



# LOCATION INTELLIGENCE

Making the most of location data to provide better public services & informed policymaking

## SOLVING CHALLENGES THROUGH LOCATION INTELLIGENCE

Public Administrations in Europe increasingly rely on **Location Intelligence** to solve numerous socioeconomic and environmental challenges that require location informed answers.

Location intelligence can tell us:



### WHERE

"things" happen,



### WHY

"things" are or happen in a certain place, and



### HOW

"things" relate to their surroundings.

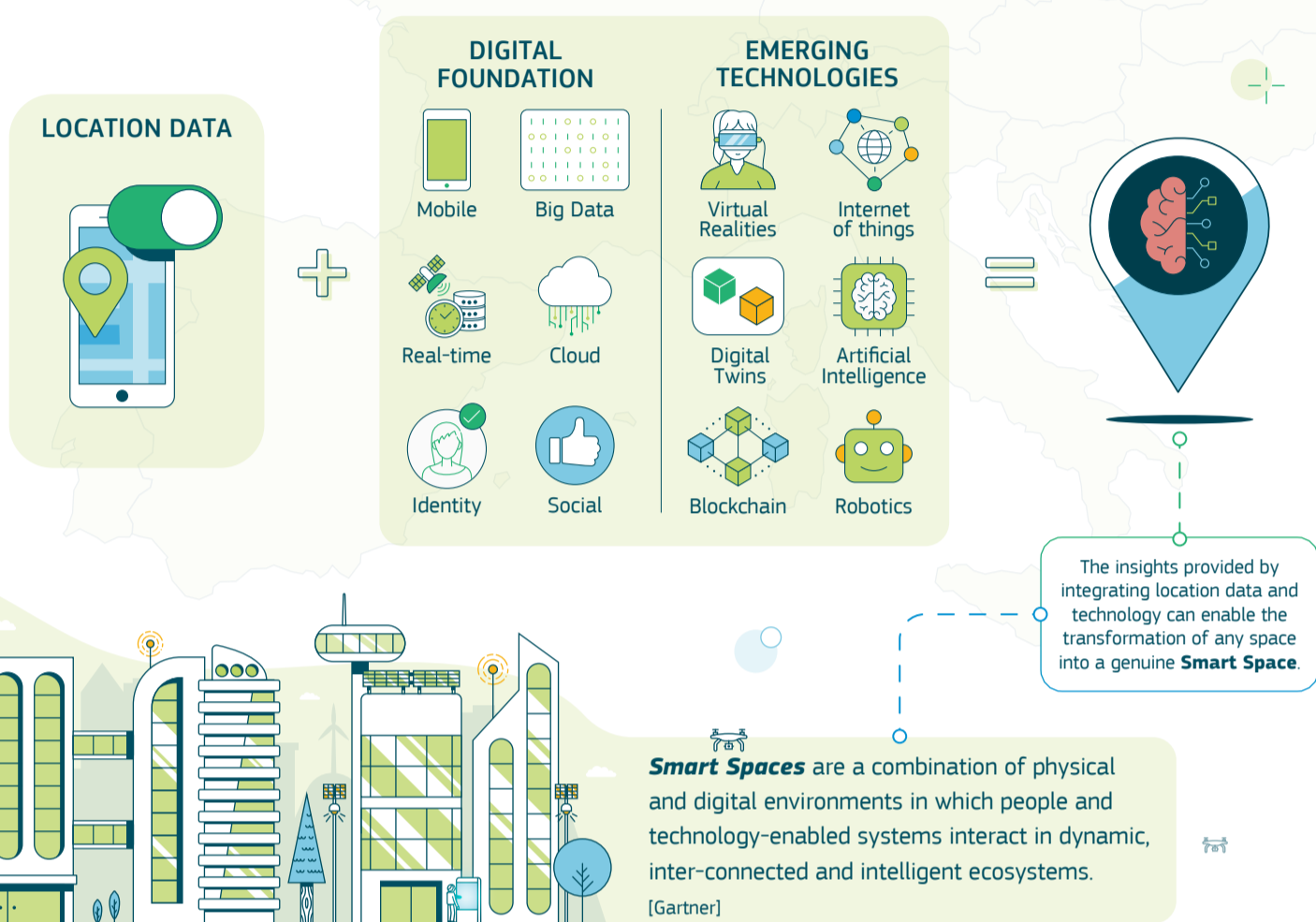


**Location intelligence** is the process of deriving meaningful insight from **geospatial data relationships** — people, places or things.

