

## **Earth Observation Consultancy Advances in Space-based Capabilities and Knowledge**

The world of space-based capabilities and the knowledge they can create on the ground is changing dynamically. Innovative Analytics and Training (IAT) is proud to provide service offerings related to global earth observations, and specializing in remote sensing, navigation, and the information services that they drive. Innovative Analytics' consulting, analysis, and training services are segmented into three key areas:

- International law, policy, and regulation;
- Econometrics and tradeoff analysis for various space and ground capabilities; and
- Applications, including the fusion of emerging technologies into geospatial information services

These services provide strategic advice to clients who are trying to understand and optimize their roles in the market.

**Background** The dynamic nature of government and commercial activities in earth observation will increasingly demand specialized partnerships between governments, between government and industry, and among vertical and horizontal industry partners. The reasons are numerous and include environmental, safety, scientific, and security interests. We also believe that multi-sensor approaches, creative market strategies, and integrated solutions (those that drive information out of exquisite technical information) are key to the successful growth of the earth observation business.

Our efforts draw upon the extensive experience of our senior staff, as well as from our existing work within these issues. We also leverage the work done since the publication of *Commercial Observation Satellites: At The Leading Edge of Global Transparency* (Kevin O'Connell, ASPRS: 2000) and more recently "European Satellite Imagery Continuity: The Fusion of Political, Industrial and Commercial Interests" (Robert Allen Weber, 2009). Led by CEO Kevin O'Connell and Senior Analyst Robert Allen Weber, our broad experience in this field includes work within government, on advisory panels, in research institutions, and with many U.S. and foreign government entities and commercial firms.

### **IAT Earth Observation Consultancy Services**

Our services extend across a wide range of issues and technical capabilities, from those related to space-based capabilities, to their potential convergence or cooperation with similar capabilities (such as aerial survey and reconnaissance), and the information services that they create on the ground. Among the consulting, analytic, and training services we provide are the following:

#### **International Law, Policy and Regulation:**

- Government motivations and activities
- Assessment of government agreements

- Interactions and tradeoffs between security, civil, and commercial systems
- Impact of broader policy and regulatory regimes governing the use of information (e.g., copyright, information policy, controls on information)
- Smart governance, including how to shape meaningful policy and regulatory activities

#### **Econometric and Market Issues:**

- Identifying the unique roles for services providers in the global market
- Reporting on the impact of real, potential, and proposed partnerships in the market
- Assessing the potential market size, competition, and economics of different market segments
- Identifying emerging spatial commoditization and information services

#### **Applications and Technologies:**

- Experience using new analytic tools and methods
- Knowledgeable of new technologies and applications within the earth observation market
- Information services enabled by the fusion of tools and technologies in the market
- Developing new concepts for exploiting multi-sensor technologies in the market

#### **About Innovative Analytics and Training**

Innovative Analytics & Training LLC (IAT), a privately-held company in Washington, D.C., focuses on improving analysis and decision-making for government and commercial clients. IAT is “the sources and methods company,” and draws upon analytics methods and techniques that range from critical thinking to rapid global expert network development and advanced analytics applications. We help organizations understand the complexity and data dependencies of their decisions by offering new approaches that will narrow the uncertainty within any given decision space. For more information on Innovative Analytics & Training, visit [www.innovative-analytics.com](http://www.innovative-analytics.com).

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