

GLOBAL
MARKETING
INSIGHTS,
INC.

GeoInsights

Geospatial Business Intelligence Experts™



Winter 2011 Issue 1



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Welcome! VISIT US AT GEOINT 2011

San Antonio, TX and

REGISTER TO WIN AN IDEAS KINDLE

BOOTH #1106 - October 16th-20th, 2011

Geospatial Business Intelligence Experts™, Global Marketing Insights, Inc. bridges the gap between science and technology and practical applications for Public and Private Sector clients globally. Global Marketing Insights, Inc. provides geospatially focused GeoBusINT™ Strategic Implementation Plans, Sales and Marketing Services, and Product and Service specific Market Research. As authors of the 2005-2020 NOAA and USGS International Remote Sensing Decadal Studies for Airborne, Terrestrial and Satellite Sensors and services and applications, and other private research programs GMI possesses a database reaching over 600,000 decision makers focused on providing and purchasing geospatial resources (sensors, value added applications, software, hardware, personnel and systems) globally.

Global Marketing Insights, Inc. diverse client base includes Private Sector companies such as Aerospace Defense Contractors and small technology firms to Federal Government Agencies all with a common need for strategic information concerning commercial Geospatial Technologies and Global Markets. With over 5000 geospatial industry partners globally our marketing reach for our clients extends into over 180 countries.

Visit www.globalinsights.com or for further information, feel free to give us a call at 216-525-0600 or email sherryloy@globalinsights.com.

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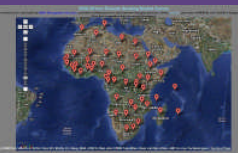
NOW AVAILABLE

The **INTERACTIVE**
Africa

Remote Sensing
Market
Research Results

INCLUDES: Country
Specific Ten-Year
Political, Economic,
Environmental,
Technical and Social
Trends

To Preview Click on
the Map Below



Teaming Announcements

Intelligent Data Exploration and Analytics System (IDEAS)®

Recently, Global Marketing Insights, Inc. teamed with The SI Organization, Inc., GSC Research, and The Rocky Mountain Supercomputing Centers, Inc. (RMSC) to develop a tool which increases the utilization of earth observation data through better discovery, data tools, and dissemination of relevant information; and provides for greater collaborations and information sharing among observational data users and modelers, and model analysis users.

IDEAS® consist of a web-deployed Storefront, Smart Engine and High Performance Computing backbone. It provides for smart and efficient data and model discovery and access from federated geospatial, remote sensor and other data repositories (e.g., weather data). Innovative methods (i.e., learned workflows for discovery based on user's problem and solution) for data and model discovery, access and management are used to provide near real-time Model as a Service (MaaS) services for product generation, user feedback for model calibration, and user collaboration.

In Summary IDEAS will:

- Easily discover and access geospatial data for value-added products and decision support tools
- Pre-stage incident specific, scalable products for situational awareness and collaboration
- Provide a backbone of a high performance, scalable, extremely dynamic cloud computing environment
- Prototype available Fall 2011 with fully functional system completed by 2012



Access IDEAS Video



Access IDEAS Overview

For additional information and to register to win an IDEAS Team Kindle visit the IDEAS® team members at the GEOINT 2011 - San Antonio, TX



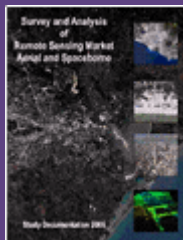
Global Marketing Insights, Inc, BOOTH #1106
The SI Organization: BOOTH # 300



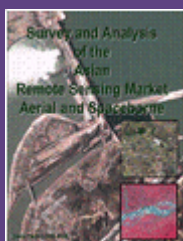
GCS Research and Rocky Mountain Supercomputing Center: BOOTH: 264

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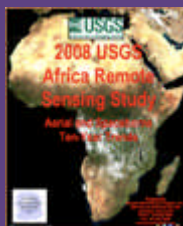
Previous Studies



NOAA 2005 Western (US, Canada and Europe) Remote Sensing Market Research Report



NOAA 2006 Asian Remote Sensing Market Research Report



2008 USGS Africa Remote Sensing Study

Corporate Links

globalinsights.com

GCS Research

eijournal.com

esri.com

Recent Conferences and Presentations



GMI and The SI Organization, Inc. Present at the 2011 Joint Agency for Commercial Imagery Evaluation Workshop