Source: Gartner in ELISE glossary

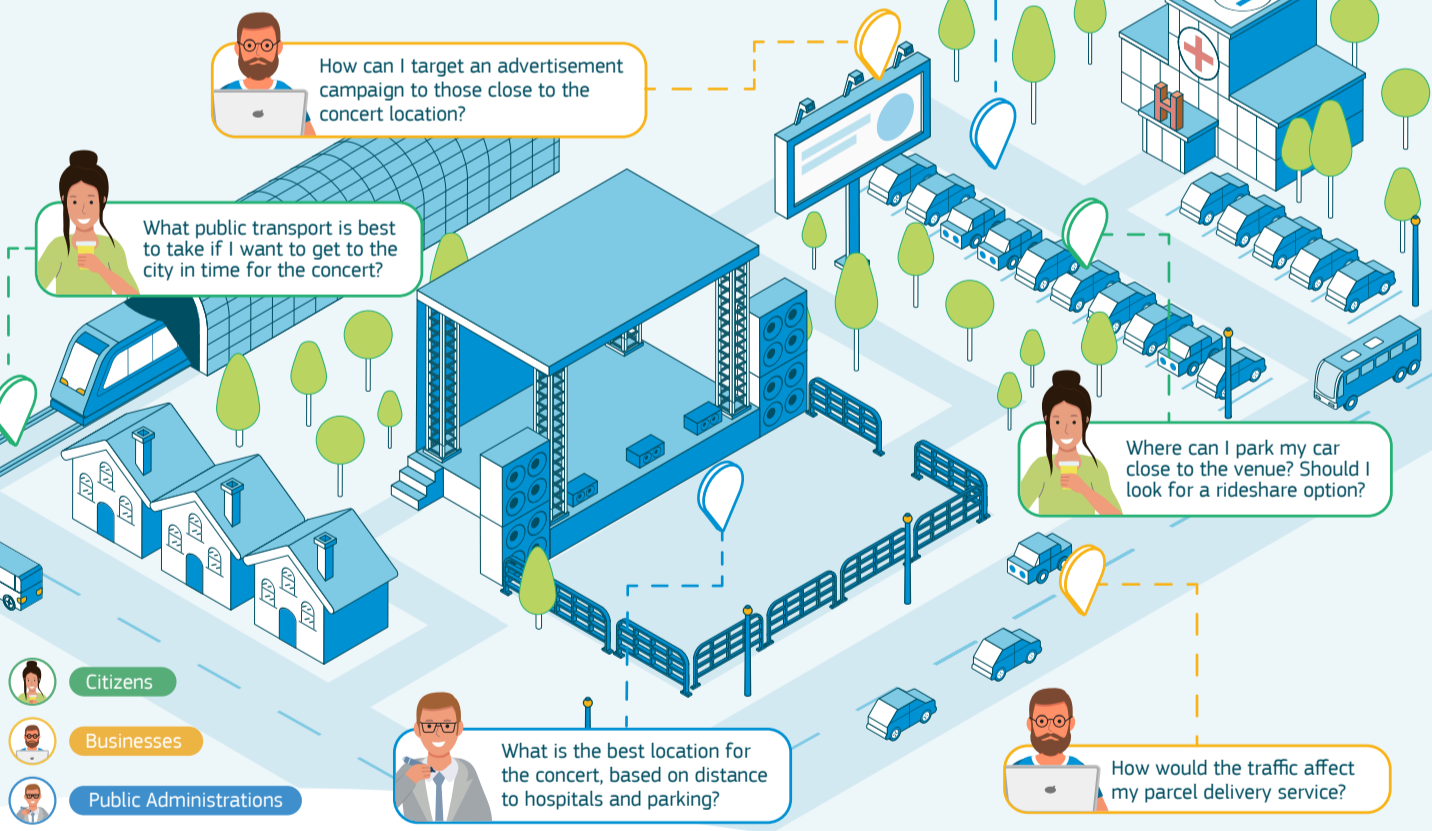
## WHAT IS LOCATION INTELLIGENCE MADE OF?

