

How to Elevate Aerial Surveying Profile?

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Welcome and brief introduction

About me:

- **2023 – Esri**
 - Head of Global BD & Sales for Reality Mapping
- **2011 – 2023 Terratec (later Field Group), Scandinavia**
 - VP Software Products, IT & Cyber Security
 - Head of Data Processing (Aerial Surveying and Mobile Mapping)
 - Production Manager (LiDAR & Mobile Mapping)
- **2009 – 2011 Gispro, Poland**
 - Production Manager (Aerial Surveying & Mobile Mapping)
- **MSc Photogrammetry & Remote Sensing**
 - Warsaw & Vienna University of Technology

About Esri:

Since 1969, we have supported customers with geographic science and geospatial analytics, what we call The Science of Where.

We take a geographic approach to problem-solving, brought to life by world's most powerful GIS technology.

Esri is actively supporting EAASI



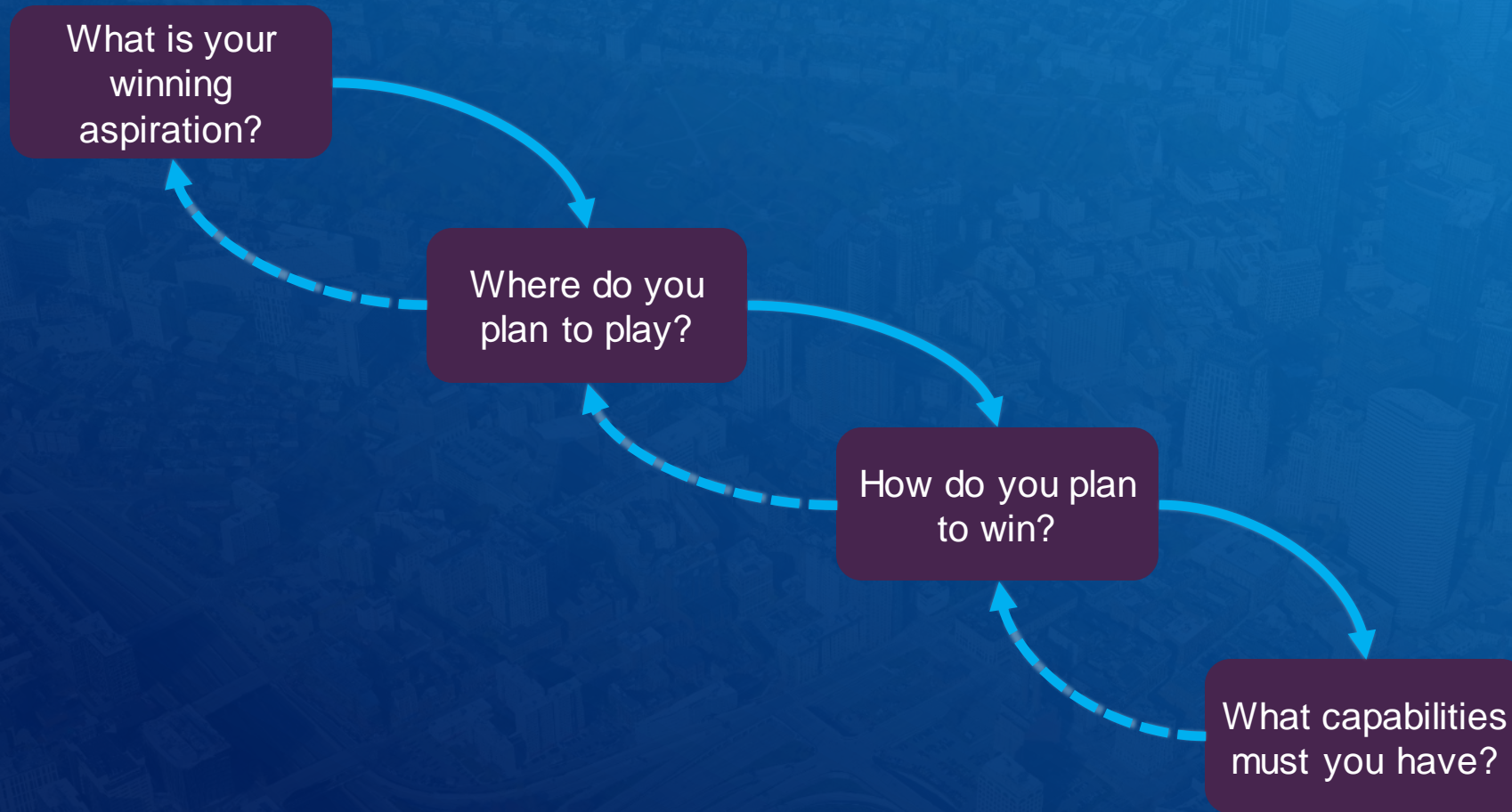
Agenda

1. Understanding the competitive landscape
2. Navigating from “Red” to “Blue” Ocean
3. Differentiating your business
4. Effective advertising and positioning
5. Differentiating your business by partnering with Esri

Understanding the competitive landscape

Where do you want to play?
&
How do you plan to win?

Understanding the competitive landscape



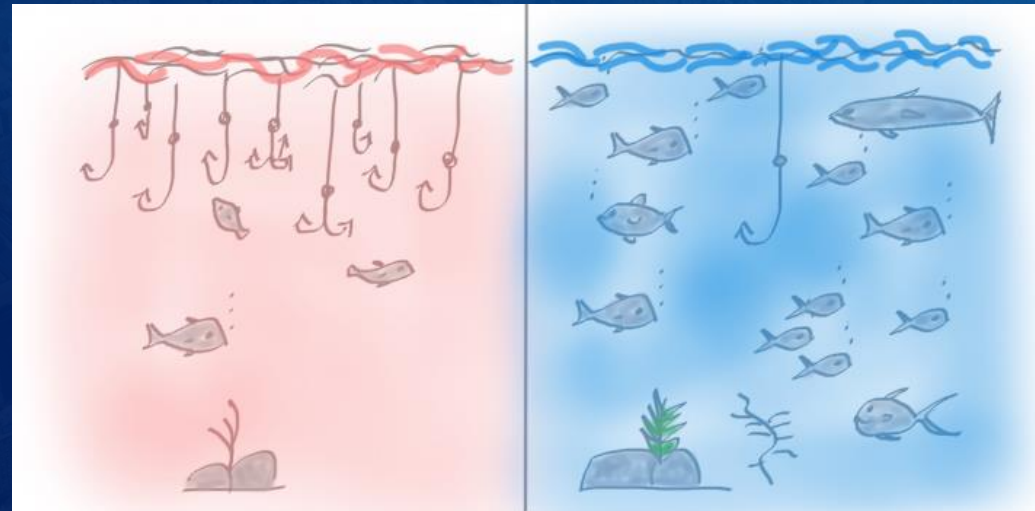
Understanding the competitive landscape

Aerial Surveying market is:

1. Highly saturated
2. Low price and low margin driven
3. Bloody and full of ruthless competition
4. Regulated, often with very specific local standards
5. Under pressure from drone and satellite service providers.

