

# GeoServices

Products & Services

March/2023

# About us



1920 - Founded in **Rotterdam - Netherlands**



Presence in **+80 Countries**



**+10.000 Clients** Worldwide



**+4.000 Employees**



**Operation across the complete commodity chain**  
Production and Logistics



**Family business with a long-term vision and mission**



**PETERSON**  **CONTROLUNION**

# Why GeoServices?



**Data** as the basis for any type of information



Any data has, to a greater or lesser extent, a **spatial attribute**



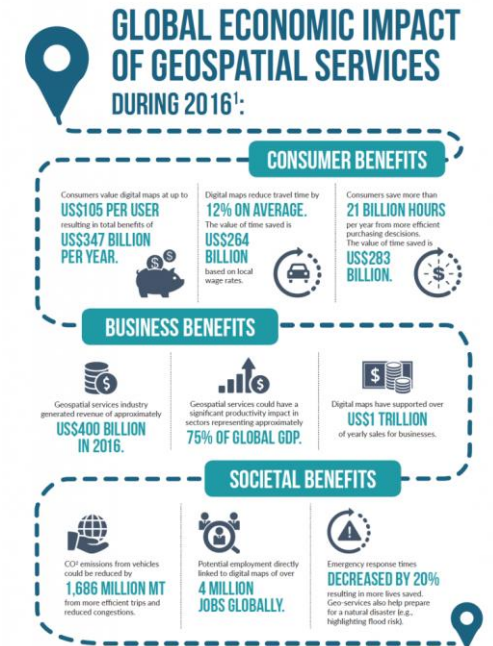
A spatial perspective allows a **complete understanding** of a problem



A complete understanding of a problem enables **new insights and solutions**

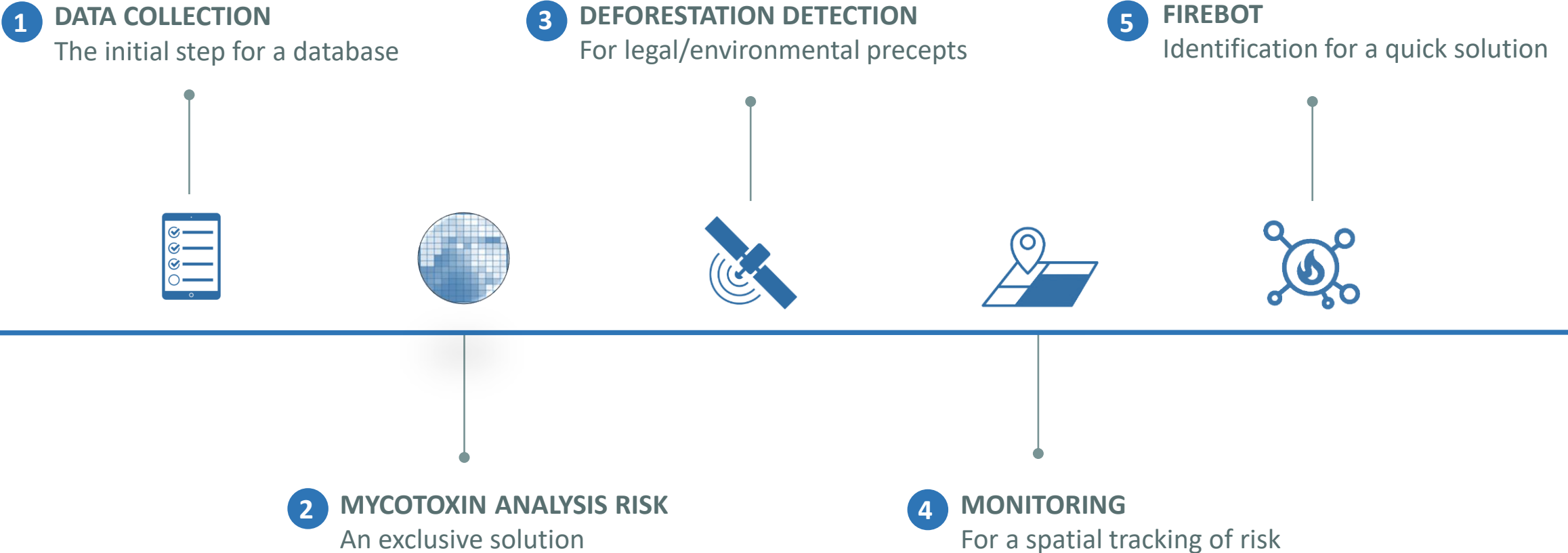


New insights and solutions lead to **new business opportunities**



Source: Geospatial World

# GeoServices - Top 5



# Data Collection

## What is it?

Construction and configuration service for **data collection form (georeferenced)** in the field (via Survey 123) with the possibility of online/offline operation and incorporation of results in derived products (Dashboards, for example).



## What do we need?

- ☞ **Client checklist** (Excel file)
- ☞ **Required** questions definition
- ☞ Understand **what** will be done with the data
- ☞ **How** will the data be collected? (Notebook, smartphone, etc.)

## What we deliver?

- ☞ **Smart Form**
- ☞ **Initial Training**
- ☞ **Support** - guidance and questions

## Key Factors

- ☞ We don't sell the software, we sell a **solution** built into it
- ☞ It's not normal data, it's **GEO data**
- ☞ Elimination of **rework**, paper, need to use several tools...
- ☞ **Cross-selling**: technical solution + field collection

