



# Orbital Insight Overview

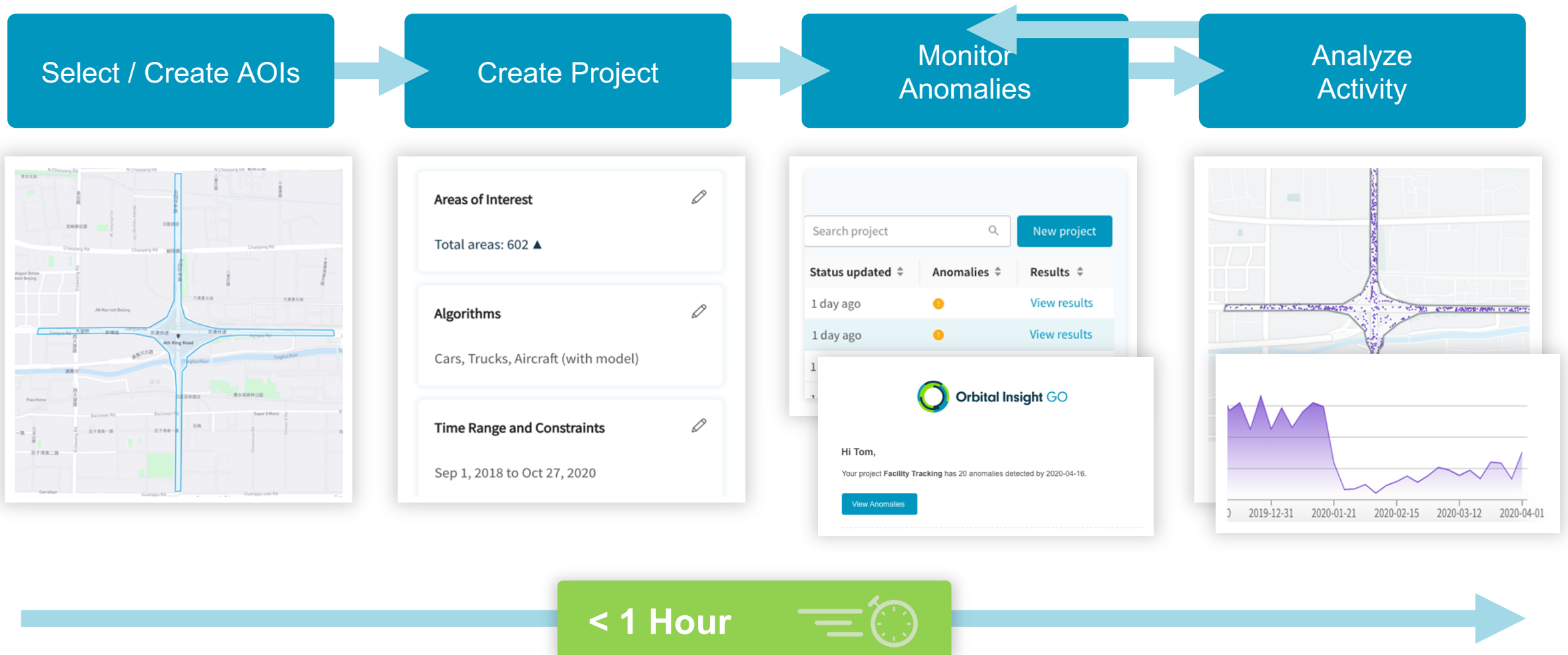
October 2021

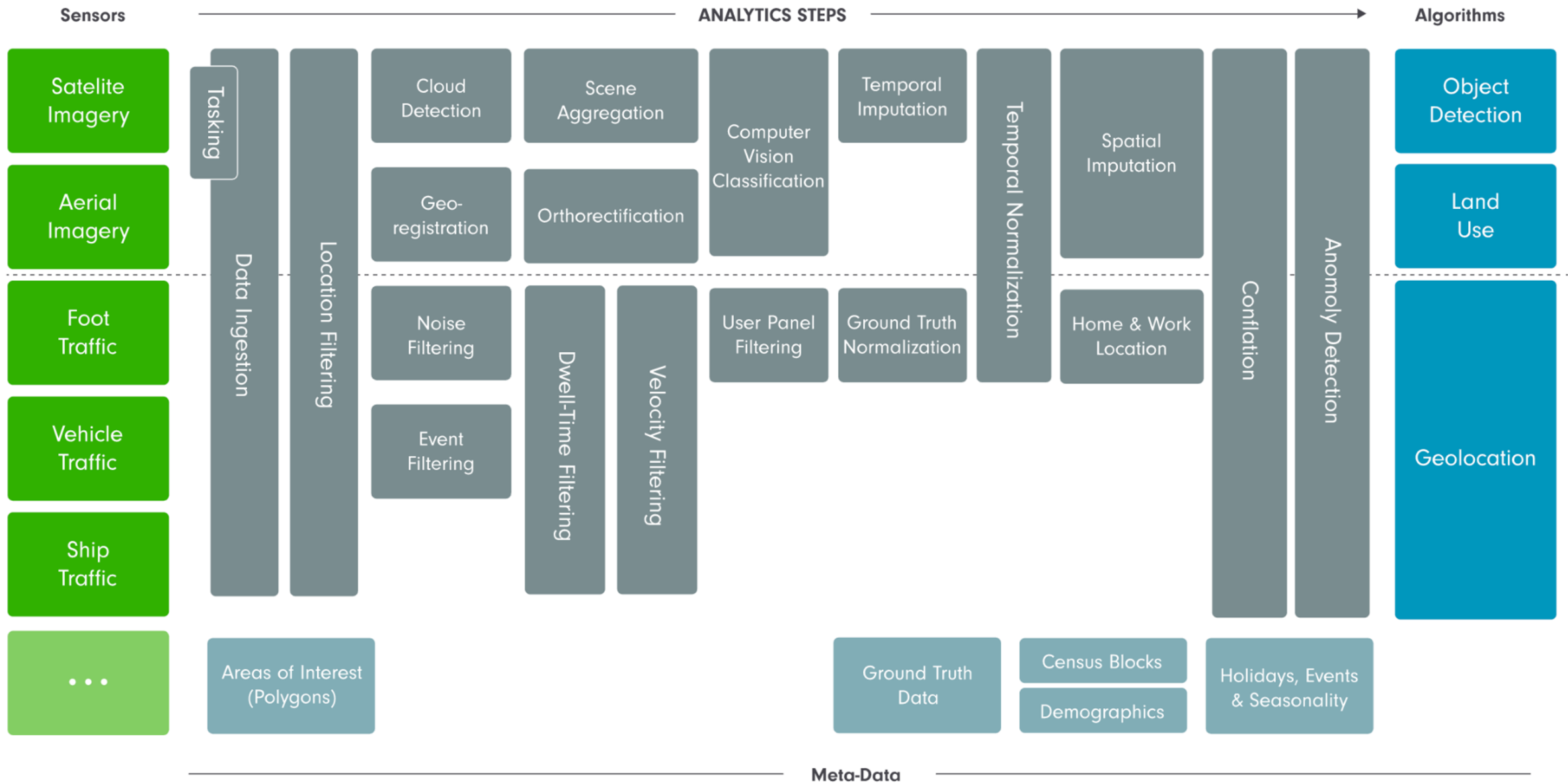
# About Orbital Insight

Orbital Insight sources, processes, and transforms multiple geospatial datasets at scale using best-in-class data science in near real-time



# We Deliver Actionable Intelligence







# We Power \$ Billions in Outcomes



# National Intelligence: Order of Battle



Bringing all available sensors to bear on life or death decisions



## Problem

## Solution

## Value

- Information for commanders and warfighters is often out of date
- Missions are conducted with a fraction of the data needed
- Personnel and equipment are exposed to unnecessary risk

- Orbital Insight tracks locations and military assets worldwide everyday.