JACIE
March 29th-31st, 2011
Boulder, CO

Dr. Shawana Johnson, GISP, President, Global Marketing Insights, Inc. and John Kelley, Chief, Advance Technology, The SI Organization, Inc. presented a poster titled: "Successful Global Food Security Inter-Agency Project Leads to High Performance Computing Model to Address Analytical Difficulties Utilizing Multiple Satellite Sensor Datasets" This on-going project fully demonstrates (through a high performance computing cloud) government-to-government interagency programs and government-to-business collaboration. NOAA-TRMM, NASA-MODIS, NCEP, Air Force-AFWA, AWIFS, SPOT-Veg provided by the USDA and PET datasets (raster and vector of 100's of gigabytes per country) have been placed in a secure, interoperable cloud running Microsoft HPC Server 2008 and SQL Server Enterprise with the latest edition of ESRI ArcGIS. The scalable solution is being used to complete high-fidelity analytics: time series analysis, change detection, correlation analyze for geoprocessing and geostatistics. RMSC is capturing all metrics on system performance and utilization against data volumes in order to better understand processing benchmarks, efficiency and scalability for workflow optimizations. Scalability and flexibility are the project's strengths.



Dr. Shawana P. Johnson and John Kelley



[Poster click here](#)

In addition to four days of informative presentations, invited speaker William Gail, Microsoft Corporation invited attendees to tour Microsoft's Boulder Colorado Facility. Microsoft hosted a tour of their onsite Data Center and provided live demos of their most recently launched technology solutions.



Kevin Maull, The SI Organization, Inc.
Touring Microsoft Data Center



Chris Vasko, The SI Organization, Inc.
Touring Microsoft Data Center

Industry Associations



Silver



e-geos
AN ASI / TELESPIAZIO COMPANY

e-GEOS International Panel Focuses on Multi-Mission Satellites at International Conference 2011

May 25th, 2011
Rome, Italy

Dr. Shawana Johnson, GISP, President, Global Marketing Insights, Inc, and Chris Vasko, Chief Business Strategist, The SI Organization, Inc. were invited as Co-Chairs for the first e-GEOS International Conference since their merger with Eurimage. Dr. Johnson and Mr. Vasko co-chaired the Multi-Mission Satellite Data Offering session with a distinguished group of speakers representing: Observera, e-GEOS, GeoEye, GAF and DLR. Dr. Johnson gives a special thanks to Anne Miglaresse, Principal and Director, with Booz Allen Hamilton Inc. for her contribution to Dr. Johnson's presentation.



Multi-Mission Satellite Data Offering Panel - Chair, Dr. Shawana P. Johnson, President, Global Marketing Insights, Inc. and Co-Chair, Chris Vasko, Chief Business Strategist, The SI Organization, Inc.

[Presentation click here](#)



Dr. Shawana Johnson, GISP,
President, Global Marketing Insights, Inc .

Key conference topics included; market and technology trends in the Geospatial Business Domain, geo-spatial data infrastructures, geographic information diffusion as well as applications in the fields of civil defense, agriculture, maritime surveillance, site monitoring, land management, environment and industry services.

A few of the most notable presenters and agencies included the Enrico Saggese, President, Italian Space Agency; Mark Doherty, Head of Exploitation, ESA/ESRIN; Joseph Aschbacher, Head, GMES-ESA; Sanjay Patel, Head of Enterprise GEO, EMEA Google; Leendert Bal, Head of Department Operations, European Maritime Safety Agency EMSA; with a very special guest speaker - Mr. Carlo Gualdaruci, CEO of Telespazio. The conference events were led by host Marcello Maranesi and the conference format consisted of presentations, demos, workshops and panel sessions to promote an open and creative exchange among the participants.



Marcello Maranesi, CEO, e-GEOS;
Welcomes Attendees and Sets the Stage for attendees to focus on
ways in which to serve their clients with improved,
easier to use solutions in this age of Multi-Mission Platforms

The first session on opening day was devoted to evolving trends in technology, standards, supply and the demand of graphic information services, Earth Observation Missions. Presentations covering these key topics were delivered by e-GEOS, ESA, and GeoEye. Over 40 countries were represented by over 300 attendees. The e-GEOS team is to be congratulated for their excellence in the application and technology demonstrations as well as for their sincere warmth in welcoming all the conference attendees.