## Current Clients

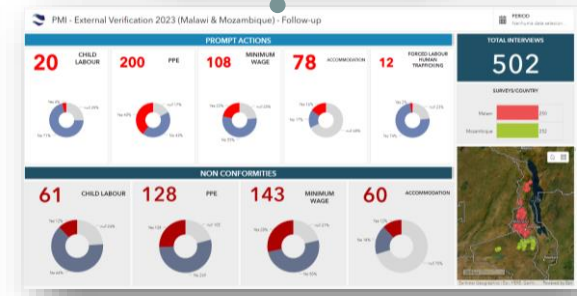
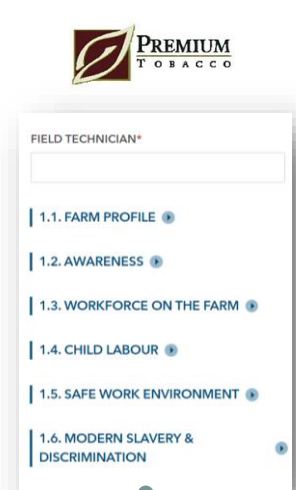
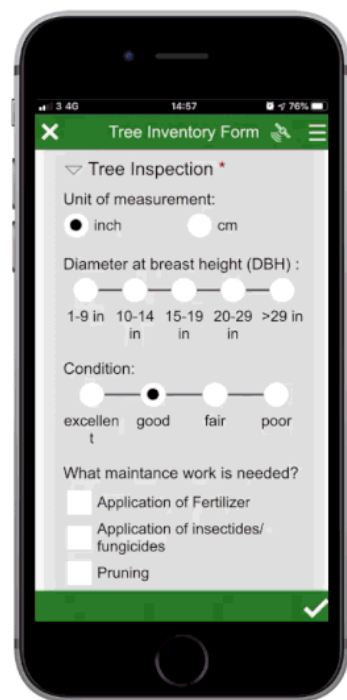


## Value (USD)

### Variable

\*Need to assess the complexity of the form + additional products

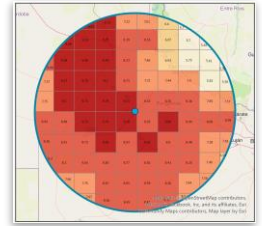
# Data Collection - Examples



# Mycotoxins Analysis Risk

## What is it?

A **model** that warn customers of regions with increased **chances mycotoxin prevalence** by analyzing **several sources of data** with the following characteristics: 100% remote, publicly available data sources, geospatially relevant, different scales of analysis and simple communication.



## What do we need?

- **Crop type** definition
- **Farms/Suppliers** location
- **Analysis Area** size

## What we deliver?

- **Report** (bibliographical review, charts and maps)
- **Online Dashboard**
- **Qualitative Analysis and Risk Index**

## Key Factors

- **Exclusive algorithm** and service
- Potential reduction in field **testing structure** costs
- Reduced risk of buying **contaminated grain**
- Possibility of **complementary services** sales - Inspections and Testing

## Current Clients



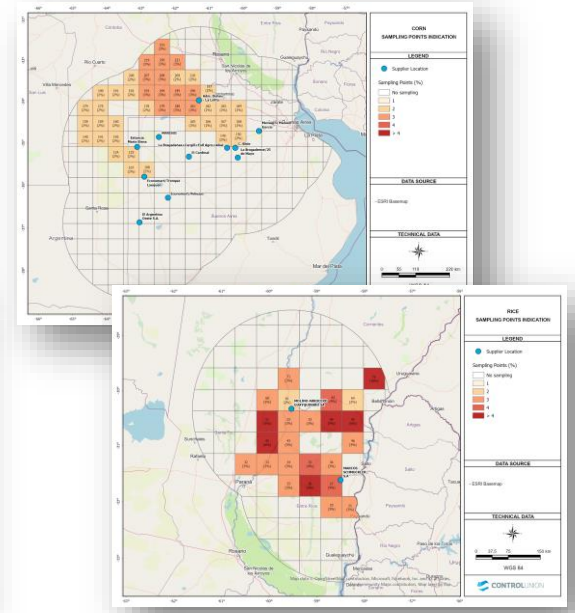
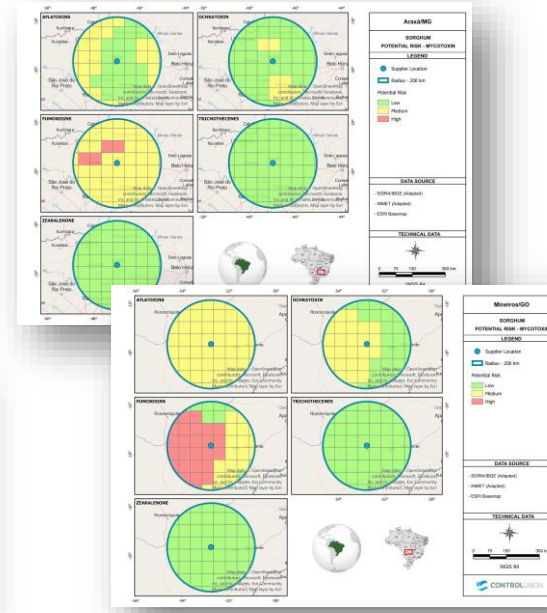
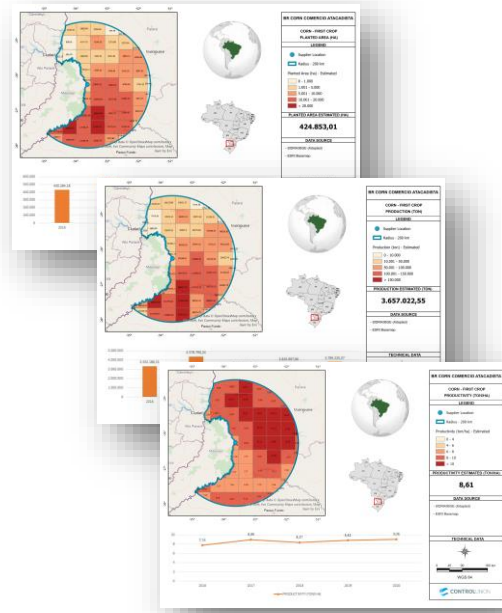
## Value (USD)

