



**HEXAGON**  
GEOSPATIAL



# FROM THE SENSOR TO THE INTERNET

## **USE ERDAS APOLLO TO LAUNCH NEW BUSINESS MODELS**

White Paper  
November 14, 2014

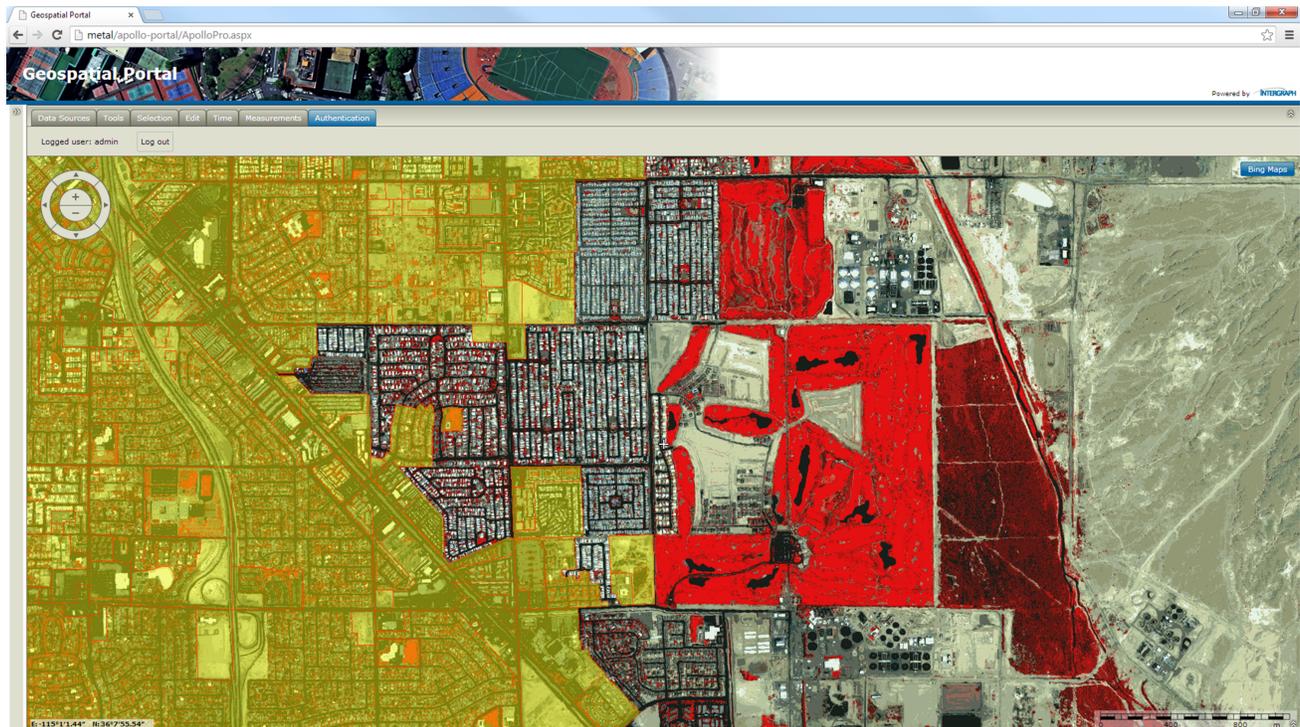
## Capture & Store Sensor Data

Whether from a spaceborne, airborne, or terrestrial sensor, “snapshots of geography” can be captured and recorded as the Earth changes. The Leica ADS and ALS sensors capture TB’s of imagery and point cloud data that can be used to create and extract valuable geographic information. With the accelerated changes on the earth’s surface, the need to deliver geographic information to users has increased. As a result, new business opportunities exist for Airborne Data and Services providers for not only capturing data, but also delivering the information directly to customers over the Internet.

## Manage Terabytes of Data

As the Earth changes, organizations also have to be agile and innovative to accommodate the growing volumes of data. ERDAS APOLLO helps organize data, enabling users inside and outside an organization to have the ability find, view, and directly use the data and the geographic information that can be derived.

Based on a Service Oriented Architecture (SOA), ERDAS APOLLO provides a true enterprise class system that manages and delivers TB’s of imagery, terrain and GIS data directly to customers. The heart of the system is the catalog, with its key component being metadata. ERDAS APOLLO provides an out-of-the-box environment for cataloguing data and web services, that can be easily discovered by users.