Matt O'Connell, CEO, GeoEye, presentation focused on
Commercial Earth Observation and Global Market Trends

[Click Here to View Conference Presentations](#)

GMI, Thomas E. Kerr, presents GOOGLE EARTH success for USGS Africa Remote Sensing Research

**34th International Symposium for Remote Sensing Environment (ISRSE)
April 10th-15th, 2011
Sydney Australia**

Thomas E. Kerr, CFO and Contract Specialist, Global Marketing Insights, Inc. presented at the 34th Annual ISRSE Conference held in Sydney Australia. The conference with over 800 attendees represented all Geospatial Industry Sectors from over 80 countries. Global Marketing Insights, Inc. presented in the "Emerging Technology" and "Virtual Research" tracks.



Thomas E. Kerr, CFO and Contract Specialist, GMI

The first presentation titled, "Successful Global Food Security Inter-Agency Project Leads to Cloud Computing Model to Address Analytical Difficulties Utilizing Multiple Satellite Sensor Datasets", discussed in detail how this task was successfully accomplished by placing the multiple data sets data in a secure, interoperable cloud at The Rocky Mountain Super Computing Centers, Inc. (RMSC) with data ingest and analysis performed by GCS Research for the USDA utilizing NASA data.

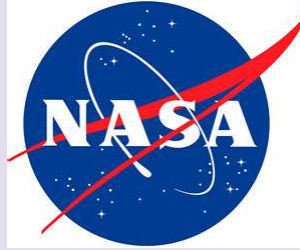
[Presentation click here](#)

The second presentation titled, "GOOGLE EARTH" utilized for USGS 2008-2018 African Remote Sensing Research" providing the basis for developing countries to complete GIS and Remote Sensing community updates. The presentation provides a descriptive overview of how the USGS 2008-2018 African Remote Sensing Market Research Survey project gave GMI the ability to highlight the research results on a web-enabled interactive Google Earth Map to allow participants to "click and view" the study highlights by country in both Africa and South America, AND to complete a survey directly from the map site for updated information on their country to ensure near real-time accurate inputs. To date, over 450 participants from the user population have responded through these on-line maps with 25 in-country partners, research institutions and collaborators providing input as well.

The South AmericaGIS and Remote Sensing Research Google Earth Interactive Map can be found at: www.globalinsights.com/southamericamap/home.html

Complete a survey or view country statistics for Africa [click here](#)

[Presentation click here](#)



NASA Global Drought Monitoring Workshop

April 11th-12th, 2011
Silver Spring, MD

Dr. Shawana Johnson, GISP, President, Global Marketing Insights, Inc. attended and presented during the NASA Global Drought Monitoring Workshop held April 11th-12th, 2011.

Workshop Objectives:

Review the information requirements for global-scale, drought monitoring products for global and regional applications

- To evaluate the information value of NASA capabilities and explore ways in which these capabilities can be used more effectively to inform water security/management concerns at global to sub-continent scales
- To assess the specific requirements for monitoring agricultural and hydrological droughts and the capabilities of the current suite of NASA data products to provide that information
- To develop a set of actions that would enable NASA, either separately or in collaboration with other organizations, to more effectively impact drought information for decision making

Dr. Johnson's, presentation titled, "NASA Sensor and Multiple Sensor Integration optimized in a Supercomputing Environment to develop a Predictive Analytical Platform for Drought Monitoring and Land Cover" reviews ways in which utilizing a high performance computing cloud (HPC Cloud) to perform project work which requires extremely difficult computational analytics necessary for hosting and managing multiple satellite sensor datasets needed for (near) real-time data assimilation products can be accomplished.

[Presentation click here](#)

[Workshop Presentations click here](#)

EIJ 2011 State of the Industry Report



Earth Imaging Journal published "The State of The Industry" Forecast in their January 2011 issue where Remote Sensing and Geospatial industry experts such as Dr. Shawana P. Johnson, GISP provided their insights and vision of how Technological Innovations, Applications Development and Government Legislation will impact the Remote Sensing Industry over the five five-years.