**6.000/Report\***

\*Minimum

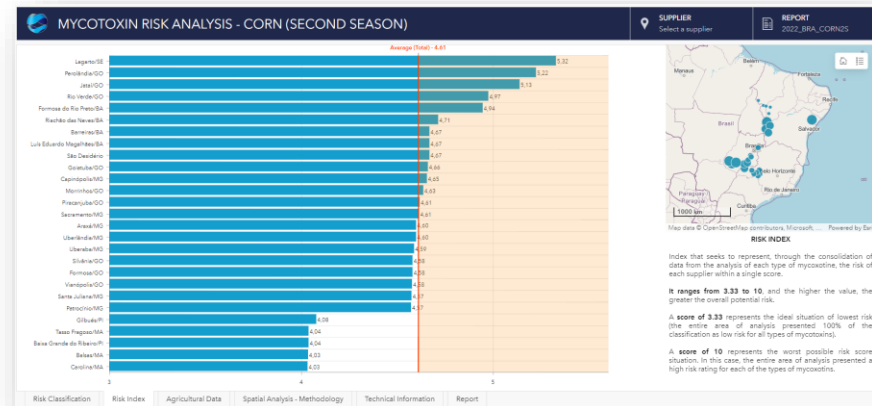
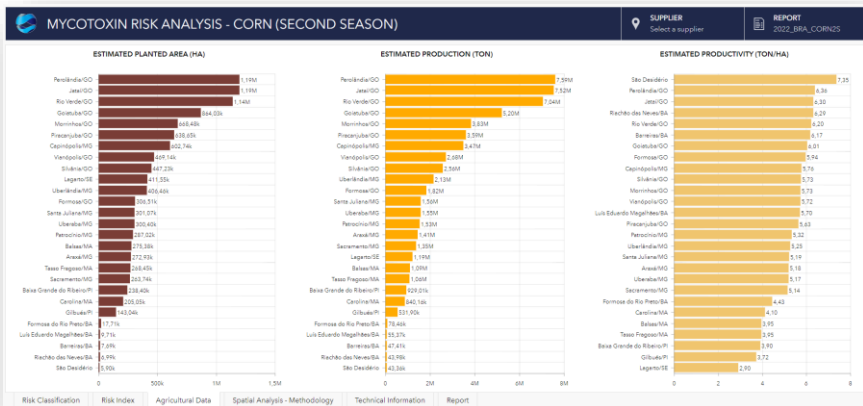
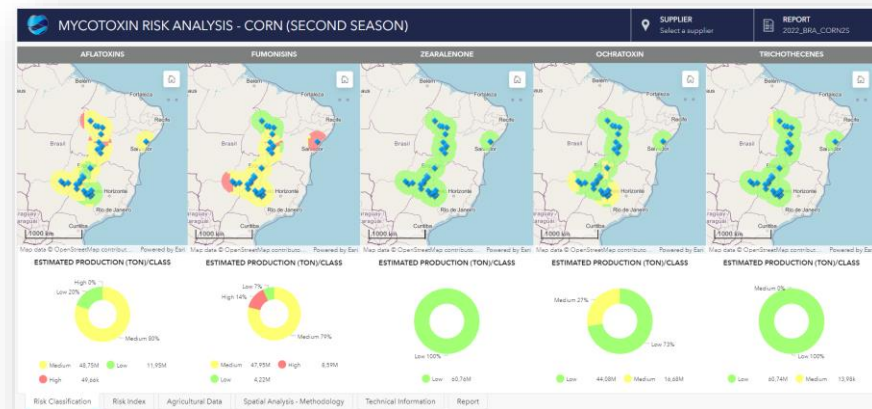


# Mycotoxins Analysis Risk - Examples





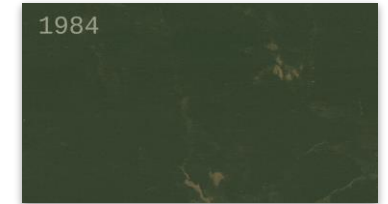
# Mycotoxins Analysis Risk - Examples



# Deforestation Detection

## What is it?

Analysis, via **remote sensing** or through the intersection of **third party data** (public or private), which seeks to identify the **total suppression of native vegetation** in an area over a **specific period**.



## What do we need?

- 📍 Location of Areas to be analyzed (Polygons)
- 📅 Analysis Period
- 🔧 Technical needs - Precision

## What we deliver?

- 📄 Report (Maps, Charts and Tables)
- 📊 Digital Database (Supression areas)
- 🖥️ Online Dashboard/WebGIS

## Key Factors

- 🎯 High Precision
- 🔄 Crossing with other layers of interest (Indigenous Lands, Protected Areas, etc.)
- 📏 Ideal process for property scale
- 🤝 Possibility of **complementary services** sales - Certification (New EUDR)