=

**“Red ocean”
market**

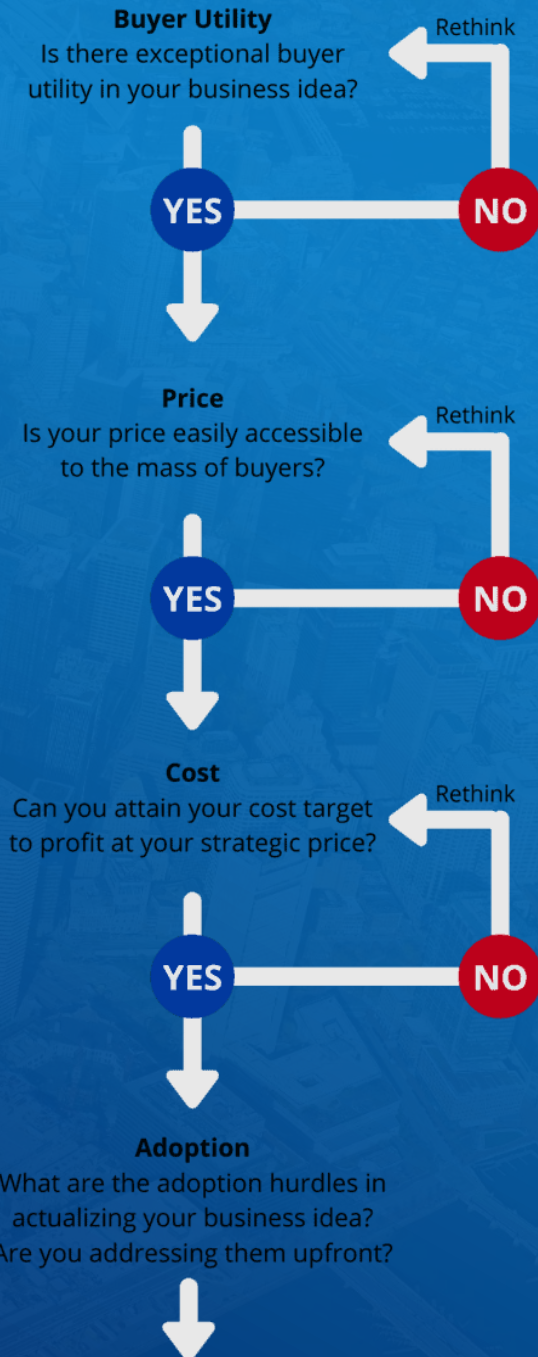


Navigating from “Red” to “Blue” Ocean



Compete in existing market
 Addressing existing demand
 Take-on competitors
 Optimize existing products & services
 Tweak cost-value balance
 Adapt to market trends

Create a new market space
 Build a new demand
 Make competitor irrelevant
 Craft new products and services
 Innovate for new value proposition
 Create and shape new trends



A Commercially Viable Blue Ocean Idea

Navigating from “Red” to “Blue” Ocean

To succeed in red ocean

you must rely on existing cases, study them, and **find what exactly you can do better to differentiate and win over the competition in market.**

Or, if you don't have any strong differentiation, you can get our chunk of the market by setting prices lower.

To succeed in a blue ocean

you must analyze the market, do the research, **design, develop and go-to market from problem to solution,**

test it well in advance – because when you bring something completely new, you shall be prepared to have a long series of iterations.

Differentiating your business

Example of differentials to include in messaging:

1. Market is regulated for a reason – Surveying & Mapping grade products has high demand for accuracy and precision.
2. High-tech hardware sensors used
 - offering direct georeferencing limiting field work
 - full wave form or multiple return LiDAR systems
 - global shutter cameras system
 - distortion free imagery and more...
3. Hybrid and simultaneously data capture (combining multiple sensors on-board)
4. Fast mobilization for “grey sky” missions



