PRODUCT DESCRIPTION

Dotka e-Commerce API

Instant webshops for your geospatial content

INTRODUCTION

Do you have large amounts of data that contains information and value that is not currently being leveraged? Wouldn't it be great to have an easy-to-use solution to maximize the revenue of every pixel and polygon in your database?

The Dotka e-Commerce extension for ERDAS APOLLO leverages instant online exploitation of massive collections of imagery and vector datasets. The e-Commerce API with several webshop client templates provides paid and subscribed access to original photos, mosaics, geodata or PDF reports as prints and downloads. Start increasing revenue off your content today!

PROPOSITION

Based on any volume of geospatial content the e-Commerce offers automation for:

1. Commercial exploitation
2. Order handling and administration
3. Personalized marketing campaigns
4. Transform geospatial content in consumer products (e.g. prints, PDF products)

The Dotka e-Commerce solution will benefit:

*   Geospatial sector, e.g.
    *   Owners of geospatial sensors, opening up new markets
    *   Data owners and brokers, offering automation
    *   Non profit organizations requiring order administration of their information distribution
*   Sectors offering consumer goods, e.g.
    *   Printed media, for personalized marketing campaigns
    *   Food, Finance and Oil & Gas: Large commercial organizations to increase channel sales using personalized marketing campaigns, e.g. supermarkets, gas stations;
    *   Real Estate, offering localized environmental information to agents and consumers;
    *   Gift shops, offering personalized prints to consumer

PRODUCT DESCRIPTION

Dotka e-Commerce API - extension to ERDAS APOLLO

The e-Commerce API and 3 webshop client templates have been developed on top of the Intergraph ERDAS APOLLO Advantage software. The e-Commerce API that Dotka Data developed on top of the Intergraph ERDAS APOLLO Advantage software includes three webshop templates for accessing data as original photos, mosaics, geodata or PDF reports, available as prints and downloads.

Whether you are a sensor owner, data broker or a printed media organization, the API framework enables you to quickly start exploiting large volumes of imagery and vector data in multiple webshops simultaneously. And your customers can easily select, order, pay and receive geospatial information products made on-demand from your valuable content. Now, you can easily increase revenues from your content by adding new services into your existing markets or into a new consumer market.

The webshop client templates allow organizations to offer geospatial information to consumers (B2C) and professionals (B2B/B2G) with compulsory authorization. The Dotka platform supports your own shop, but also supports 3 shops out-of-the-box:

1) Dotka Originals (original photographs, eg frame camera scans) - Products both download and print as original
2) Dotka Mosaic - Products both download and print as cropped from georeferenced image mosaics
3) Dotka Report - automatic PDF creation and optional TIFF/SHAPE delivery of all selected layers including metadata; delivery in 15 minutes

All products can be delivered as digital download and high quality prints. The API connects to any Print Shop partner using XML. The API connects to any payment service such as Ogone. These shops are available as template, to quick start your own shop distributing any data, served by a powerful data management solution like APOLLO Advantage.

Features

The platform includes authentication and a full back-office environment, where organizations and users can manage their profile, orders, invoices etc. It includes automatic PDF invoicing, but also specialties such as GeoRSS-alike services to subscribed users automatically emailing new content based on subscribed locations. The system runs autonomous and operations and administration is transparent to implement for professional organizations. Organizations can upload their corporate logo to include in the PDF ordered by its employees.

The Dotka e-Commerce API requires Apache webserver, Postgres/PostGIS, pHp, and uses ERDAS APOLLO Advantage for data management and map engines; the websites use Javascript, HTML5/CSS. Both the framework and client templates can be adjusted, and you can add your own client.

POSITIONING

The Dotka API is the first API enabling fully automated e-Commerce solutions based on large geospatial data stores. With ERDAS APOLLO as data management solution and powerful engine robustly serving previews and products, your customers – and your customers' customers - can instantly access your valuable content online.

USE CASES

Consumer goods channel - Personalized action marketing
One of the largest Dutch newspapers, Algemeen Dagblad (AD), contacted Dotka early 2012 to do action marketing offering a free set of aerial photographs of 2011 and 1960. APOLLO served 15,9 million previews in 6 weeks, almost 1:1 with the 16 million inhabitants of the Netherlands! The conversion rate of this action was 15% of the AD readers, with an upsell of 28% a total of 189.000 high-resolution prints have been sold[1]. Imagine what this could do for your business.

Sensor owners
Any organization that collects large volumes of data with their own sensor most often is focussed on the latest version of geodata for any area, and for a specific customer/market. Other markets and older versions of data are often neglected. Hence is the potential revenue of reselling. Simply adding one or more webshops on top of your data stores will allow you to open up your valuable content for resale. This will increase your revenues from existing data, without a hassle to several professional and consumer markets.

Data brokers
Data vendors are often brokering geodata or information products and services based on multiple data stores. Data brokers often focus on the professional market with specific propositions. Access to different markets, especially consumer markets, seems difficult. With the Dotka e-Commerce API brokers can quickly expand to high volume consumer markets. Also, new products like photo prints and PDF reports can be added, offering to non-geospatial customers.

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[1] A factsheet is available for download at www.dotkadata.com/ad.

HISTORY

The tool developed for AD resulted in the first version of Dotka Mosaic. During 2012 this led to the development and implementation of the API, with additional shops and functionality. Since November 2012 all three webshops have been commercially active. A new version of Dotka Originals has gone live this month with over 230.000 images (app. 30Tb), most of which are espionage photographs covering the WWII period (1940-1945).

PROPOSITION

The Dotka e-Commerce extension for ERDAS APOLLO leverages instant commercial exploitation of any collection of imagery and vector datasets. The API enables you to directly sell downloads, prints and reports from your geospatial content. Dotka Data holds IPR on the source code and offers a license for the API and webshop modules via software supplier Imagem.

More information and demo sites

Dotka webshops are accessbile through http://www.dotkadata.com/en (Dutch and English supported), and a video demonstrates using Dotka Report (1m26).

About Dotka Data

Dotka Data is a Netherlands-based data services company that is creating a comprehensive, historic imagery time-series by digitizing archives of aerial photographs and maps into digitally re-mastered and georeferenced databases for online distribution. Currently, they have digitized and exploit over 60Tb of geospatial data covering 200 years of Dutch history. They are a reseller of vast geospatial data stores including Dutch Kadaster, Wageningen UR Library, Cyclomedia and others.

Dotka Data delivers data products and services with aerial photographs and maps covering the last 300 years of Dutch history. With 20-60 layers of national coverage in this period customers experience a detailed travel through time for the Netherlands.

http://www.dotkadata.com/api

Contact & API license requests:

Representing Dotka Data:

Imagem

Mr. Wouter Brokx, MSc | CEO of Imagem | The Netherlands

wouter.brokx@imagem.nl | +31-624 994 738

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