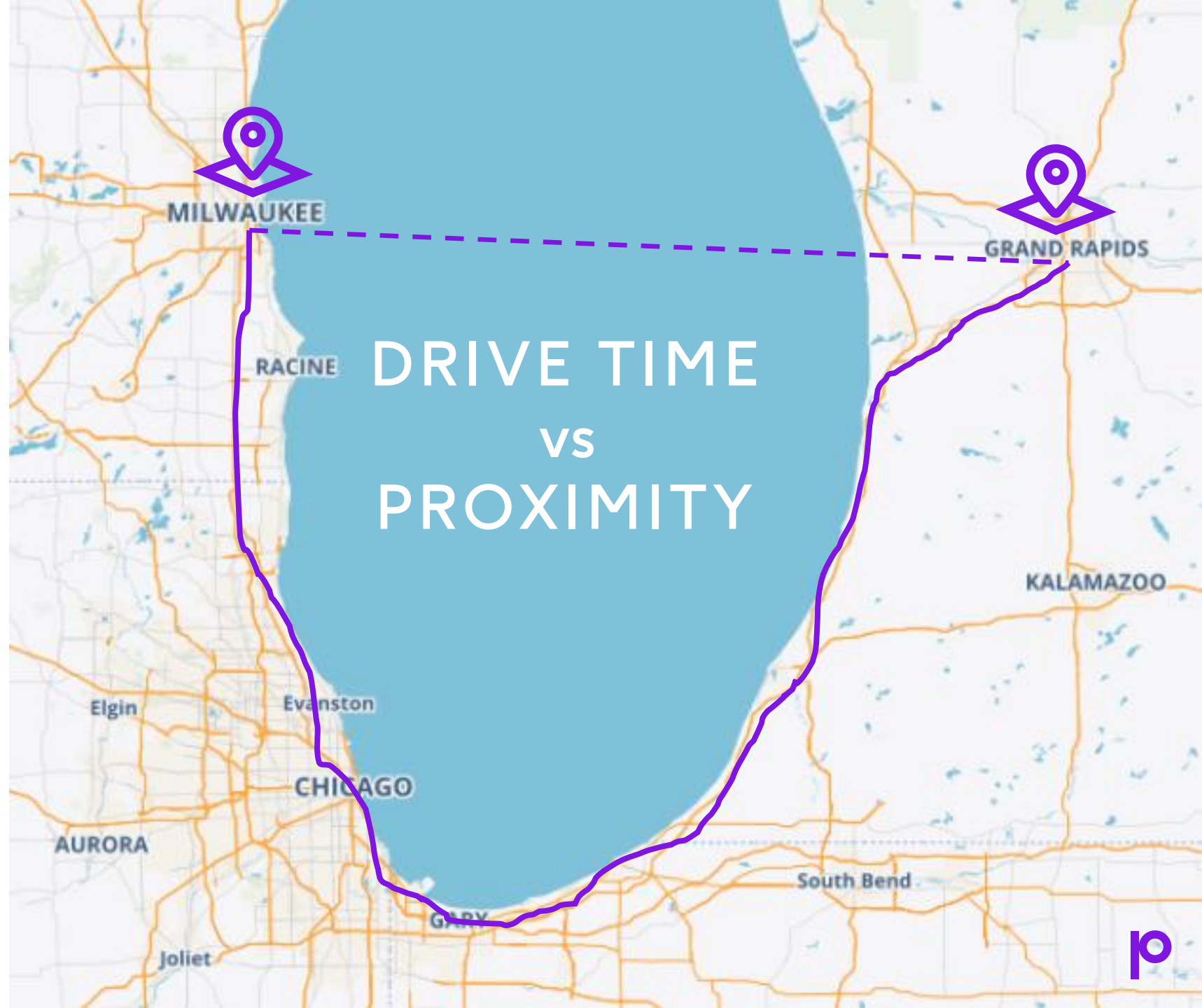




The new hire plan for AI

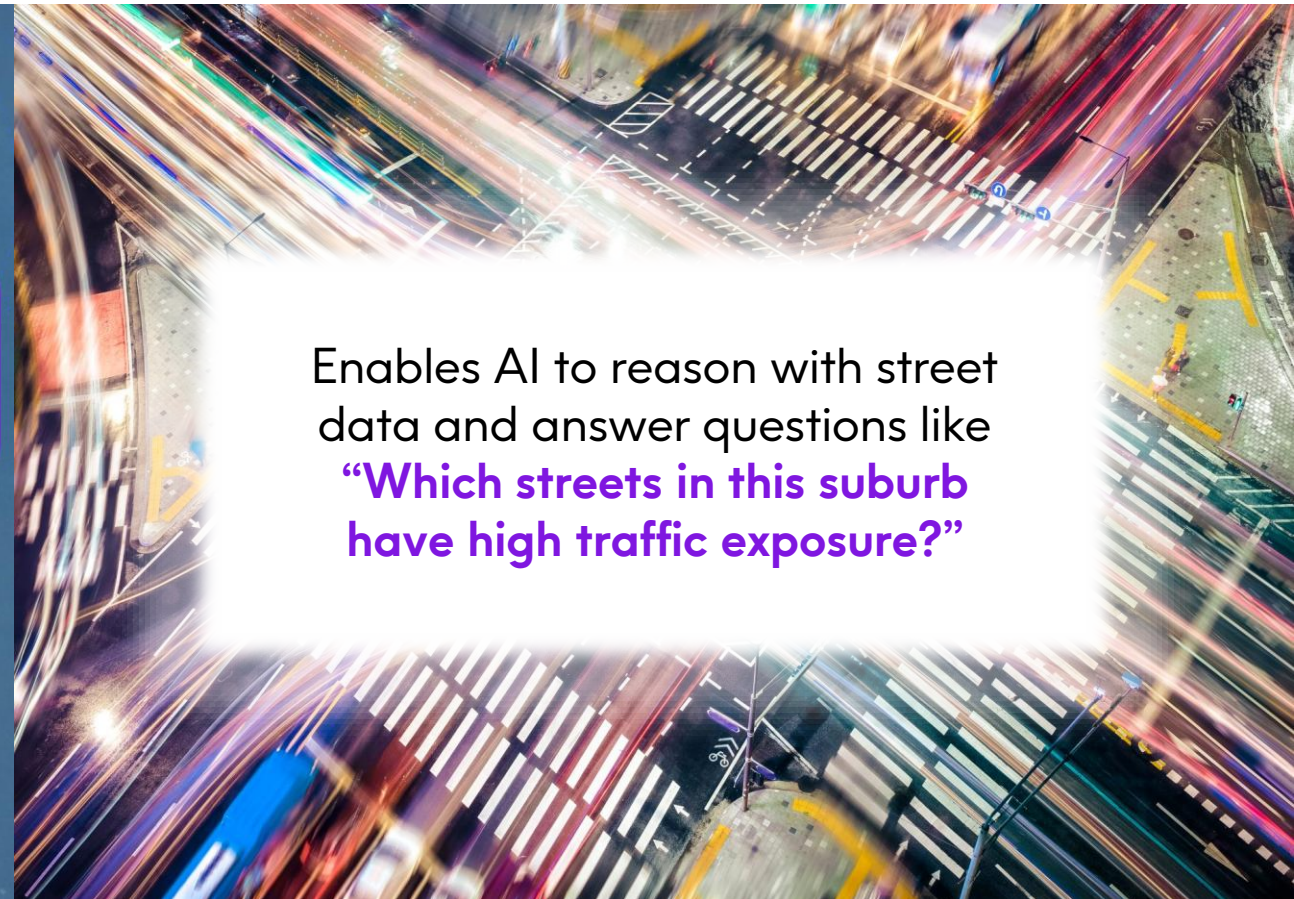
- Clear definitions
- Structured context
- Reliable instructions
- Consistent guidance
- Time for practice and experience
- Feedback over time

**Semantic
Encoding —
what does
this data
mean?**



Semantically-rich data: StreetPro™ Discover

Designed to transform complex street segment data into readable text for LLMs and other AI systems.



Context Injection

How does AI understand variable conditions?