30+cm
GSD



2-25cm
GSD



< 2cm
GSD

Differentiating your business

“Core” hardware or Core software



System(s) integrator

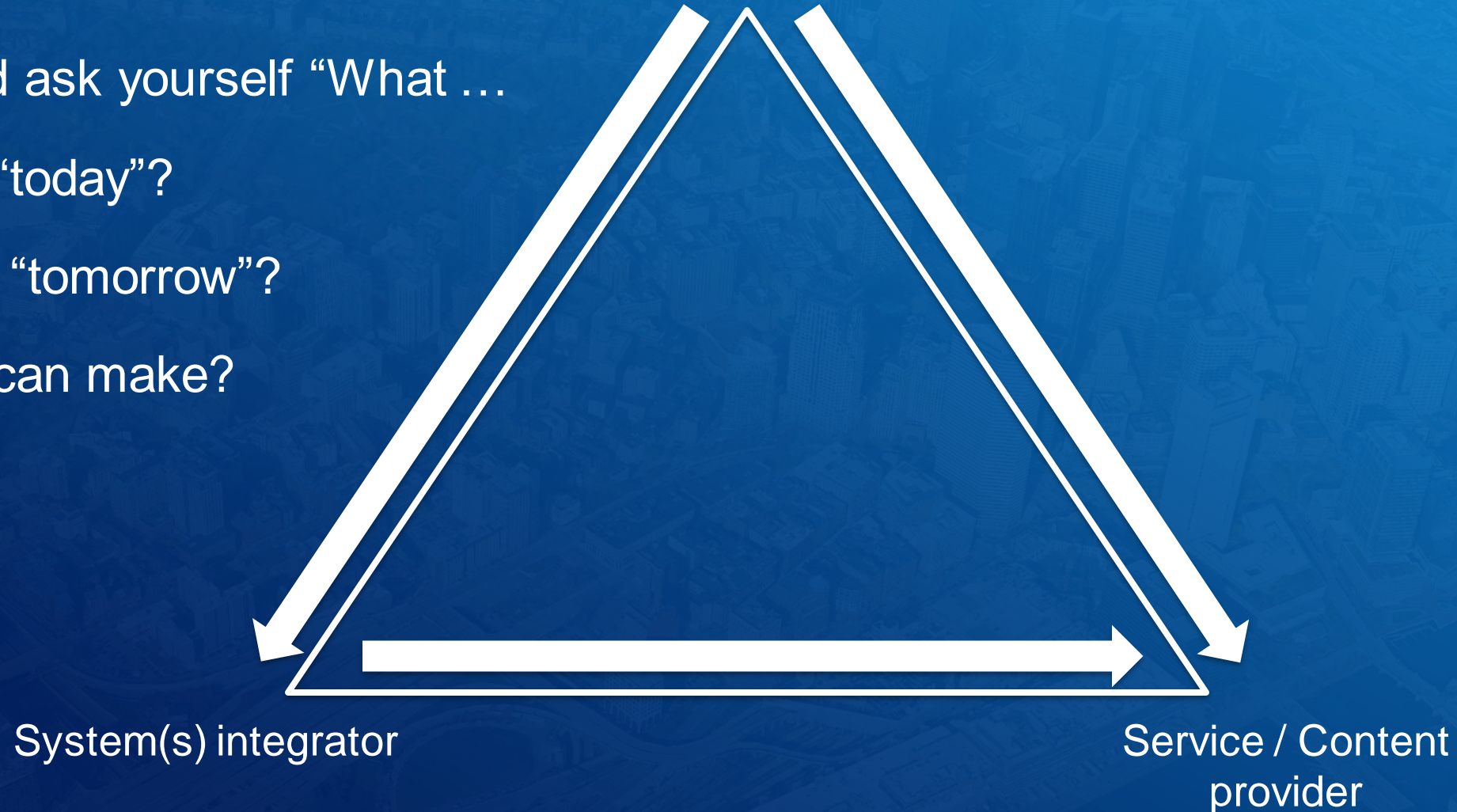
Service / Content provider

Differentiating your business

“Core” hardware or “Core” software

Look on triangle and ask yourself “What ...

1. you are good at “today”?
2. you can develop “tomorrow”?
3. partnership you can make?



Differentiating your business

Questions:

- Who has better chance to reach “blue ocean” market?
- For whom it is easier to define differential and unique value proposition

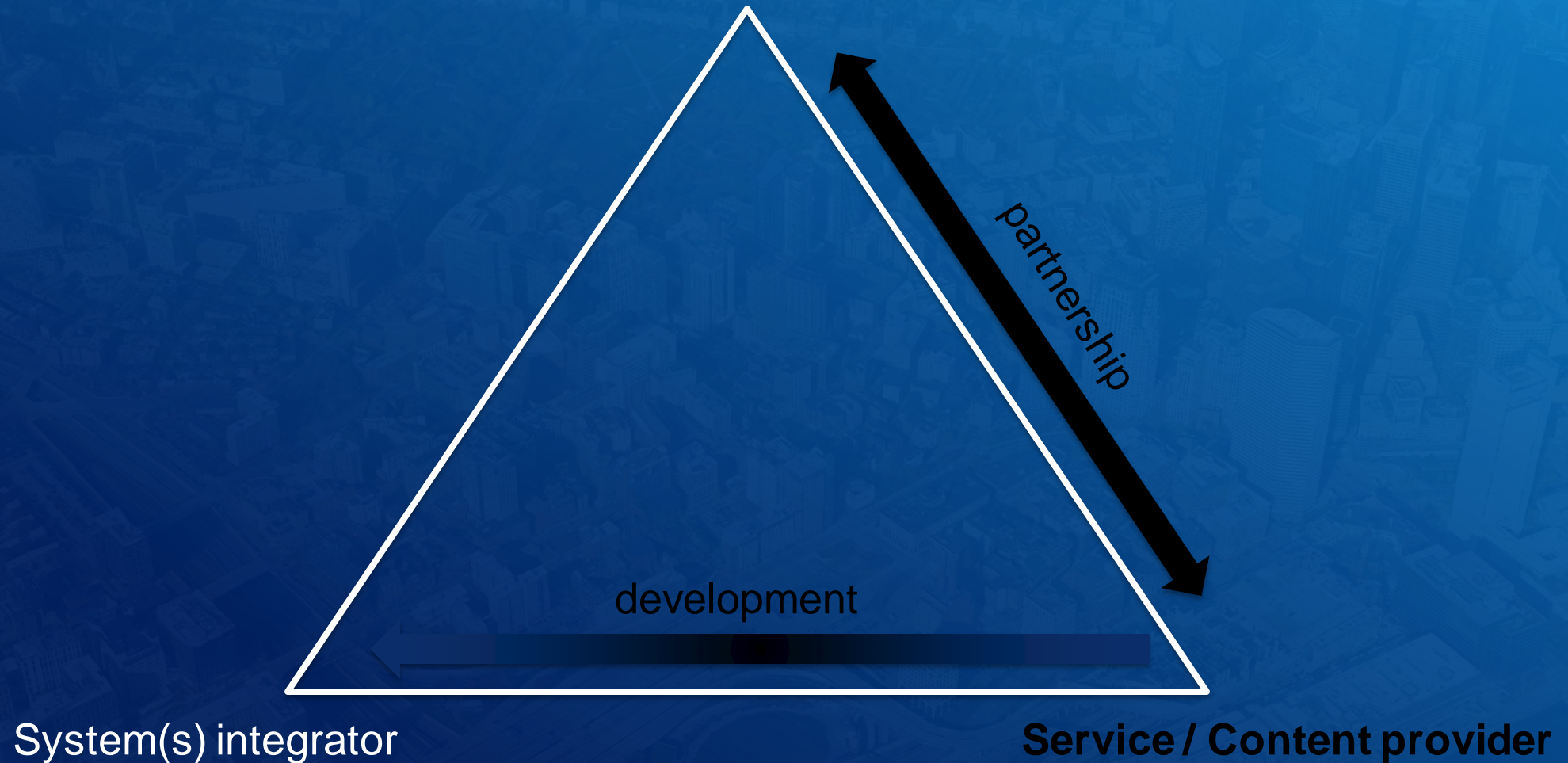
A. Service data provider?

or

B. Service data provider who can integrate various systems / hardware sensors tailored to customer needs and are partnered with core software delivering seamlessly to customer system of records?