- Commanders can see the latest data and long-term patterns of life.
- GO augments the analyst's workflow to speed discovery, insight and decision making

- Avoid unnecessary use of personnel and equipment
- Improved mission success and national security with lower risk
- Increased analyst efficiency (Sample target for NGA: \$60M)



# National Intelligence: Wide Area Monitoring



Situational awareness for the wild west



U.S. Customs and  
Border Protection

## Problem

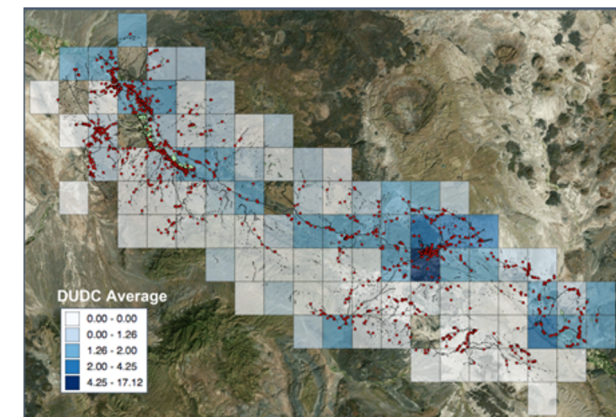
## Solution

## Value

- 1,200 border agents covering 100,000 sqmi on the southern border, driving back roads looking for signs of life
- Deaths occur in the deserts and would-be immigrants become forced into drug/sex/human trafficking