FEATURE ABSTRACTION

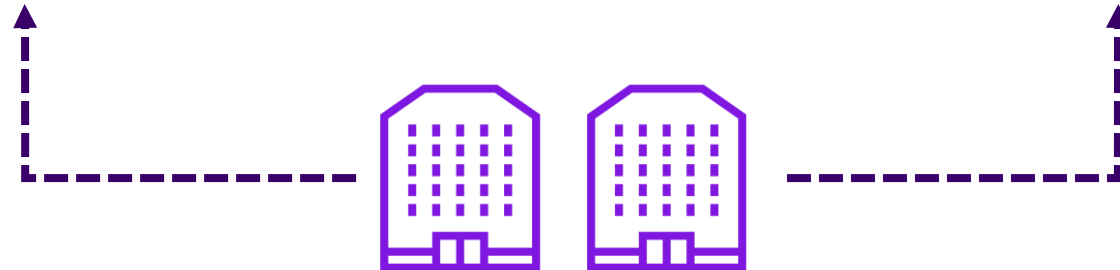
What signals should AI learn from?



Foot Traffic
Score: 93



Foot Traffic
Score: 84



GROUNDING & ANCHORING

What real place is this about?

123 Main Street, Springfield

123 Main Street, Springfield



Illinois

P000XXC11921

P000MM43234Z



Massachusetts

GROUNDING & ANCHORING

What real place is this about?

P0000M43234Z

123 Main Street

123 Old Main Street

123 Main Avenue



2006

2026

2046



EXPLAINABILITY MAPPING

Why did the model decide this?



Risk Detail		Export
incremental_s_no:	10172483	
risk50:	27	
severity:	12	
frequency:	21	
community:	33	
damage:	40	
mitigation:	28	
intensity:	6	
crown_fire:	0	
wind_spd:	18	
ember_cast:	21	
burn_prob:	12	
hist_perim:	38	
prob_ignit:	29	
line_dist:	27	
structure:	41	
w_align_rd:	-9999	
acc_egress:	23	
veg_cover:	25	
hist_loss:	40	
i_and_d:	0	
f_stn_dist:	27	
water_dist:	41	
topo_pos:	24	
burnable:	0	

[View full details](#)

FEEDBACK & LEARNING LOOP

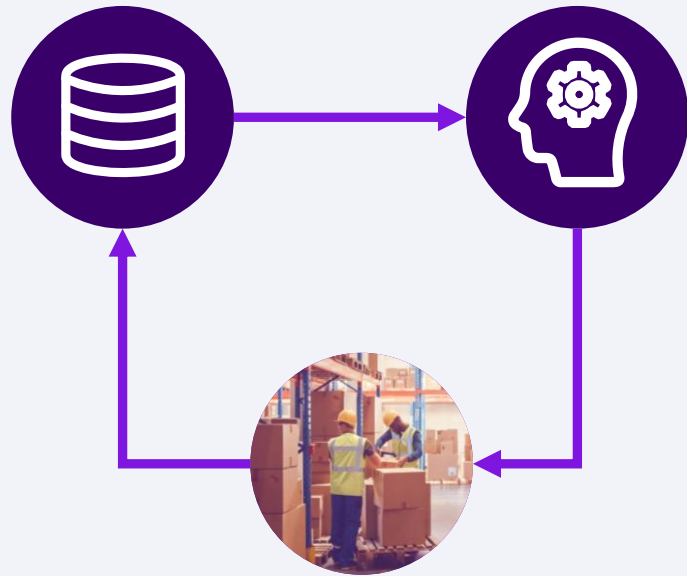
How does reality improve the system?