Differentiating your business

“Core” hardware or “Core” software



Differentiating your business

Questions:

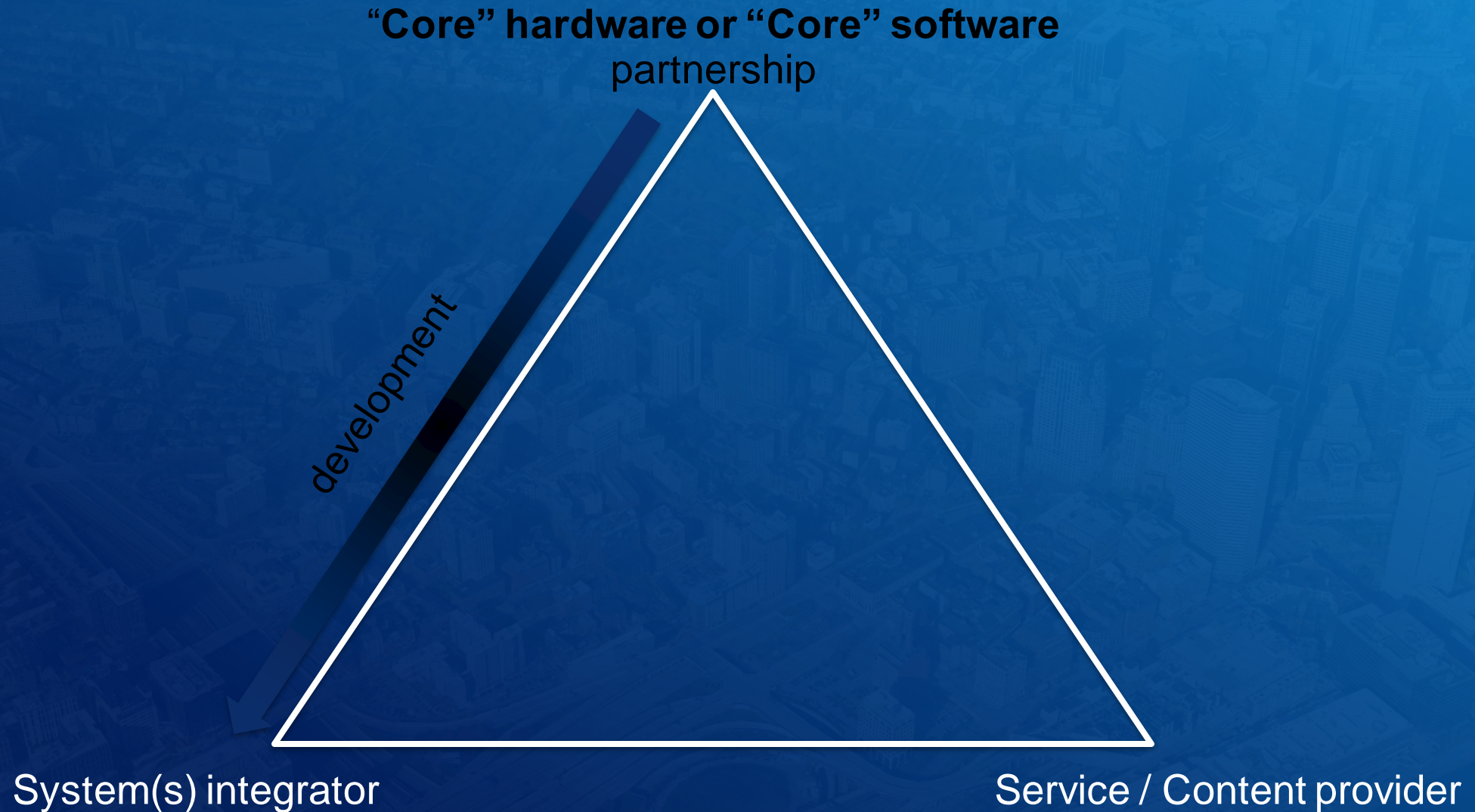
- Who has better chance to reach “blue ocean” market?
- For whom it is easier to define differential and unique value proposition

A. Core hardware manufacture?

or

B. “Core” hardware manufacture who can integrate with “Core” software. So, they bundle the offering delivering more or unique value?

Differentiating your business



Effective advertising and positioning for “Blue ocean”

STEP 1

Get Started

- Choose the right place to start your blue ocean initiative

STEP 2

Understand where you are now

- Get clear on the current state of play

STEP 3

Imagine where you could be

- Uncover the hidden pain points imposed by your industry

STEP 4

Find out how to get there

- Reconstruct market boundaries - *systematically*

STEP 5

Make your move

- Select and rapidly test your blue ocean move
- Formalize your big-picture business model and launch your move

What is your winning aspiration?

Where do you plan to play?

How do you plan to win?

What capabilities must you have?



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“Wardley Maps” by Simon Wardley

The problem with most businesses is that by lacking situational awareness. They operate only based on purpose and gut feeling, so they end up building the wrong thing, improving the wrong process or organizing in a way which is not going to help them achieve their highest goals

“Jobs to be Done” by Tony Ulwick

Customers want to “hire” a product to do a job.

Nobody wants a hole on the wall, a car or a computer, but everybody wants to hang a picture on the wall, go to work or write a book.