## Current Clients

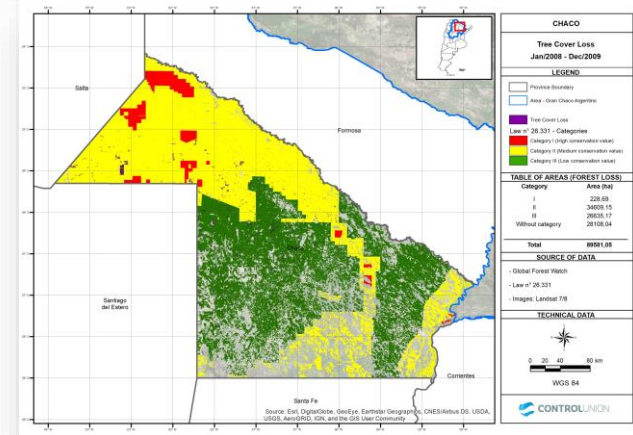
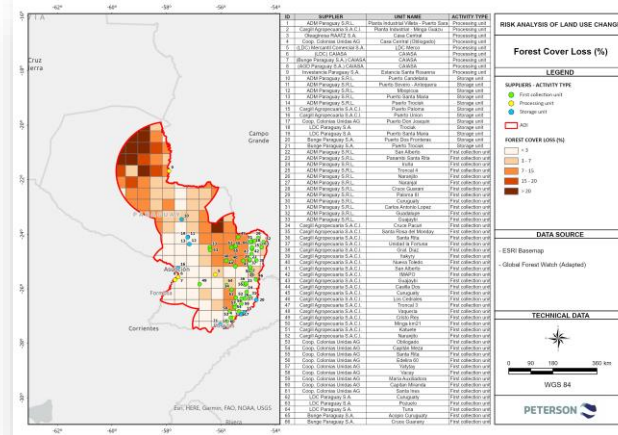
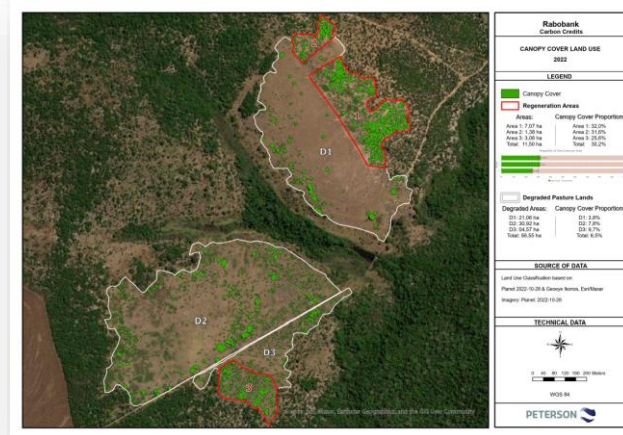
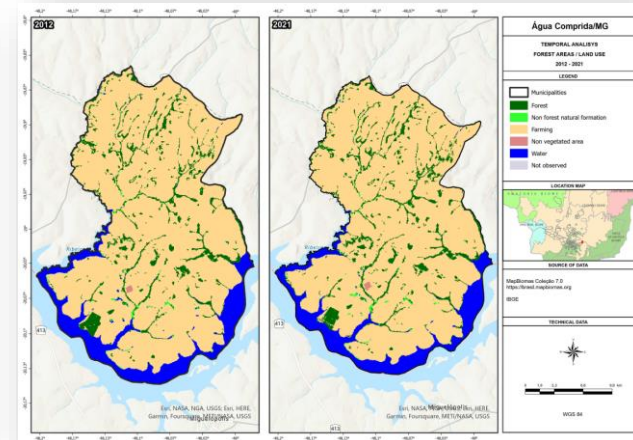
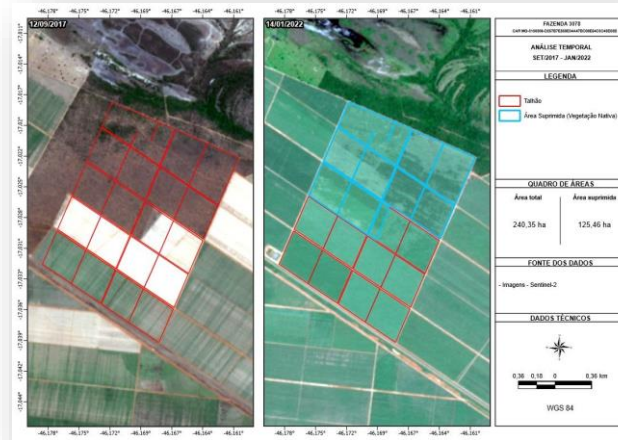
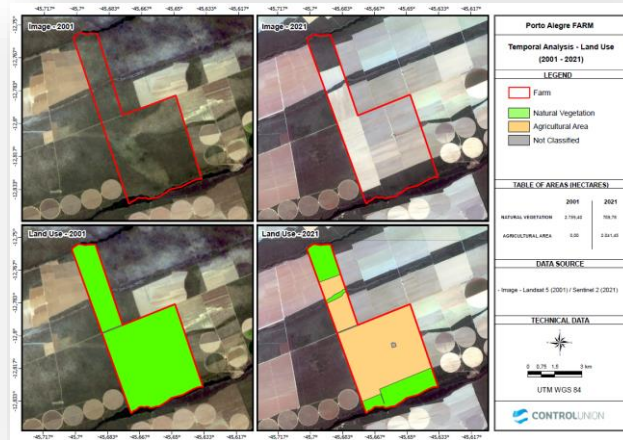


## Value (USD)

**0.07/ha\***

\*Simple two years comparison

# Deforestation Detection - Examples





**SUPPLIERS**

1.090

**SUPPL. - DEFORESTATION**

304

**TOTAL AREA (HA)**

1.421.364,9

**TOTAL DEFORESTATION (HA)**

286.612,3

**DEFORESTATION (EVENTS)/YEAR**

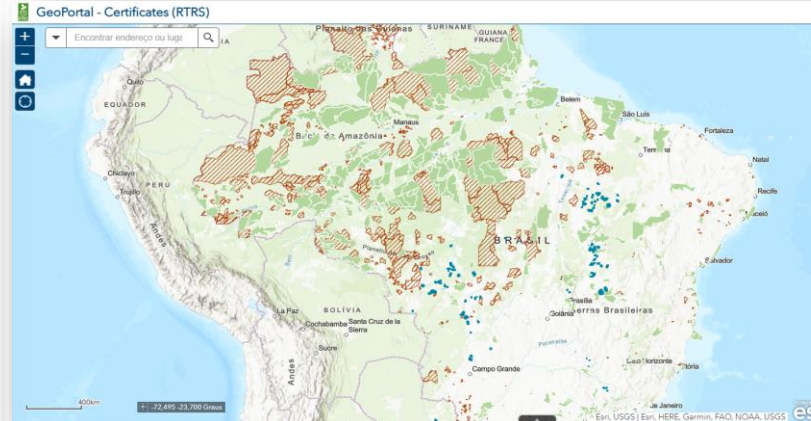
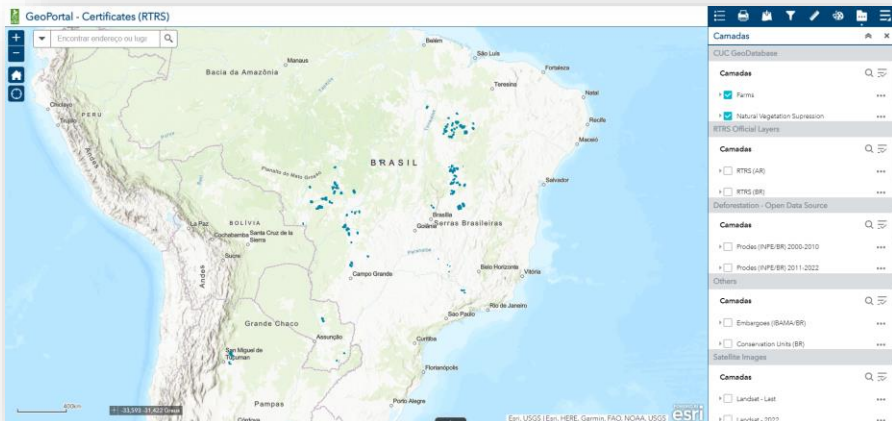
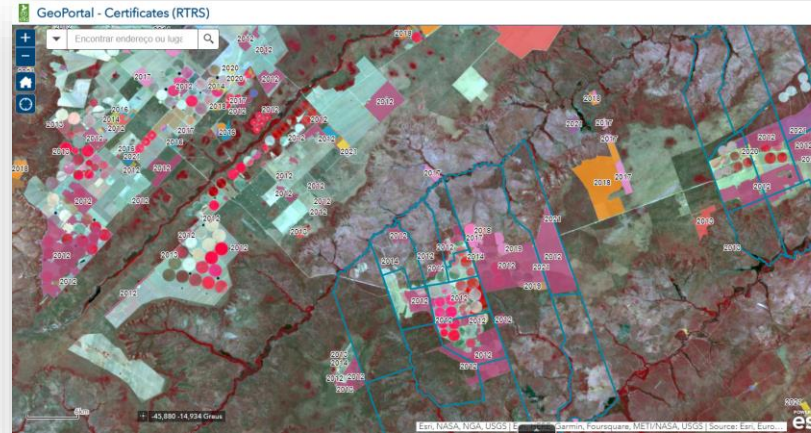
Year	Deforestation (Events)/Year
2008	68
2009	81
2010	404
2011	64
2012	322