- GO for Geospatial Search & Rescue (GSAR)
- Integrate data from high-altitude platforms, satellites, radio frequency and cell phone pings
- Provides near real time tracking of vehicles and large groups
- Characterizes common routes and IDs staging areas of illegal border crossings

- Unprecedented situational awareness for the first time of the entire border
- Rapid response to any anomalous movements
- More efficient use of patrol resources



Device counts by tile

# Economic Intelligence: Economic Activity



Understanding how major events, such as a pandemic, affect business and society



## Problem

## Solution

## Value

- Consumer demand and supply availability are rapidly changing in fundamental ways
- Manufacturers and investors need new types of demand forecasting methods to more accurately plan their business and assess risk

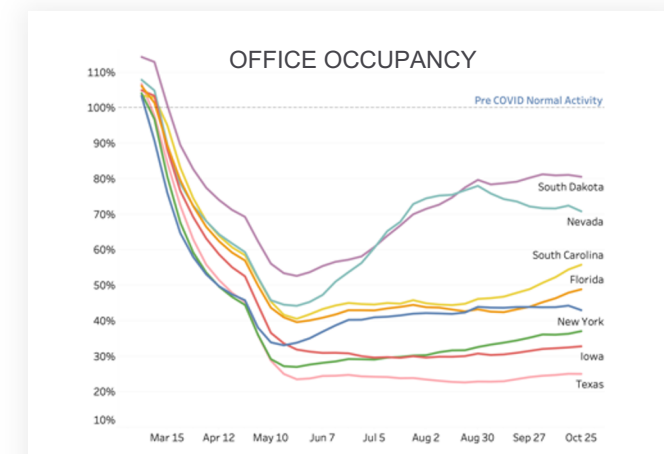
- Orbital Insight provides business planners and investors real-time, objective, and accurate analysis of changing economic, social and industrial activity
- This analysis helps inform demand forecasting, competitive analysis, pricing and business risk

- Fewer stockouts, less down time, and higher efficiency → increasing profits
- Increased predictability of consumer & industrial trends → reducing risk



*"When it comes to business risk, geospatial analytics and AI can make the invisible visible"*

Katsunori Tanizaki, Senior Managing Executive Officer





# Economic Intelligence: Sustainable Sourcing



Solving the brand reputation issue of our time



## Problem

## Solution

## Value

- Consumers demand sustainable products
- Supply chains branch out to millions of undocumented suppliers
  - Millions of farmers
  - Thousands of mills, factories
- Unable to identify and monitor unsustainable suppliers

- Use geolocation data to map the supply chain
- Use satellite imagery to measure sustainability

- Provable sustainability now
- Promote positive brand image, reduced reputational risk
- Increased sales growth, brand value



*"Our 28 Sustainable Living Brands ... grew 69% faster than the rest of our business ... delivered 75% of our overall growth."*

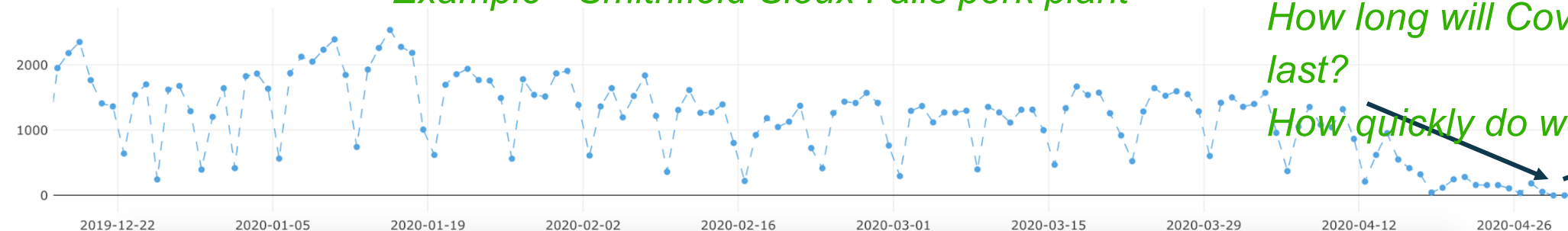


# Supply Chain Anomalies

- Monitor daily worker activity at supplier / customer / competitor facilities.
- Receive alerts about anomalous activity (overtime, downtime, etc)