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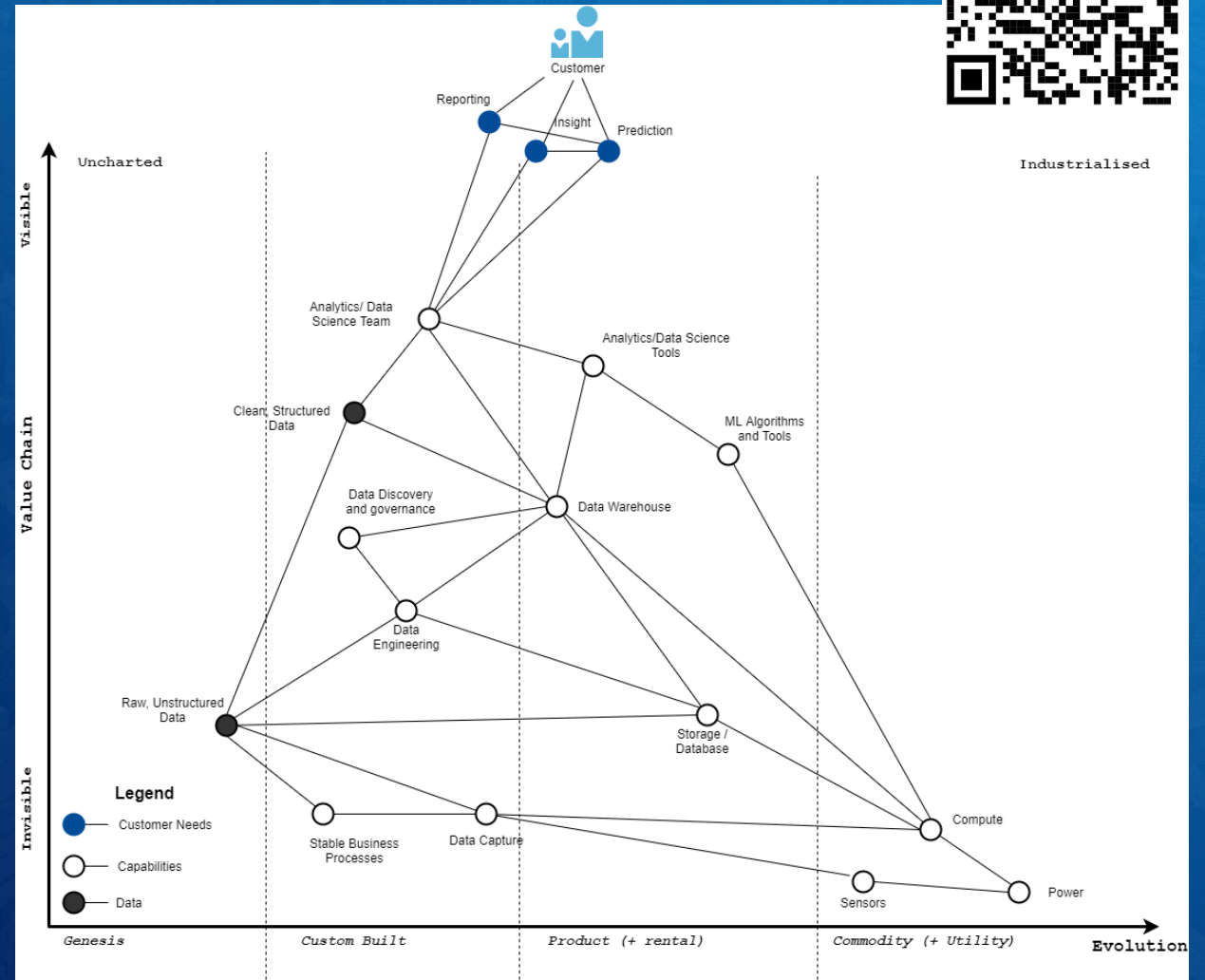
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Learn “Wardley Mapping”



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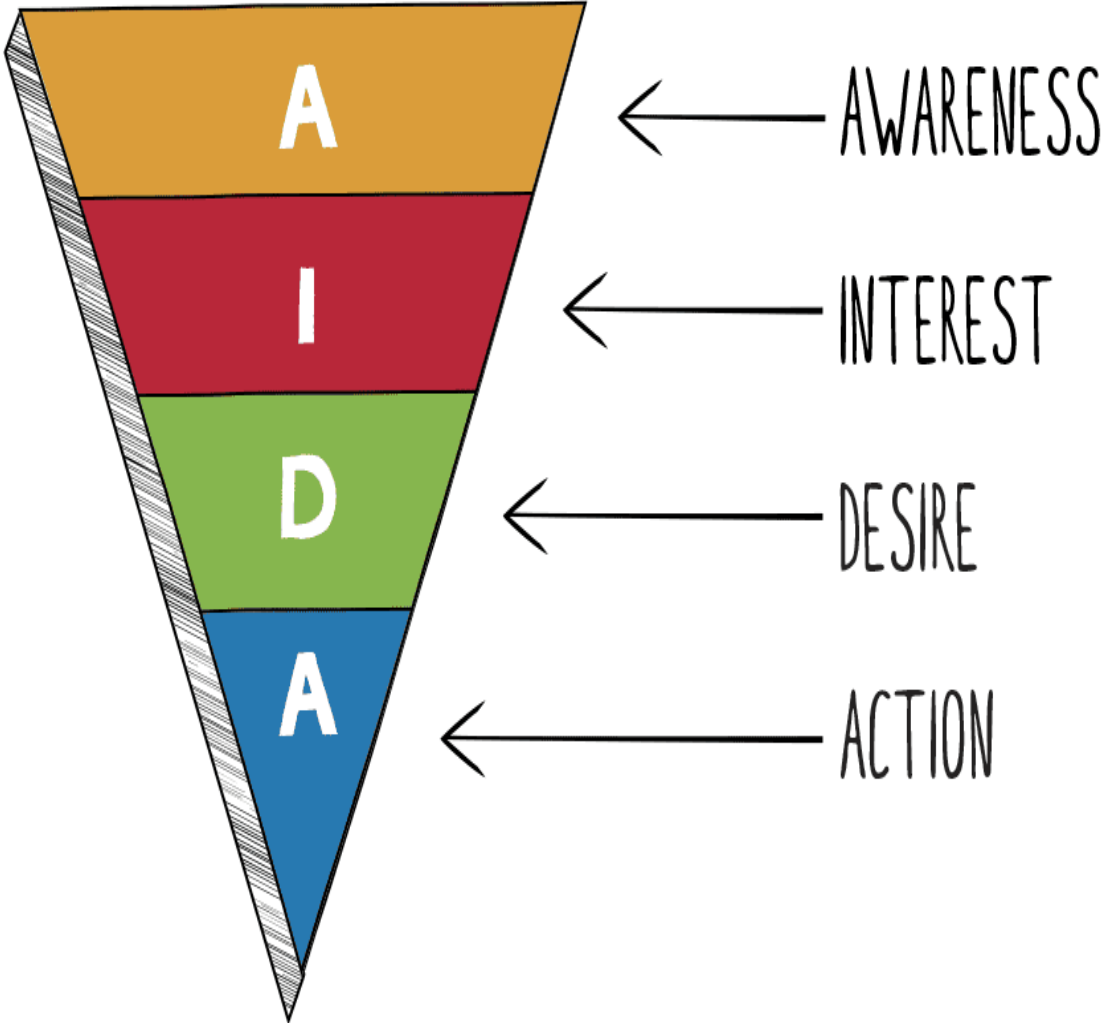
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THE AIDA MODEL



Our marketing is very successful



Be honest...



I am being honest!



How much revenue did you generate?



So, the thing is...



No. How much revenue?



We don't know...



Thank you.