**DEFORESTATION (HA)/YEAR**

Year	Deforestation (HA)/Year
2008	455.77
2009	5.126
2010	183.056
2011	226.70
2012	117.760

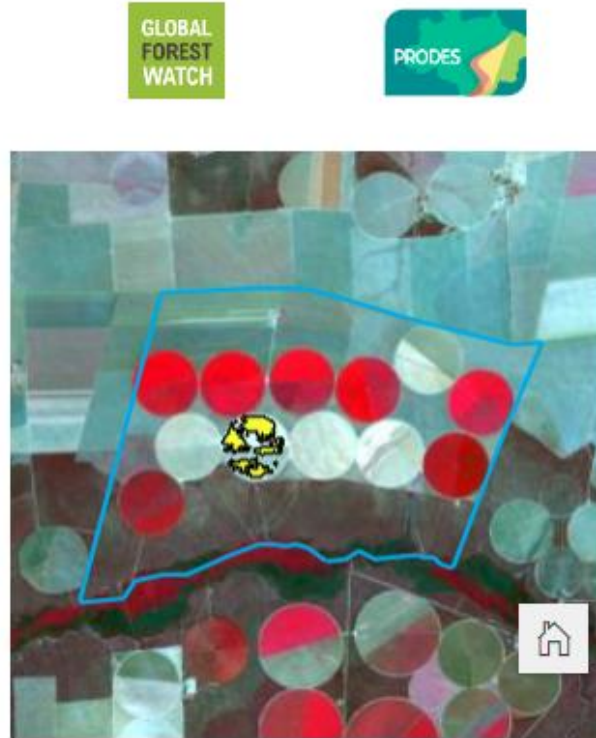
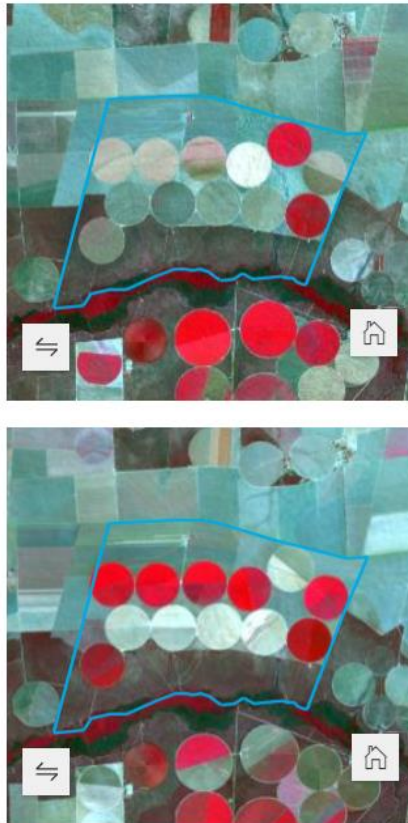
**TOTAL AREA (HA)/SUPPLIER**

**DEFORESTATION (HA)/SUPPLIER**



# Deforestation Detection - Examples

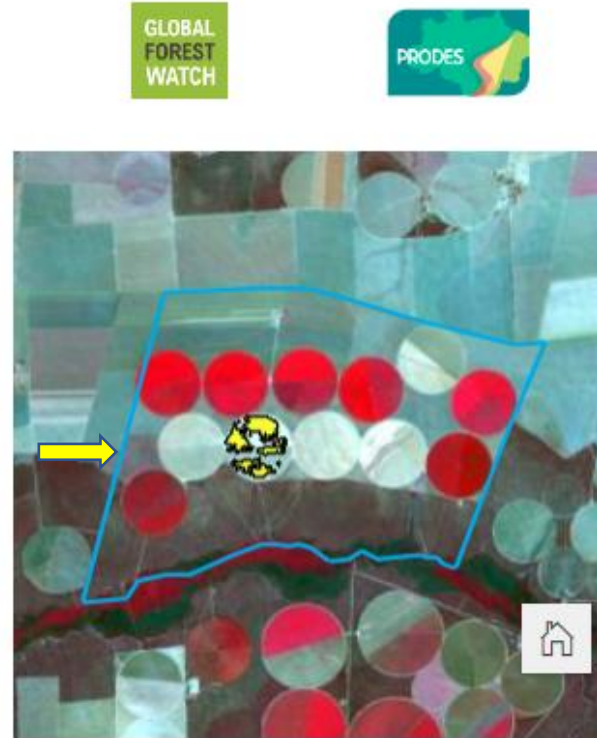
2016 X 2022





# Deforestation Detection - Examples

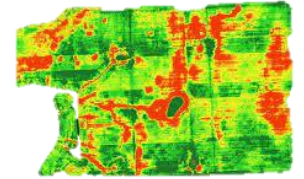
2016 X 2022



# Monitoring

## What is it?

Analysis, via **remote sensing**, of agricultural areas in **quantitative** (total area, harvested area, etc.) and **qualitative aspects** (biomass level, failures/infestations, etc.)