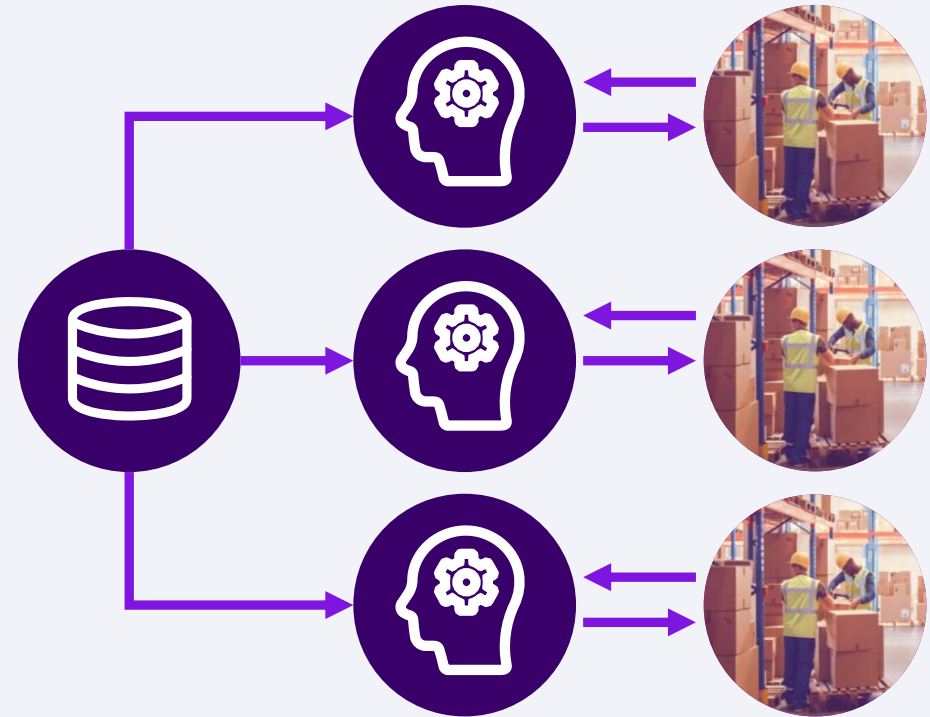
FEEDBACK & LEARNING LOOP

How does reality improve the system?

Learnings travel with data



Each model relearns the same lesson





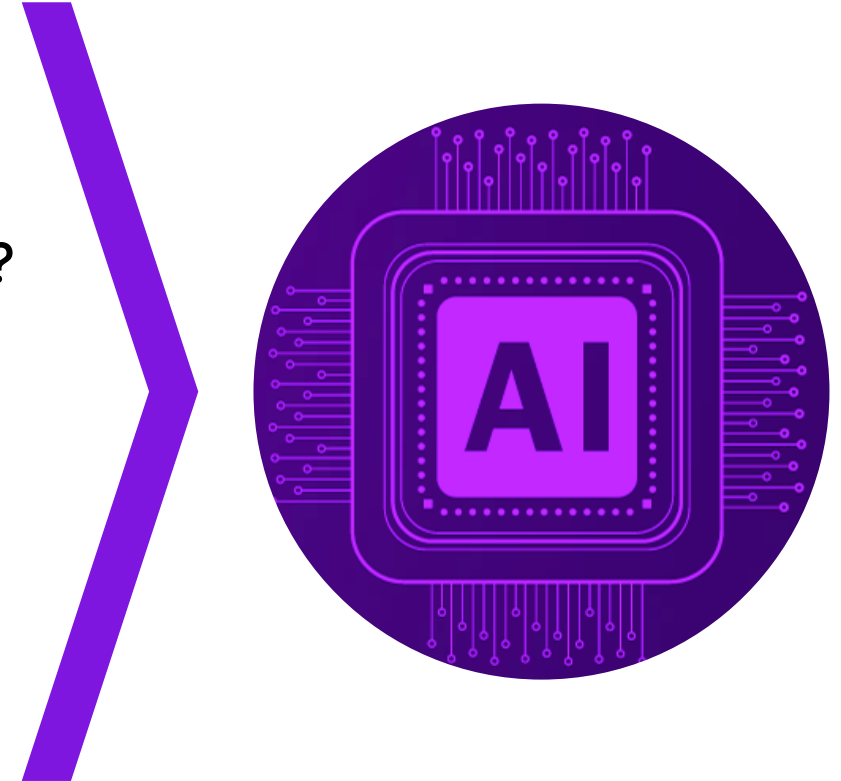
**AI + Metadata
enables more nuanced
applications**



Metadata is foundational

Field names
Attribute descriptions
Root data sources
Data quality scores
Last updated
Usage specifications
Schema
Data provider
Persistent identifiers