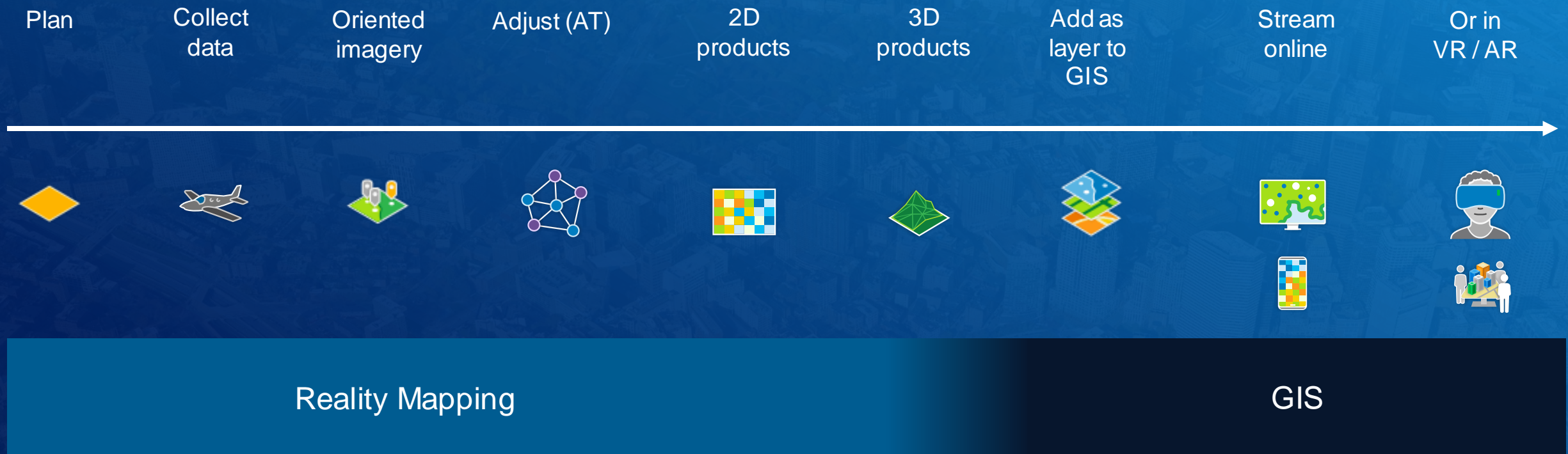
Effective advertising and positioning for “Blue ocean”

1. Find your differential opportunities to navigate towards “Blue ocean”
2. Accept that there's no one-size-fits-all approach to business. This is where situational awareness comes in handy: I recommend “Wardley Maps”
3. Consider hiring consultant for “Awareness” and “Interest”, for example:
 - Spatially Aware
 - Oxymoron Agency
4. Target audience and define personas
5. Implement and sustain AIDA “sales funnel”

Exmapple of net for fish in Blue Ocean



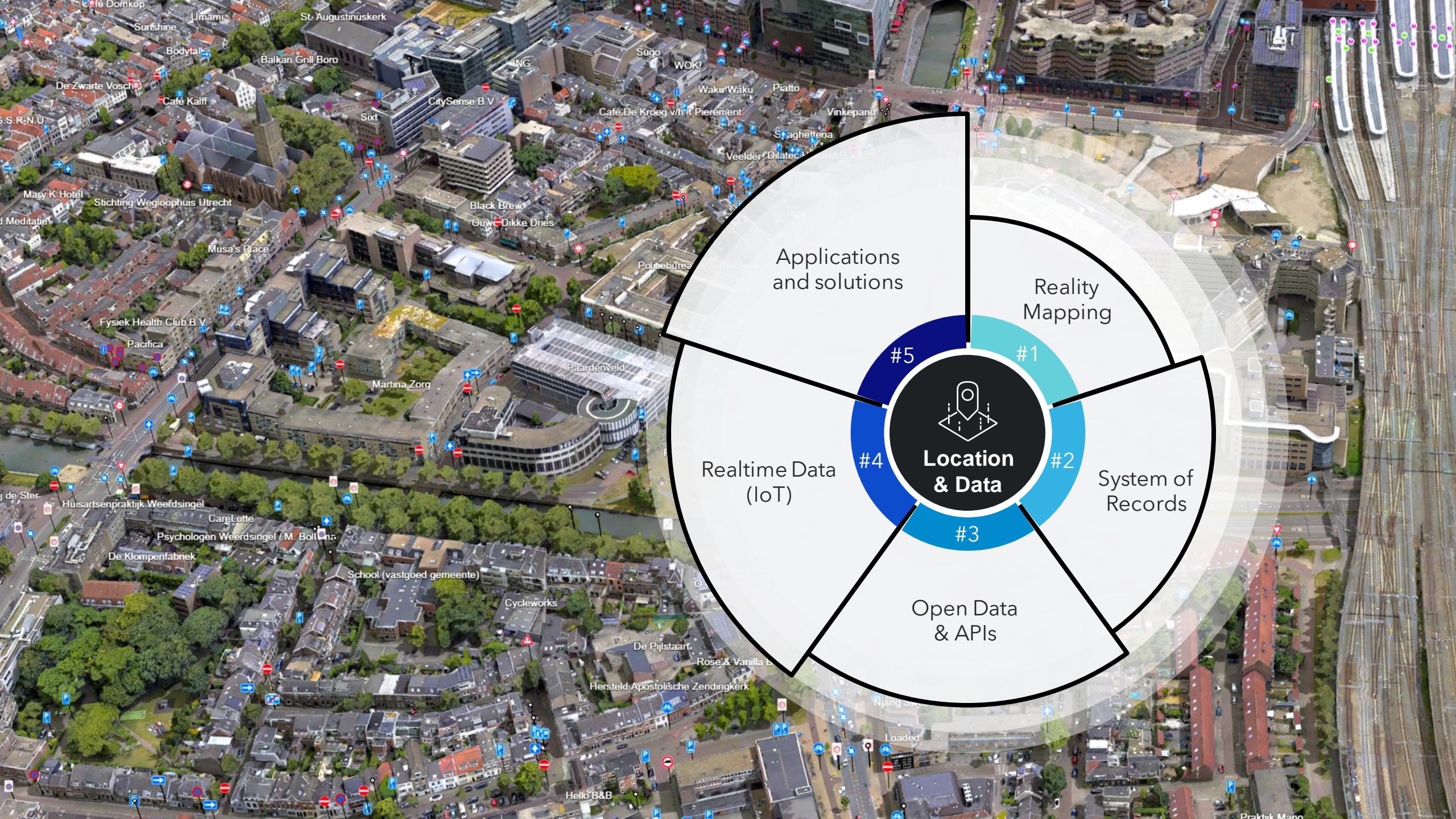
Differentiating your business by partnering with Esri



Your services and content



 **esri** customer base



Applications
and solutions

Reality
Mapping

**Location
& Data**

System of
Records

Open Data
& APIs

Realtime Data
(IoT)