## What do we need?

- Farms/Plots Maps (pref. digital)
- Monitoring Frequency
- Crop type

## What we deliver?

- Report (Maps, Charts and Tables)
- Digital Database  
(Plots/Supression areas)
- Online Dashboard

## Key Factors

- Possibility of a **Customized Solution**
- Greater demand in **Collateral Area**
- It's not **Precision Agriculture**
- **Hybrid Inspections** - our differential!

## Current Clients



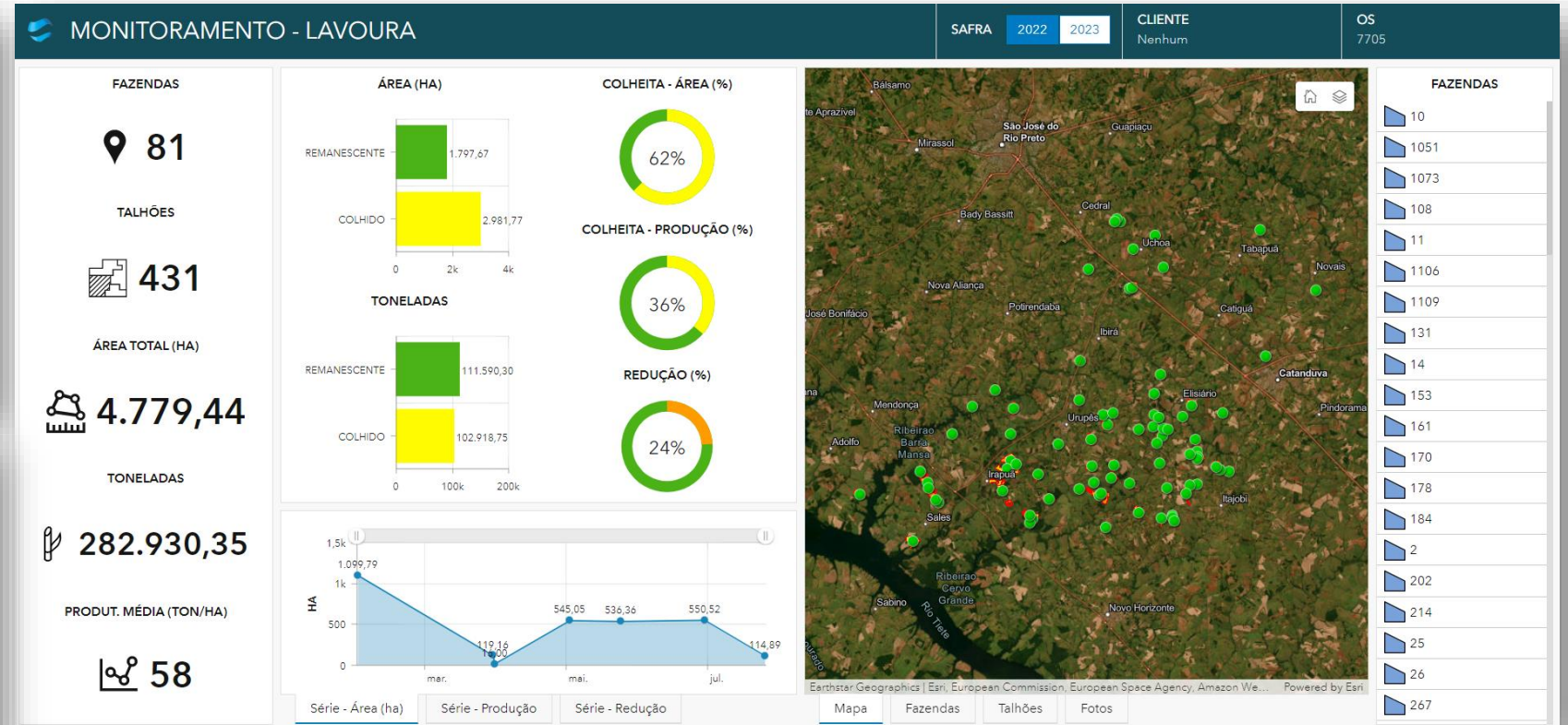
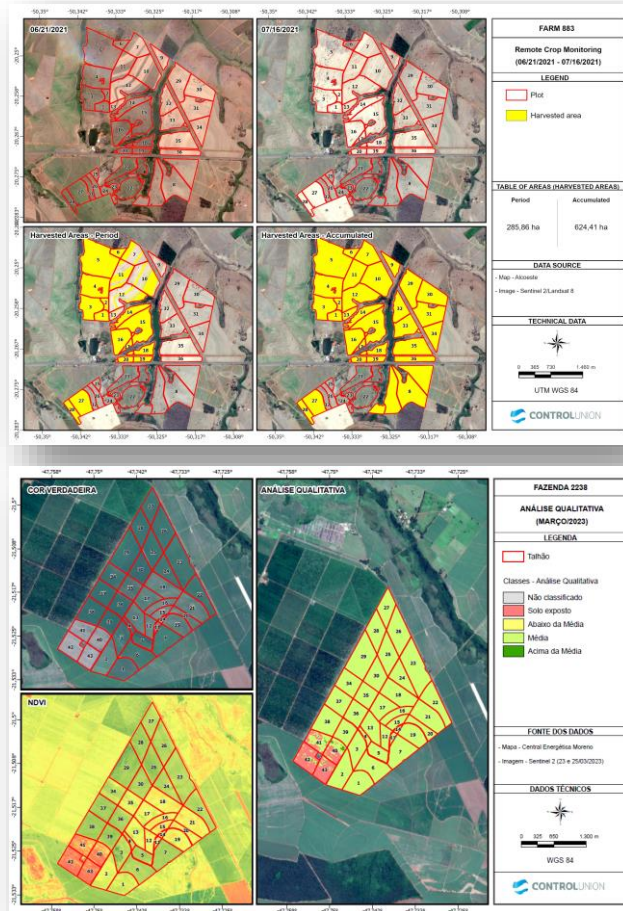
## Value (USD)

