

ENTERPRISE GUIDE:

Business Intelligence for the Physical World

Drone Mapping, Modeling, and Analytics Solutions

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INTRODUCTION

Advances in drone hardware and software have spawned innovations in the way companies monitor and manage physical sites, capital assets, and projects. Enterprises of all sizes across industries like construction, agriculture, mining, insurance, energy, and utilities are using drones to improve safety, increase efficiency, enhance customer relationships, drive growth, and improve margins.

Continued growth in commercial drones is reflected in forecasts from the [Federal Aviation Administration](#), which predicts the number of unmanned aircraft systems (UAS) could quadruple from 2018 to 2023, totaling over 1.2 million units by the end of that five-year period.

The right drone mapping, modeling, and business intelligence solutions can deliver increased visibility, data accuracy, and speed-of-execution unmatched by traditional manual solutions or by point solution providers. But many enterprise buyers find that selecting the right solution in a crowded and growing market is challenging. It's even harder still because many of these solutions sound the same, but have vastly different capabilities. Enterprises must be deliberate and thorough as they research and select solutions that are vital to everyday operations and could impact employee and customer safety.

This eBook highlights the key considerations for businesses examining drone solutions:

- Answers in Real Time
- Ease of Use
- User Friendly in Online and Offline Environments
- Integration with Your Workflow
- Collaboration
- Security
- Scalability
- Dedication to Customer Success
- Customer References



ANSWERS IN REAL TIME

First and foremost, business intelligence solutions must empower businesses to answer the questions they were not able to answer—or could not answer in as fast, accurate, safe, or cost-effective manner—with their current methods or practices. The best solutions unlock new levels of insight and accelerate speed-to-action.

Drones give unprecedented real-time visibility into sites, fields, and assets. The software that analyzes the images captured by drones is the crucial link to transforming images into insights, and insights into action.

For example, [DroneDeploy](#) enables companies to:

- Manage inventories more accurately and cost-effectively with the ability to detect, measure, and report stockpile mass, volume, and value
- Capture images in real-time to create topographic maps, replacing time-consuming and expensive manual methods common today
- Inspect physical assets—such as well sites, pipelines, storage tanks, and offshore platforms — with the benefits of a first-person point-of-view, without the safety risks
- Automate the counting of objects—like trees and solar panels—eliminating the time, errors, and hazards of traditional practices
- Pinpoint inefficient operations or potential emergencies, such temperature anomalies in roofs, or cracks and weak spots in buildings and other capital assets

Intelligence generated by DroneDeploy delivers 360 degree visibility into operations so companies can focus on the areas most pressing or most strategic to their business.



EASE OF USE

Your team conducts mission-critical work, often under aggressive, hard deadlines. They have little time to learn new solutions, and they may work in environments where it's difficult or impossible to consult references that show them how to use and optimize the solution. If no one uses a drone solution, then that solution provides no value.

Before you invest in an image processing or analytics solution, ensure that it is easy and intuitive to use. It should be designed and tailored to the way your team uses applications, which is often the way they use consumer apps.

Consult a few trusted colleagues and bring them into the buying process. How would they use this solution? How long would it take for them to get up to speed? Would it tangibly improve how they work or the decisions they make?

Use the trial period to gauge the user friendliness of the application. Collaborate with colleagues and build a consensus around what solution will empower them the most. Check that the solutions are mobile friendly but also support the technology infrastructure in which your team operates—which could be without internet at all.

USER FRIENDLY IN ONLINE AND OFFLINE ENVIRONMENTS

Connecting and integrating different technology is one thing, but that's impossible without connectivity in general. There are plenty of technology challenges facing workers in the field already: one of the biggest is being able to get reliable Internet. That's why businesses who want true peace of mind need a reliable solution that works whenever and wherever, whether the Internet is available or not. It should also be mobile friendly, as many operators and decision makers in the field carry smartphones or tablets.



INTEGRATION WITH YOUR WORKFLOW

It's important that a drone solution is something your team will use, but it's perhaps just as important that it can be seamlessly embedded into your technology stack. Why? Drone data has the potential to transform mission-critical processes. But its impact is constrained if only a limited set of users rely on it. Integrations with key applications in your company's technology stack will extend its relevance and maximize its value. Moreover, integrations promote the elimination of data silos and facilitate action and collaboration across your company.