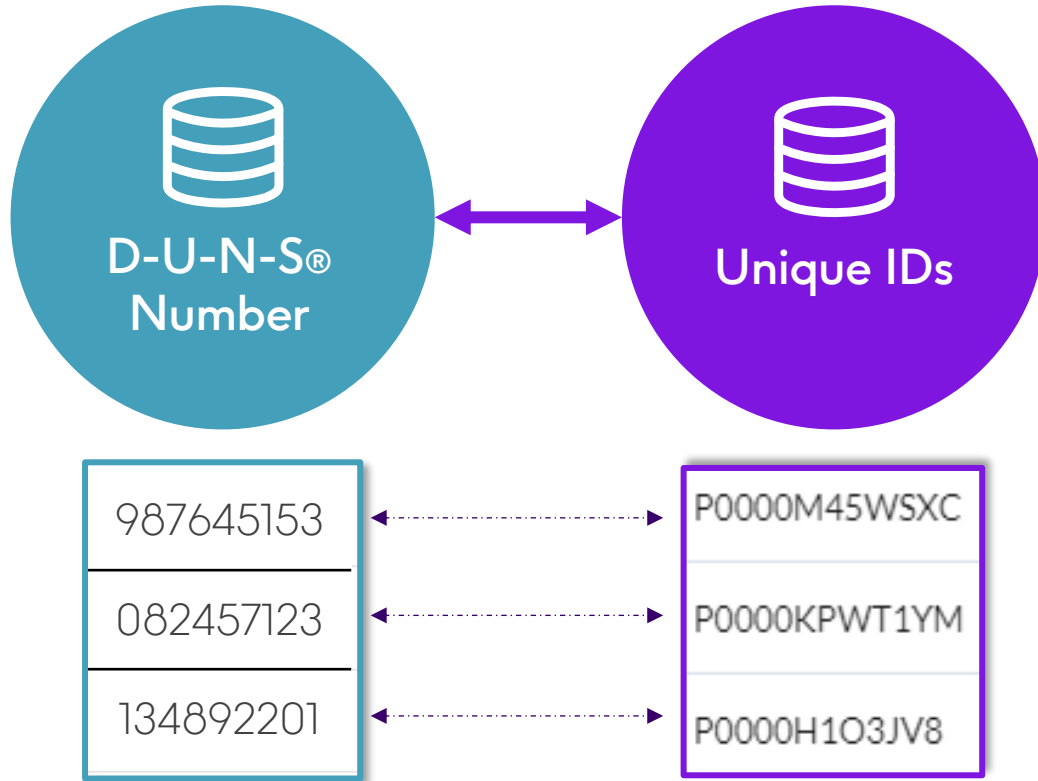
- What does the data mean?
- Where did the data come from?
- How reliable is it?
- How current is it?
- How should it be used?



How we're implementing this framework

dun & bradstreet

precisely



Upstream connections accelerate time-to-value

The Goal

Expanding its fiber network by identifying serviceable addresses and reaching new, high-value customers.

The Solution

Pre-linked data from Precisely and Dun & Bradstreet that seamlessly integrated with their address data, using unique IDs to create a “golden record”

The Results

Increased fiber sales, accelerated network expansion, and streamlined internal processes.



Internal publishers: The quiet risk

Internal publishers are responsible for providing:

- Identifiers that anchor data to the real world
- Clear semantics and meaning
- Context for interpretation and usage
- Detailed lineage
- Quality signals
- Freshness indicators
- Usage intent guidance