### Variable

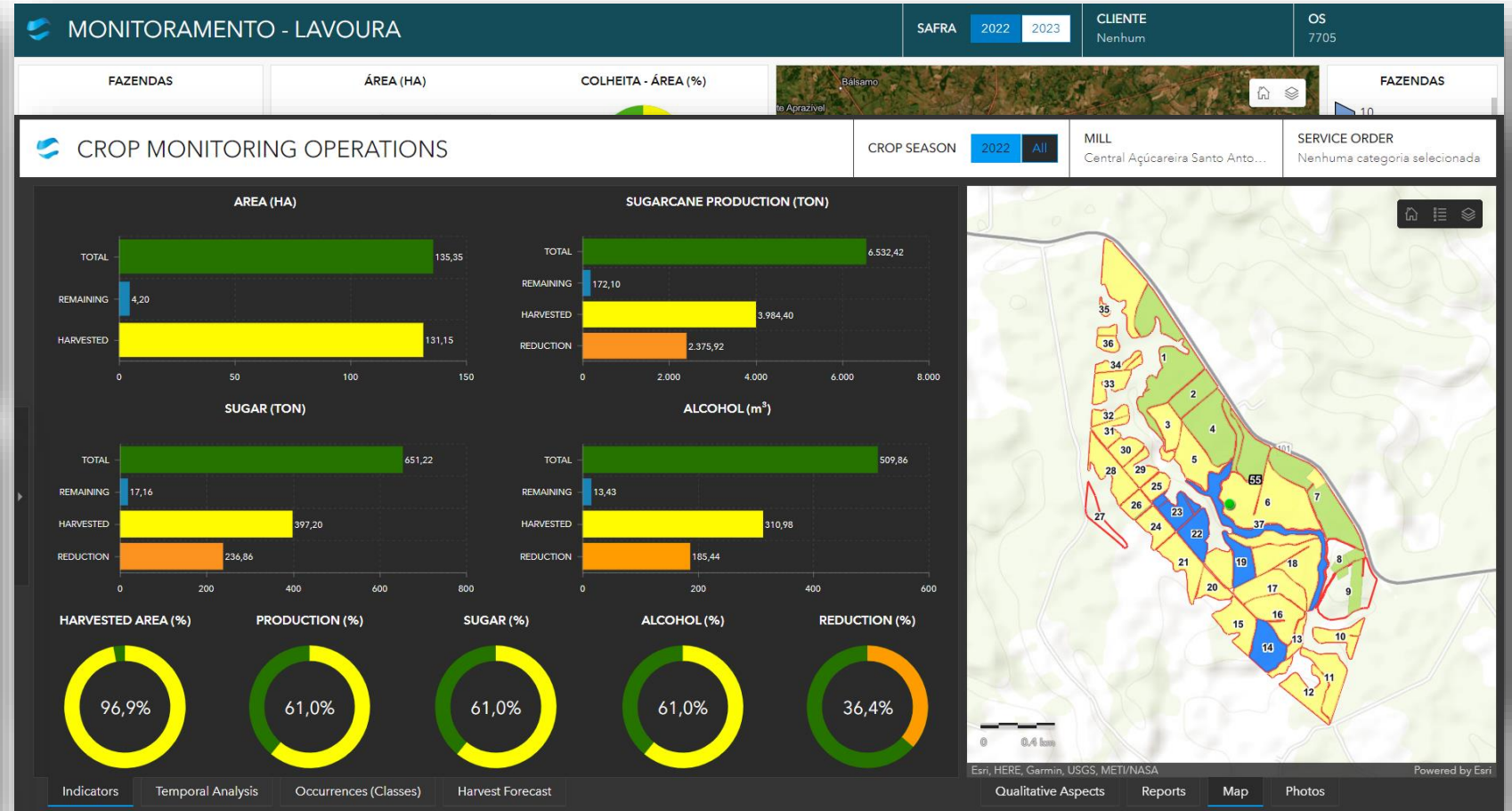
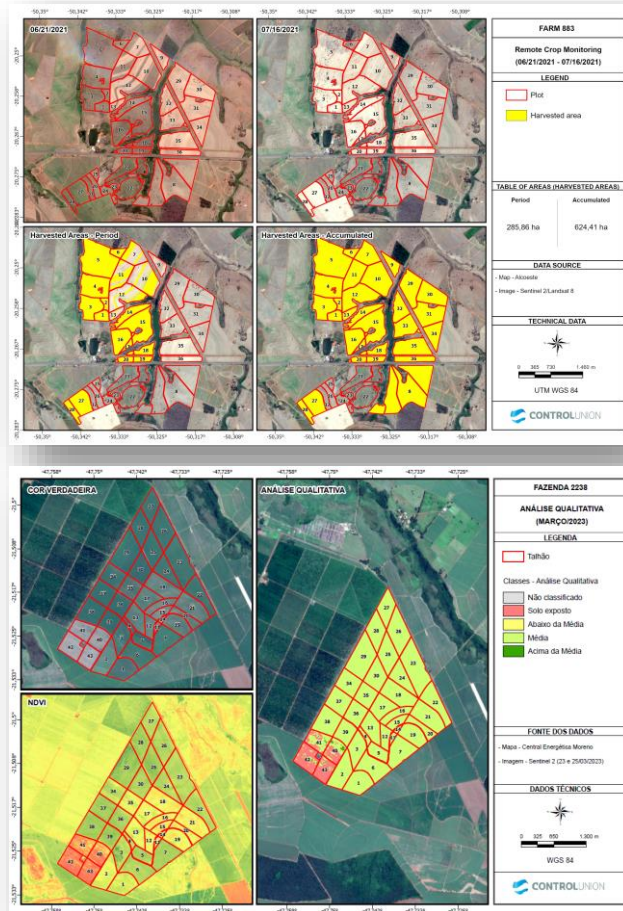
\*It depends on the type of analysis, frequency, final product, etc.