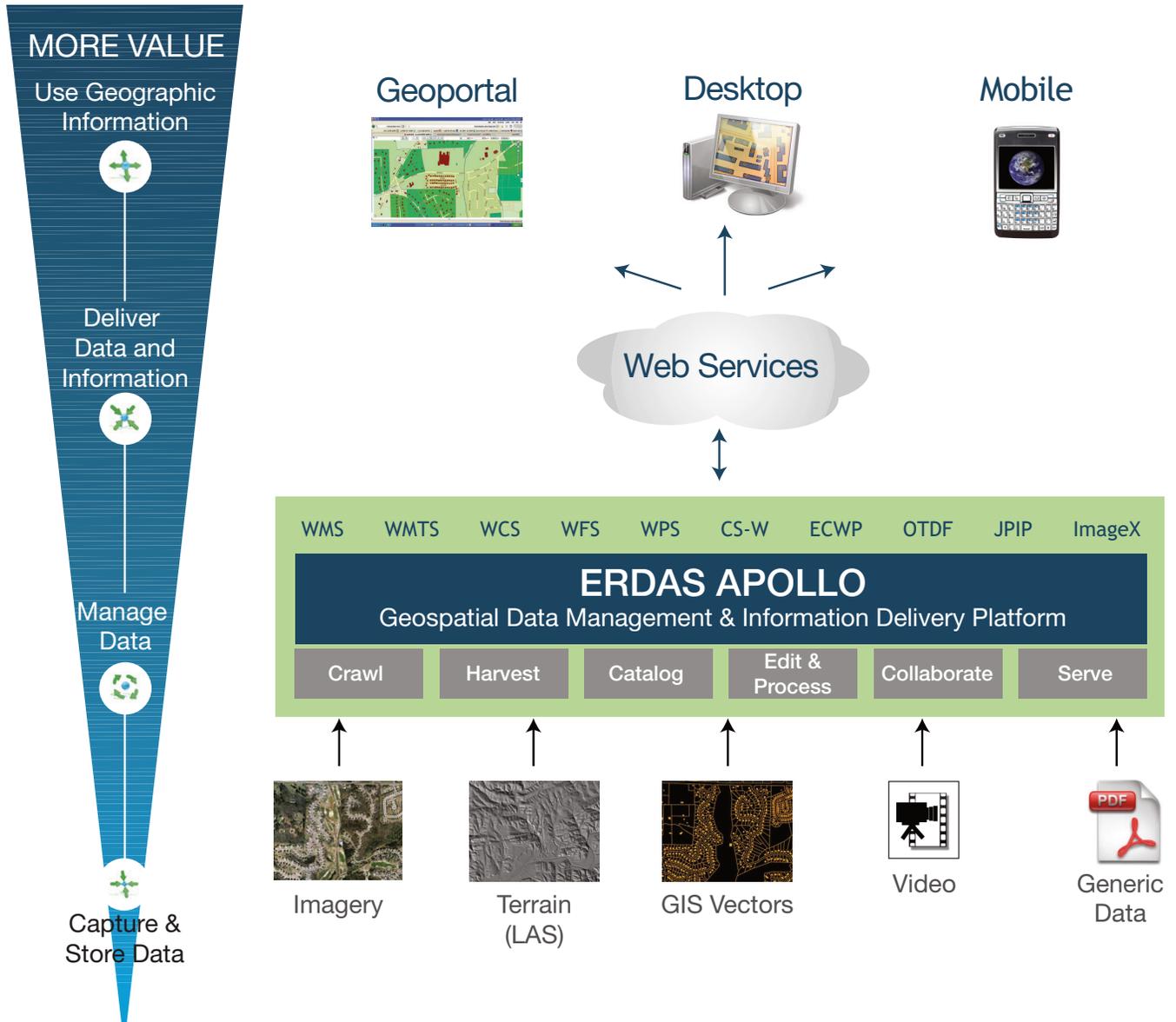
## Delivery Data & Information Directly to Customers

Once data is organized and managed, you need to get your geographic information to customers. ERDAS APOLLO supports the ability to find data (OGC CS-W), deliver the data (OGC WMS, WCS, WFS, WMTS, ECWP, JPIP, Optimized Tile Delivery Format, and create on-demand information products for customers (OGC WPS). In addition, ERDAS APOLLO delivers data directly to commonly used GIS and CAD software packages such as Esri® ArcGIS®, GeoMedia®, and Autodesk AutoCAD®.

## Capture Once, Use Geographic Information Many Times

Once data has been cataloged by ERDAS APOLLO, the value of the data can be extended with on-demand geoprocessing. Customers are not just delivered static data. New business opportunities exist for delivering the data, along with information products derived from the original source.

Using ERDAS APOLLO, organizations establish a competitive edge over the large portal providers. Organizations are able to implement an online strategy and business model based on the frequency of their content, the quality of the data, and the derivative and increased value that can be extracted by merging multiple sources of data.



## About Hexagon Geospatial

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