Location intelligence is the result of combining information about "where" things are – **Location Data** –, with **Digital and Emerging technologies**.

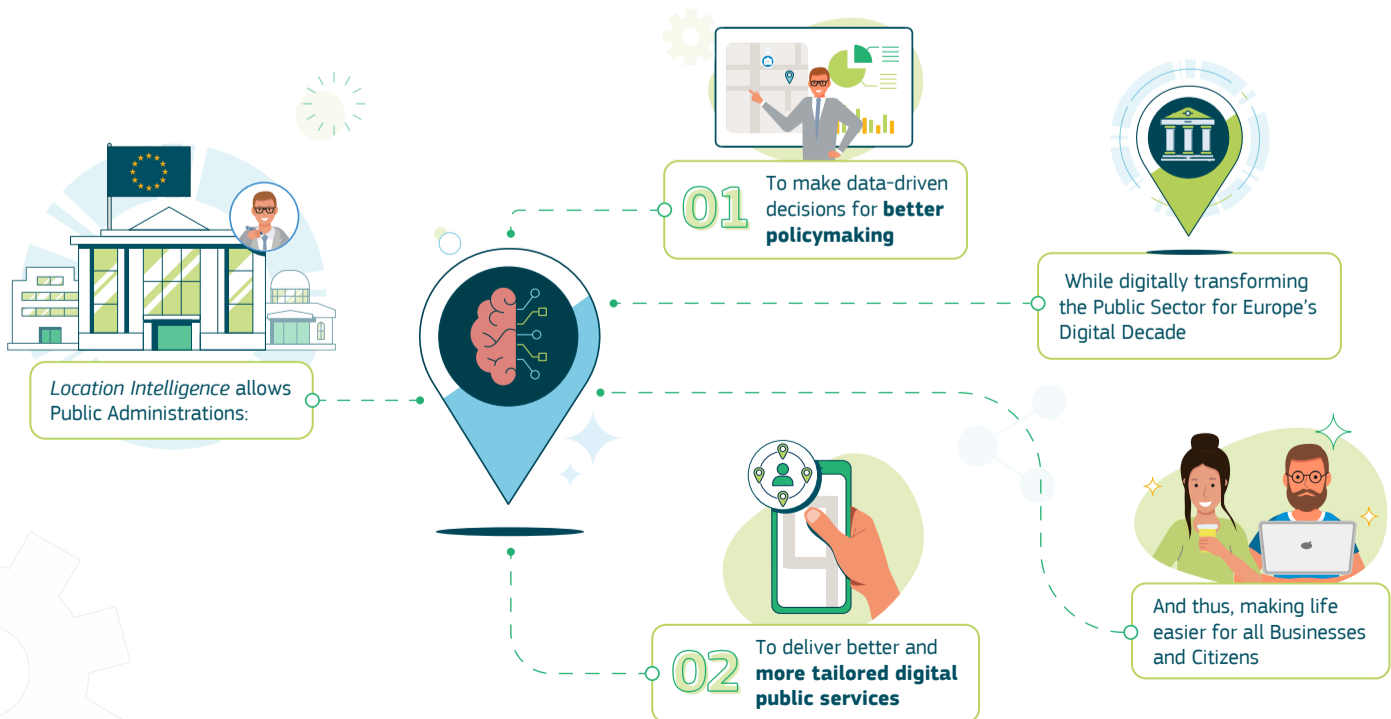


## HOW DOES LOCATION INTELLIGENCE RELATE TO YOUR DAILY LIFE?

Imagine there is a **music concert** in your city. These are some questions *Location Intelligence* can help answer:



## LOCATION INTELLIGENCE HELPS EUROPEAN GOVERNMENTS GETTING READY FOR THE DIGITAL AGE



Learn more on *Location Intelligence & Location-enabled Digital Government* in the [ELISE Joinup space](#).