# Monitoring - Examples



# Monitoring - Examples





# FireBot

## What is it?

Tool that **identify fire spots** as quickly as possible via **remote sensing**, enabling faster and more efficient control and combat actions.



### What do we need?

- 📍 Location of Areas to be monitored (Polygons/Points)
- 📍 Buffer definition

### What we deliver?

- 📍 Online Dashboard
- 📍 Alerts (E-mail/Telegram)

### Key Factors

- 📍 Low cost
- 📍 100% automated
- 📍 Indicative of **occurrence**, not prediction
- 📍 Potential **additional service**

### Current Clients

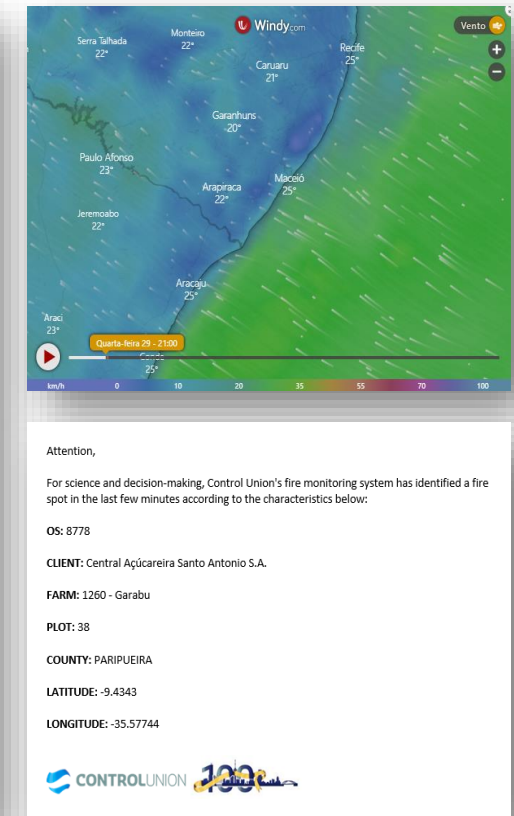
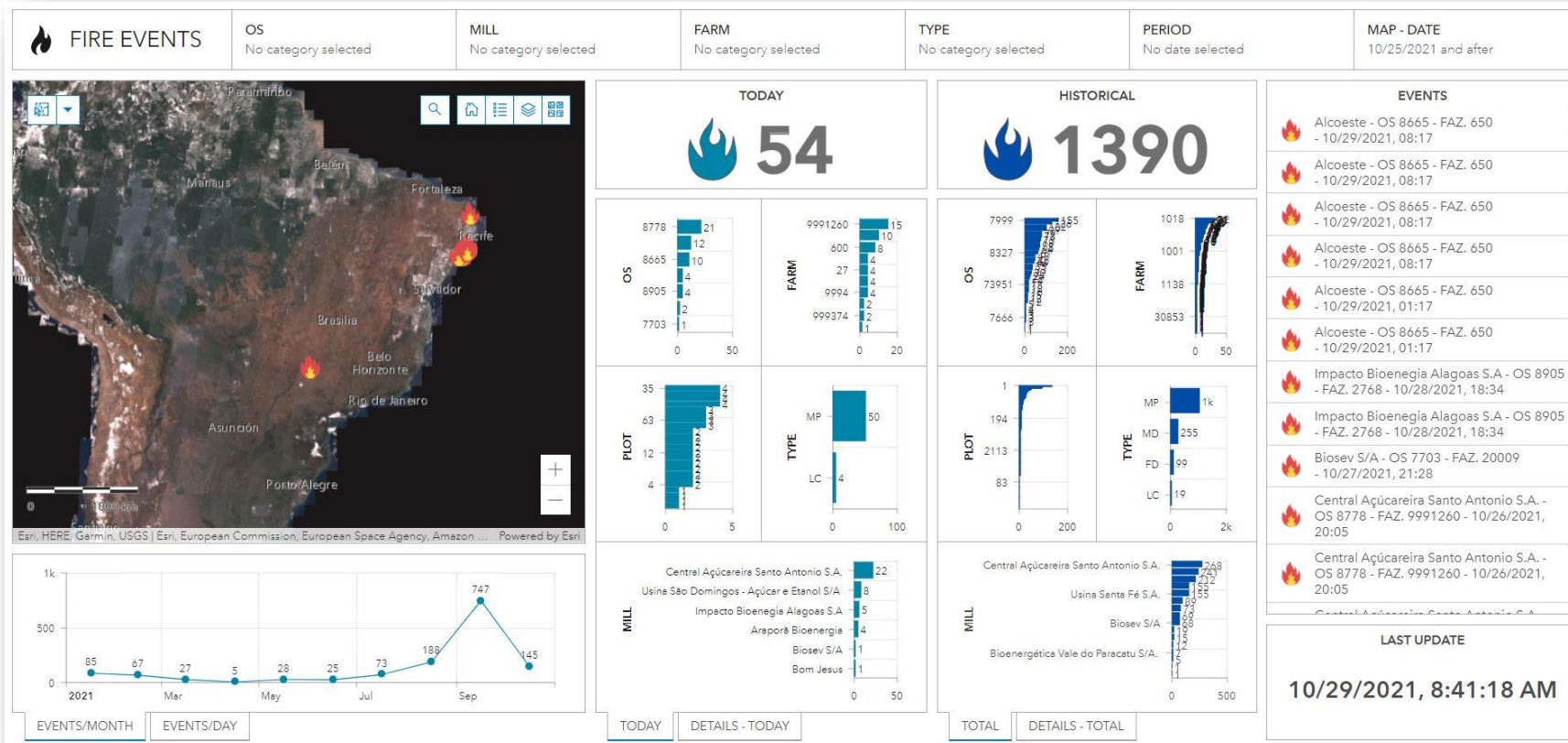


### Value (USD)

0.01/ha\*

\*Year

# FireBot - Examples



# Thank you!

For more information, please visit our website:

[www.petersontechnologies.com](http://www.petersontechnologies.com)



Want to schedule a **DEMO**?

Please Contact Us: [ptech@onepeterson.com](mailto:ptech@onepeterson.com)