#5

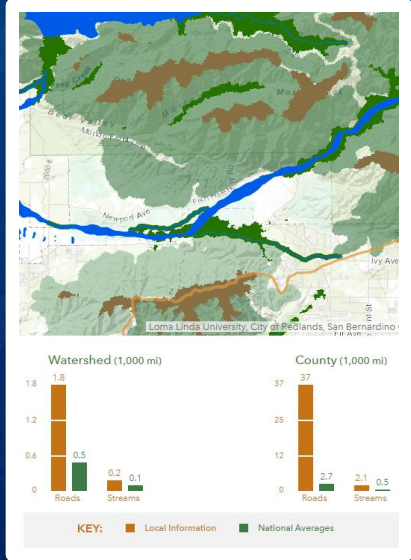
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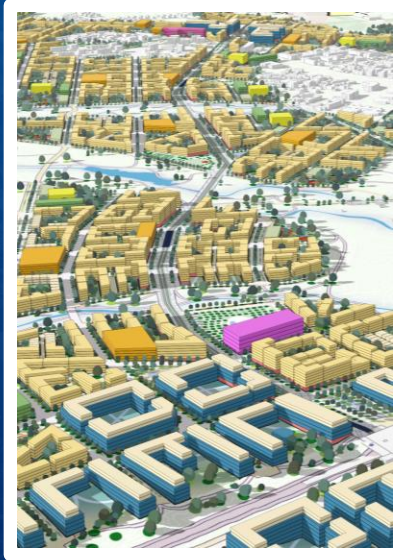
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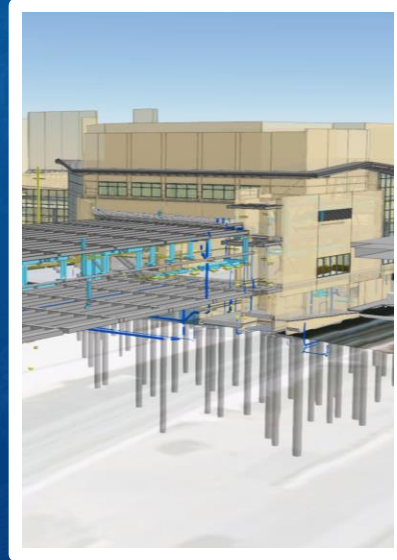
Esri "footprint" and market exposure