*Example - Smithfield Sioux Falls pork plant*

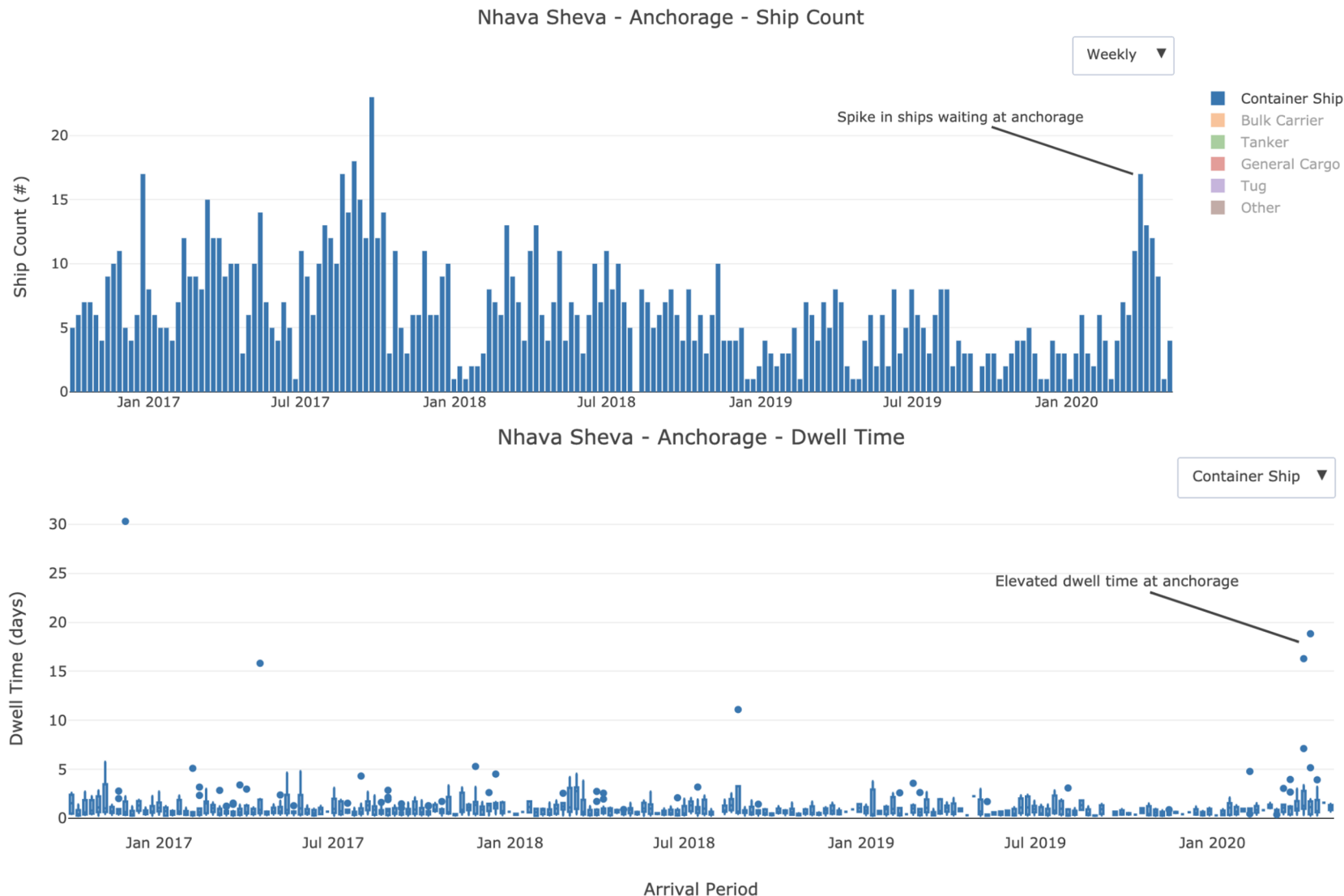


*How long will Covid-19 shutdown last?*

*How quickly do worker shifts resume?*



# Supply Chain Anomalies



## Ship Traffic:

- Monitor congestion at key ports in your supply chain
- Ship traffic & dwell time at ports
- Customizable to areas / berths owned by suppliers / competitors

### *Example - Mumbai (Nhava Sheva)*

- *More ships waiting at anchorage (waiting to load/unload)*
- *Longer wait times at anchorage*