DroneDeploy integrates with leading applications that construction, energy and resources, agriculture, and mining companies already leverage. We extend solutions that companies use to plan operations with the ability to match that data with the realities on the field or on their sites.

COLLABORATION

Images and analytics from drones have more value when they are shared with key stakeholders. Collaboration helps companies keep all teams aligned with a shared view of reality, real-time insights, and a single source of truth and record of progress. This helps build trust with customers, and coordination with partners, contractors, and suppliers.

Cloud-based solutions like DroneDeploy enable secure collaboration at scale, whereas on-premise solutions make it challenging—if not impossible—to share files among team members and integrate with the applications they use, wasting precious time in the field or in the office.



SECURITY

In an Internet-enabled, real-time world, there's nothing more vital to your business than security. Your operations are at risk if data is not properly managed. You should always have complete control over and visibility into how your team, partners, and stakeholders access data.

DroneDeploy takes into consideration the permissions and workflows enterprises use and incorporates them into our solution:

- **User roles:** You can define the different types of roles and their access to specific data and features, and set permissions for individuals accessing the data
- **Access control:** You can limit access to specific data and features on a need-to-know basis
- **SAML Single sign on:** We authenticate users through the Security Assertion Markup Language (SAML) open standard. Users on your account can access DroneDeploy data by signing in one time with their company credentials; this feature keeps data secure while boosting efficiency.

In addition to protecting how your users and stakeholders access data, you should know how your vendor protects your data. You should ask: What are your certifications? How do you collect, store, and manage customer data? Do other vendors have third-party access to our data?

DroneDeploy has achieved IEC ISO-27001:2013 security certification—the international standard outlining best practices for information security management systems. This certification is particularly important to us since we have nearly 4,500 customers storing sensitive data ranging from agricultural yields to 3D models of nuclear power plants. Compliance with these standards demonstrates DroneDeploy's commitment to security and the protection of customer data.



SCALABILITY

Many businesses are already experimenting with drone and software technology and launching proofs-of-concept today. In light of the rapid commercial adoption of drones and the growing number of use cases, it is likely more companies across industries will adopt and expand their drone operations. Companies should choose a software provider with a platform that can scale with their operations and requirements now and into the future.

DroneDeploy is designed to exceed the scale needed by enterprises of all sizes, no matter the industry. Our customer success and professional services teams ensure that our customers have the guidance they need to experience the full power of our solution and optimize efficiency.

In addition, we are constantly innovating. Our customer-facing and product teams stay on top of the trends from a range of industries, keep in close contact with customers to meet their evolving needs, and use this analysis to inform and adjust our product roadmap accordingly. The new features and products we build reflect the requests of our customers and anticipate their future needs.

DEDICATION TO CUSTOMER SUCCESS

Each business has unique requirements for support and services to leverage drone solutions most effectively. For some companies, email support is more than sufficient, while other businesses will need professional services to address their distinct needs. Still others will rely on deep data analysis. Some of the services are bundled as part of the software, whereas other products are available with additional fees.

DroneDeploy has a range of customer support, customer success, and professional services designed to help you address your needs. We help customers answer questions ranging from how to use a specific feature—to how to scale drone operations and ensure successful outcomes.



CUSTOMER REFERENCES

Customers are the best way to determine a vendor's ability to execute. In addition to asking the vendor's customers to evaluate its capabilities and services, also note the customers' size and industry. Risk exists when a vendor has no references or testimonials from customers who "look like you."

To understand the maturity of the customers, also determine whether the vendor counts users on their free packages (often with bare bones features) as part of their customer base. While users on their free packages validate the applicability of those packages to customer needs, those packages often have limited features and hence limited use cases. So always ask for a breakdown of free users versus paying customers.

DroneDeploy's nearly 4,500 paying customers, loyal users, and [customer case studies across industries](#) validate its ability to deliver on its promise.

YOUR CALL TO ACTION

It is not uncommon for vendors to slap an enterprise label on their software or highlight their one large customer to woo companies that need enterprise-grade solutions. Exercise caution.

Want more information? Check out our [learning resources](#) or start a [risk-free trial of DroneDeploy](#).

Need more guidance? [Talk to an expert](#). Our team can help you make the most use of drone technology and drone mapping, analytics, and business intelligence solutions.