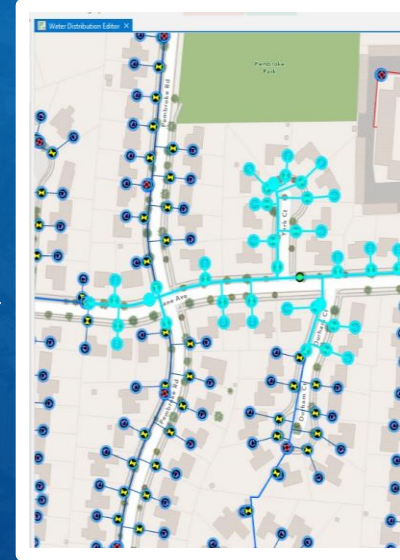
Environmental



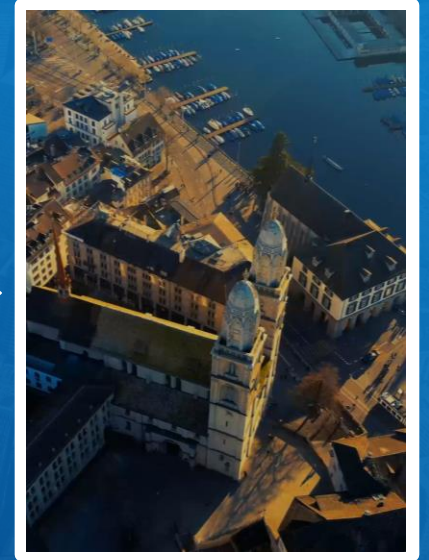
Urban
planning



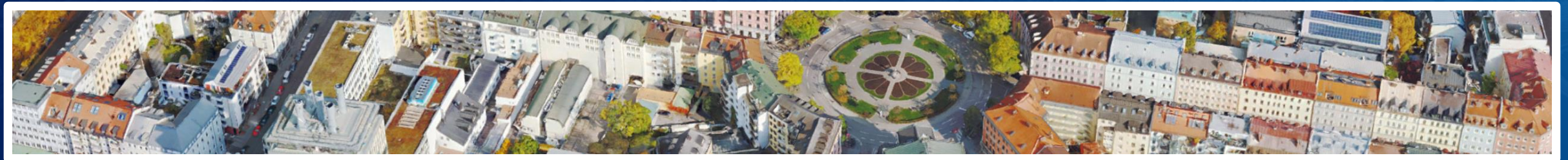
AEC



Utilities

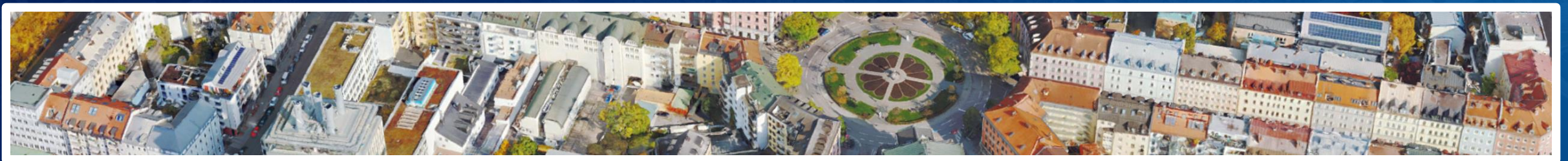
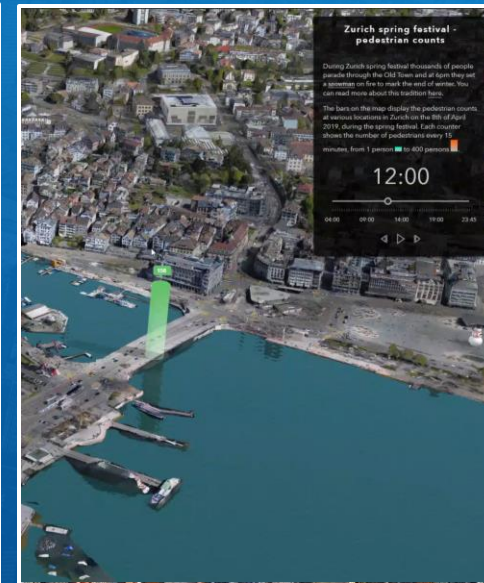
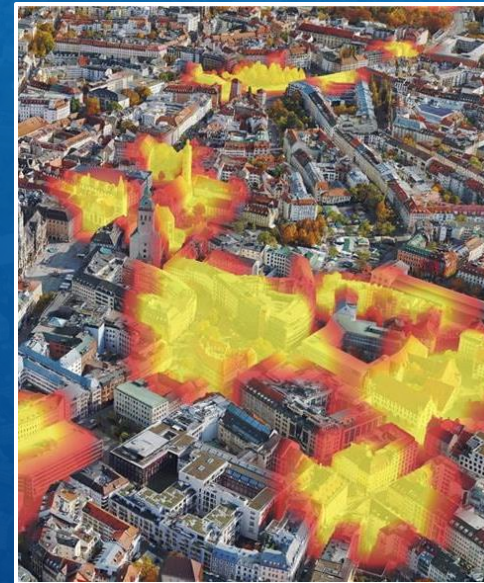
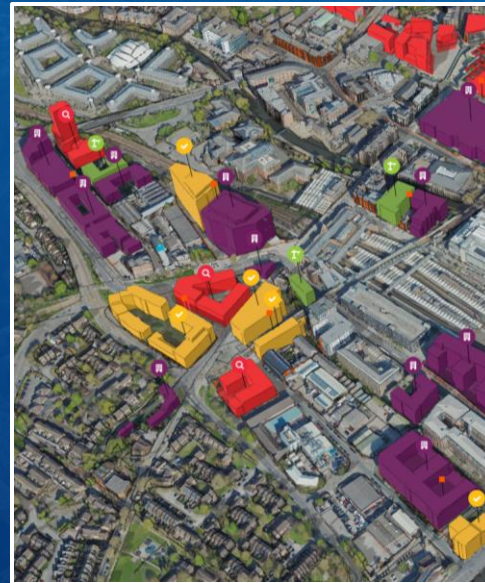
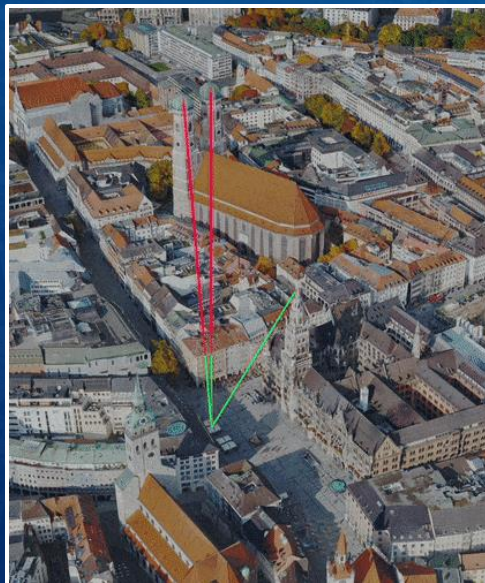
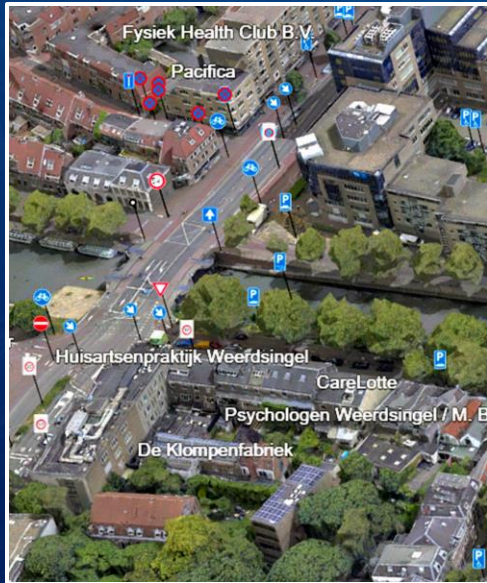


Real time (IoT)



Reality Mapping

Esri "footprint" and market exposure

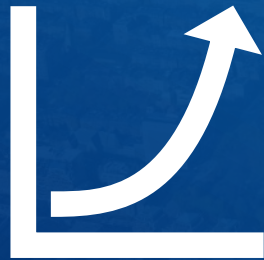


Reality Mapping



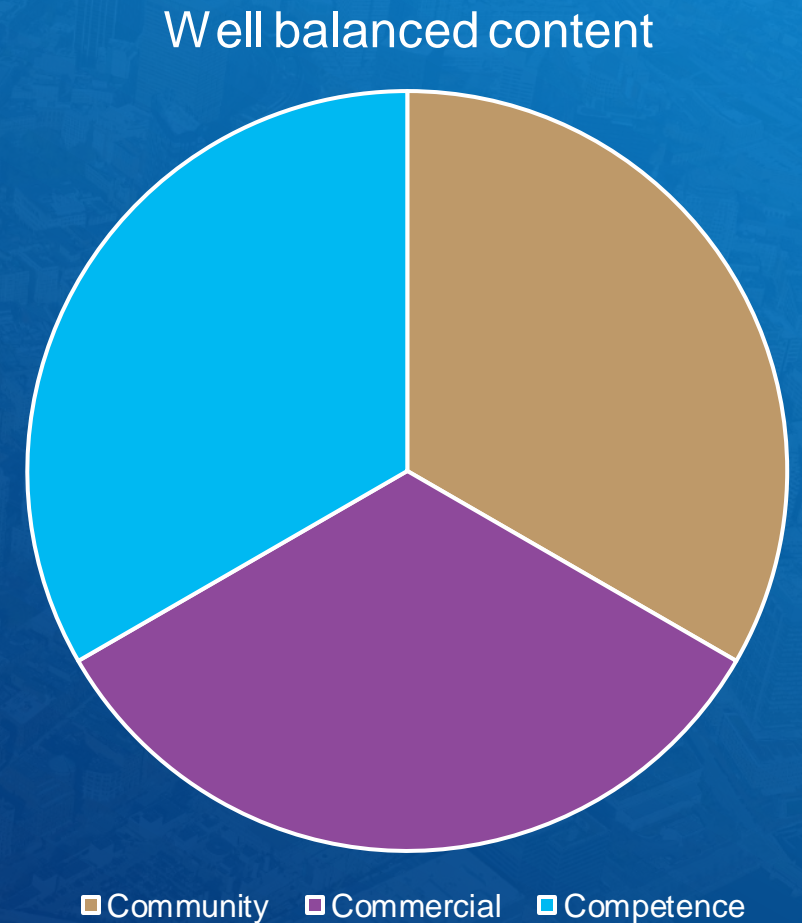
Reality Mapping & GeoAI

Bonus to effective advertising: LinkedIn algorithm



Screen time
surges and
trend is clear

Generation	Born	Screen time	@ Social Media
Baby Boomers	1946 – 1964	~ 2h	~ 0.5h
X	1965 – 1980	~ 3,5h	~ 1,5h
Y (Millennials)	1981 - 1996	~ 5h	~ 3h
Z	1997 - 2012	~ 7h	~ 6h





Thank you!

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