

## CASE STUDY: CARTO FOR CITY DEVELOPMENT

# VIZONOMY: ASSESING CLIMATE RISK

## BUSINESS

Vizonomy, is a computer software company that evaluates risk using open data and technologies by combining various asset and hazard layers to gain insight and build tools that assist in risk management and insurance related decisions. Vizonomy harnesses data to help partners respond to disasters, plan future development, track conflict, and prepare for climate change.

Clients include organizations of all sizes: from multi-lateral development agencies, such as the Inter-American Development Bank and USAID, to startups and nonprofits like, Weather Analytics and the World Wildlife Fund.

## OPPORTUNITY

Currently, natural risk assessments and hazard mitigation plans are available to only a select number of government stakeholders, who are able to affront the costs associated with the process. As a result, few communities are able to develop a plan and thereby become eligible for federal resources should a natural disaster occur.

Whether developing a hazard mitigation plan or capital improvement project, local governments are searching for solutions that quickly allow them to plan for and mitigate against naturally occurring disasters. Asset managers from the insurance, utility, and real-estate industries are seeking to preserve their investments across longer time horizons.

Additionally, the traditional risk assessment process is built on a static model, where datasets quickly become out-of-date and new assessments cannot be developed easily without external assistance. The result is a fixed assessment usually available only through print media that does not take advantage of new web technologies.

## SOLUTION

By using CARTO, open data, and open source software, Vizonomy's Climate Risk Platform lowers the cost of a typical climate risk assessment by 80%.

## VIZONOMY

### AT A GLANCE

#### MAIN GOALS

Provide insightful risk analysis and a faster, more accurate predictions and decision making resource for better city development.

#### METHOD

An easy to use cloud-based GIS solution that uses beautiful and clear representations of climate risk across cities and follows government methods for assessing risk.

#### ACCOMPLISHMENTS

Data-driven visualizations that update in real-time to provide key analysis for insurance agencies and cities, among many other insights.

## ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

## PROFESSIONAL SERVICES

Our ecosystem of certified partners can help you define and create cost-effective custom mapping solutions based on our platform.

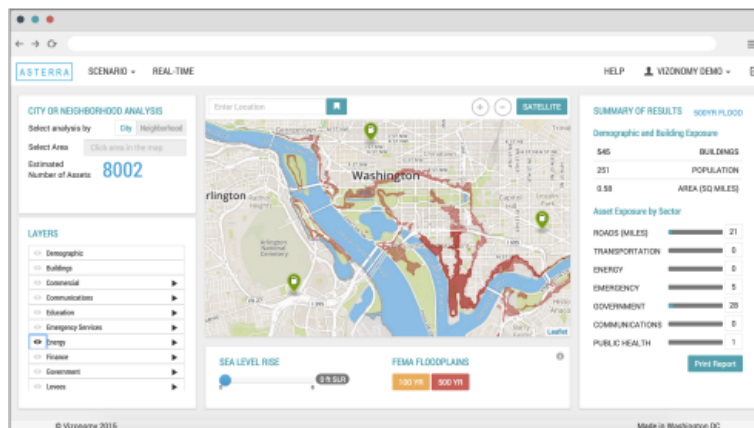
## OPEN & EXTENSIBLE

Our platform allows layering of data on any base map provider, and multiple internal and external data sources.

## COLLABORATIVE

CARTO offers multi-user licenses and allows you to create teams, define roles, and share data as well as visualizations within your company.

Vizonomy's platform uses the most up-to-date datasets found throughout government: from FEMA floodplains and NOAA sea level rise scenarios to more than 70 other layers representing buildings, schools, populations, and more — all synchronized to their source in real-time. The local resiliency officer, floodplain manager, or urban planner can then run their own customized analysis and share his results via social media or print.



## RESULTS & BENEFITS

Through Vizonomy, government officials are now able to search and aggregate data from dozens of agencies and develop unlimited customizable assessments — all without the need for costly consultants. The result is 100s of hours and 1000s of dollars saved. CARTO's spatial infrastructure rests at the heart of Vizonomy's Climate Risk Platform, as a result making the process easy for local officials to upload their data and develop compelling visualizations.

"Vizonomy brings Resiliency 2.0 to San Mateo County, and soon to other counties and cities in the [San Francisco] Bay Area. We can quickly understand our hazard risk and react accordingly by delivering resources where it is needed the most." Kelly Malinowski, California State Coastal Conservancy.

## CARTO'S ENTERPRISE PLATFORM

Our enterprise architecture and on-premises implementation ensures that your data is private and protected, meeting the demanding requirements of your business teams. Our platform offers a flexible and robust location intelligence solution that provides easy integration with your existing and third party big data sources.

For more information visit <https://carto.com/enterprise/> or contact [sales@carto.com](mailto:sales@carto.com).