Transerve's data stack maps coronavirus data in real time, to help businesses and companies plan | Photo source Gerd Altmann from Pixabay

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GEOSPATIAL INTELLIGENCE TRACKS COVID-19 SPREAD

🇮🇳 COMPUTING & TECH

An Indian company has released a geospatial intelligence product that helps businesses avoid areas with large outbreaks

Spotted: Indian location technology company Transerve Technologies is using geospatial technology to map COVID-19 density zones. The technology could help businesses and governments to plan operations as they try to emerge from lockdown. By providing accurate mapping and representation of cases and containment zones, Transerve can help organisations make business decisions based on risk analysis.

According to Transerve, their technology uses AI-driven predictive analysis to track, monitor, analyse and visually represent layers of geospatial data. This data is then layered onto "data stacks", and the information can be used by companies to organise their logistics to avoid "hot zones". For example, supply chains and transport networks could be routed to avoid areas with large numbers of coronavirus cases.

The company also points out that analysing data around the existing health infrastructure, population density and numbers of infected people can help policymakers to better identify areas where greater containment measures are needed. The data could also help governments to decide where to place corona testing centres, by mapping the number of local cases onto the existing testing capacity.

According to Transerve co-founder Mr Amarsh Chaturvedi, "Keeping a tap on COVID-19 contaminated zones is the need of the hour...Transerve's technologically advanced API based spatial platform serves as a single point database to access all the information related to COVID-19 contaminated zones."

While Transerve's product aims to help businesses and local governments avoid major coronavirus outbreaks, we at Springwise have seen a big growth in the use of geospatial data. Recent innovations in this space have included the use of temperature mapping to guide environmental changes and infrastructure mapping to help determine where to place e-vehicle infrastructure.

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Takeaway:

The coronavirus pandemic is affecting all aspects of life and business in India. In order to open the country up, it will be necessary for businesses to have accurate information and tracking of the virus. This will allow companies to make decisions that minimise risk while also getting back to work, and in the future, accurate mapping of virus outbreaks could become an important business tool. In addition to selling access to its geospatial data stacks, Transerve is also publishing free map visualisations of COVID-19-related data released by government agencies, in order to help the public to understand the need for lockdowns and social distancing.