Dr. Johnson stated, "The coming of age of the geospatial industry is now...The geospatial industry's ability to collect, distribute and access geospatial data continues to improve in terms of speed and precision of collection, timeliness of delivery, and affordability to the end user...however, disruptive technologies are changing the ways in which users want to work with and utilize these technologies...the industry must respond to Federal and Civilian Users with more agile, flexible easily visualized solutions...or die"

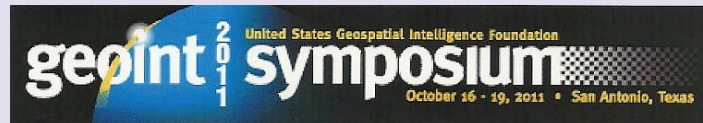
[To Read Article click here](#)



Where to Find Us Upcoming Conferences



Global Marketing Insights, Inc. Booth



GEOINT 2011

The Henry B. Gonzalez Convention Center
October 16th-19th, 2011
San Antonio, TX

**STOP BY OUR BOOTH # 1106 and
REGISTER TO WIN AN IDEAS TEAM KINDLE
or The SI Booth # 300 or GCS Booth # 264**

Stop by our booth to learn more about:

- Our current projects
- IDEAS
- Meet company representatives from The SI Organization, Inc. (formally Enterprise Integration Group - Lockheed Martin) and talk to them about their projects and service offerings
- 2010 South America Remote Sensing Market Research Update and the 10-year Political, Economic, Environmental and Technical Trends (US, Africa, Asia, Australia, Canada and Europe)
- The Inter-Agency Global Food Security Project Utilizing High Performance Supercomputing

***LOOK FOR OUR AD in the July 2011
Earth Imaging Journal Special GEOINT Issue***

Previous Speaking Engagements and Interviews

Watch a Podcast of Global Marketing Insights' President, Dr. Shawana Johnson and Chris Vasko, Chief Business Strategist, The SI Organization, Inc. offering a round-up of key geospatial trends they saw plenary session and on the exhibit floor at ESRI UC 2011



Dr. Shawana Johnson talks with Sanjay Gangal, GIScave' at the 2011 ESRI User Conference San Diego, CA - July 12th, 2011



Chris Vasko, Chief Business Strategist, The SI Organization, Inc. Participated in a Podcast Interview with SanJay Gangal, GIScave' at the 2011 ESRI User Conference San Diego, CA - July 12th, 2011



[Click Here to listen and watch Podcast](#)

2010 South America Remote Sensing Market Research Survey

The 2010 South America Remote Sensing Market Research Survey, a follow on the 2005-2020 studies of Asia, Australia, North America and Europe previously sponsored by NOAA and the USGS Africa Remote Sensing Study, includes a five and ten year analysis of the political, economic, environmental and technical trends impacting the South America Remote Sensing industry.



The key aspect of this research is the collection of information via online respondents. The Global Marketing Insights, Inc. web-enabled interactive map feature will allow a viewer to "click and view" the study highlights by country within South America. The viewer will also be able to complete a survey directly from the map site by simply clicking on the map pin for that country and then completing the survey. Additionally, if a viewer would like to leave commentary they may do so by clicking in the posted website in each country, type in their comments and send them online directly to Global Marketing Insights, Inc.

To participate in this important survey please [click here](#)

Social Media

In recent years, social networking and social media have seen quite an emergence online as more and more people are beginning to utilize them. These tools, with their simplicity and ease of sharing, have practical and readily available uses both for businesses as well as those with casual means. Through "word of mouth" postings and sharing of links, apps, text and media, internet socialites have crafted a whole new playground from which to work in. It is within this playground that Global Marketing Insights, Inc. also works, by having our own Twitter account, Facebook fan page, and YouTube profile. The Twitter and Facebook accounts contain industry specific information, conference tweets and various links. The YouTube profile has video interviews as well as seminar and conference footage. To view them find the appropriate links below:

- www.twitter.com/GeoBusINT
- www.youtube.com/user/GeoBusINT
- www.facebook.com/GlobalMarketingInsights
- [Visit Dr. Shawana Johnson at LinkedIn](#)