The immediate impact of AI-ready data

helvetia 

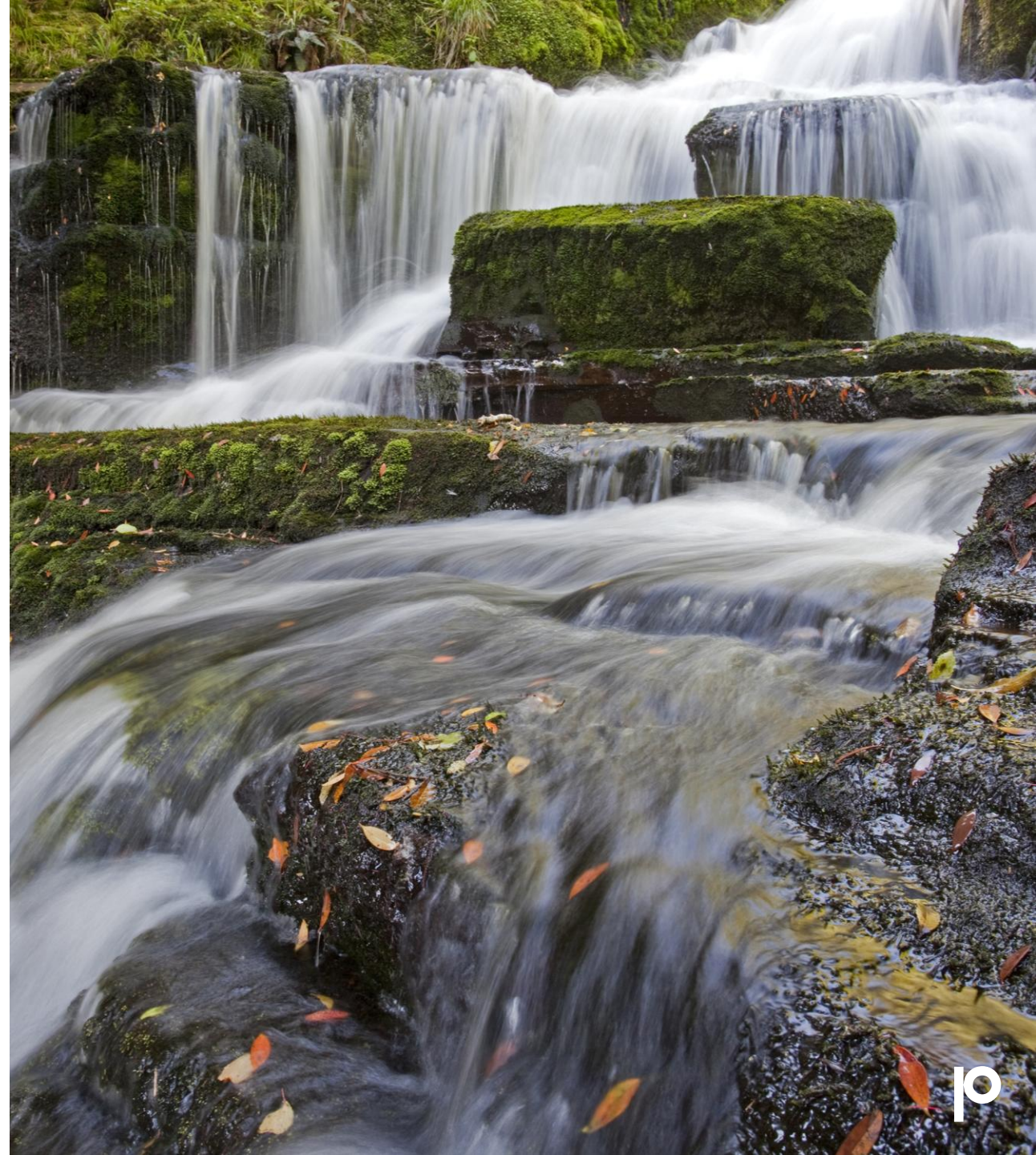


GENERALI
REAL ESTATE

Upstream wins

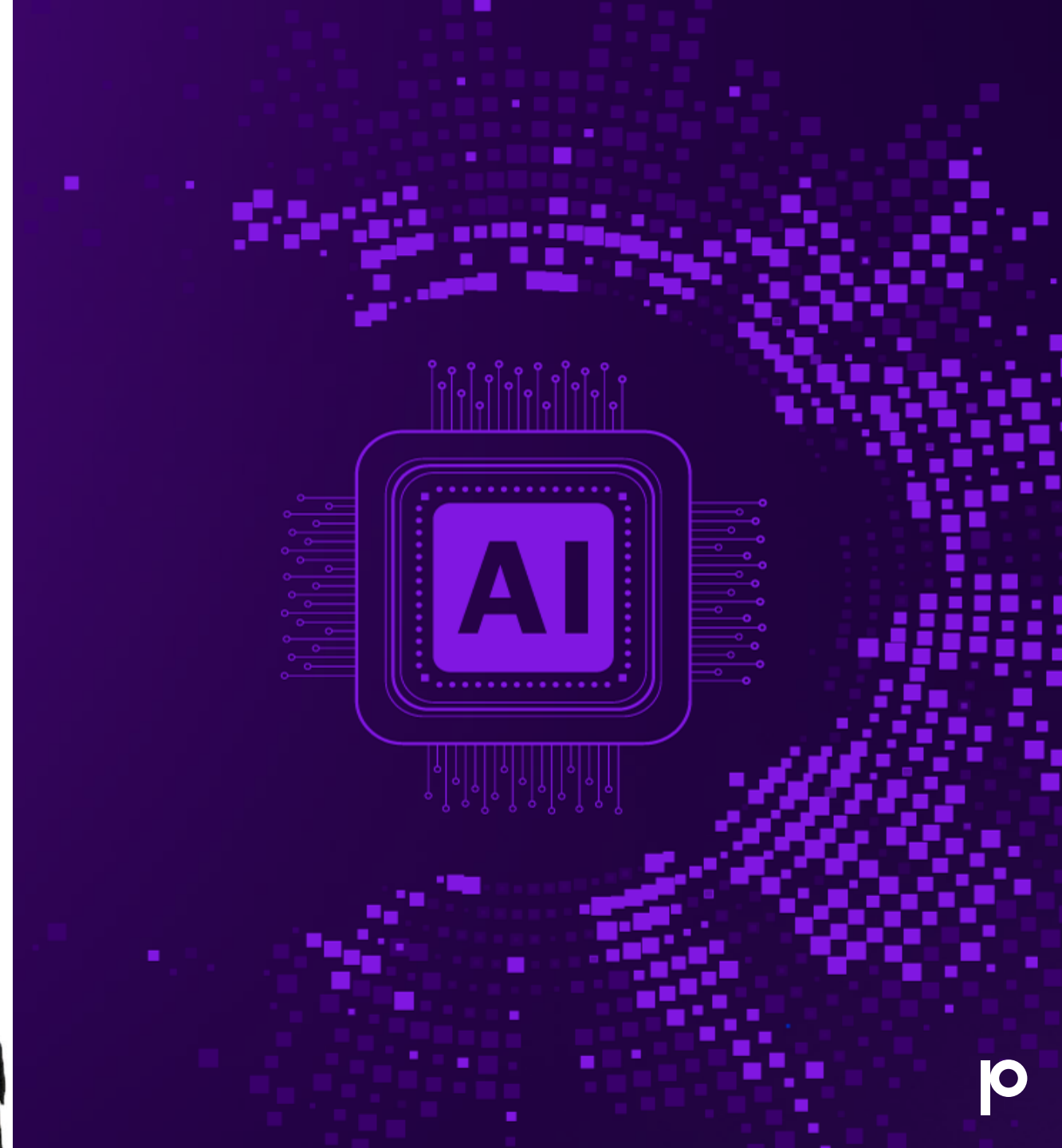
Preparing for AI and the future of location data hinges on:

- Persistent identifiers that connect and ground
- Metadata that travels with the data
- Clear definitions and specifications
- Making governance actionable and useful
- Measuring time-to-value
- Treating quality as a gate at every step



GDT[®]

G E O G R A P H I C
D A T A T E C H N O L O G Y



The background features a complex arrangement of 3D-rendered geometric shapes. A large, light purple rectangular block is positioned at the top left. To its right is a dark purple sphere. Further right is a dark blue sphere. Below these, a vertical dark purple bar is partially visible. In the center, a dark purple sphere is partially obscured by the text 'Thank you'. To the right of this sphere is a tall, dark blue rectangular block. At the bottom left, a dark purple sphere is partially visible. To its right is a dark purple rectangular block. The text 'precisely' is located at the bottom right, overlapping the dark purple block and the dark blue block.

Thank you

precisely