



CARTODB

Geospatial database on the cloud

C

← Trees fallen during Sandy | ADD TAGS

Trees that fall down because of Sandy. Data from NYC Open Data and OpenStreetMaps

Table Map view

Basemap
Color: #edebef

clear this sql view

+ - 12

62 HESTER STREET

Google

Entire Tree Has Fallen Down

2216

POWERED BY CARTODB

Add layer

table 2012

view of table_2012

SQL

Visualiz

Marker

Marker

Compo

Label T

new york

view of new_york

new york

view of new_york

Make sense of your location data

Generate reports, data visualisations & powerful interactive mapping solutions

The explosion of location aware technologies and digital mapping tools has transformed how organisations & individuals interact with geography.

Everything happens somewhere.. Turn your location data into insights, into action with **CartoDB**

What we will cover today

Introducing CartoDB

CartoDB Use Case examples

CartoDB Platform & CartoDB Editor

Live DEMO

Enterprise features

Additional resources

Introducing CartoDB

The next generation dynamic analysis and mapping engine in the cloud.

CartoDB enables you to easily upload your data, add 3rd party data, analyse and visualise it in beautiful interactive maps
Our feature-rich platform meets cross sector needs in mapping, complex data analysis and visualisation.

Companies who trust in us

Public Sector, Academic & NGOs



BARCELONA



• • •

Companies who trust in us

Media and Corporations



Los Angeles Times



theguardian

WALL STREET JOURNAL

Deloitte.

BBVA

Newsweek



• • •



Mapping apps
Data Products
Reports

CartoDB Editor
Mapping authoring
tool.

We are a cloud
based mapping
platform

3rd Party Data
Your Enterprise
Data

CartoDB
Platform
CartoDB APIs, SaaS
Mapping platform.



Twitter visualizes their data for PR purposes showing how their users react to events globally.

WALL STREET JOURNAL

WSJ relies on CartoDB for real-time mapping and storytelling, allowing journalists to create beautiful maps and develop bigger projects like elections.

THE WALL STREET JOURNAL.

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TODAY'S EDITION Tuesday, May 28, 2013 As of 11:41 PM CEST

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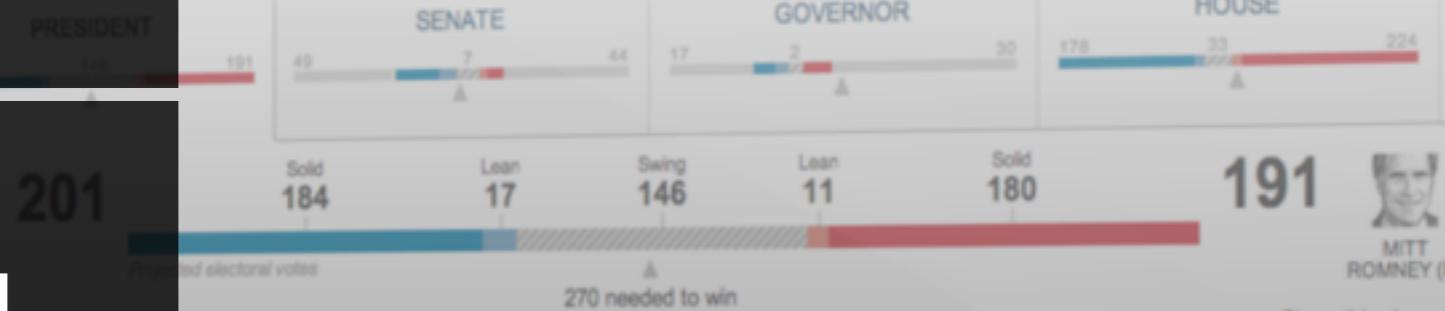
ELECTION 2012 FOLLOW WSJ ELECTION COVERAGE: [Facebook](#) [Twitter](#)

TEST NEWS WASHINGTON WIRE RACES VIDEO POLLS MAPS FINANCE

SUBSCRIBE NOW FOR FULL ELECTION COVERAGE »

State of the Race

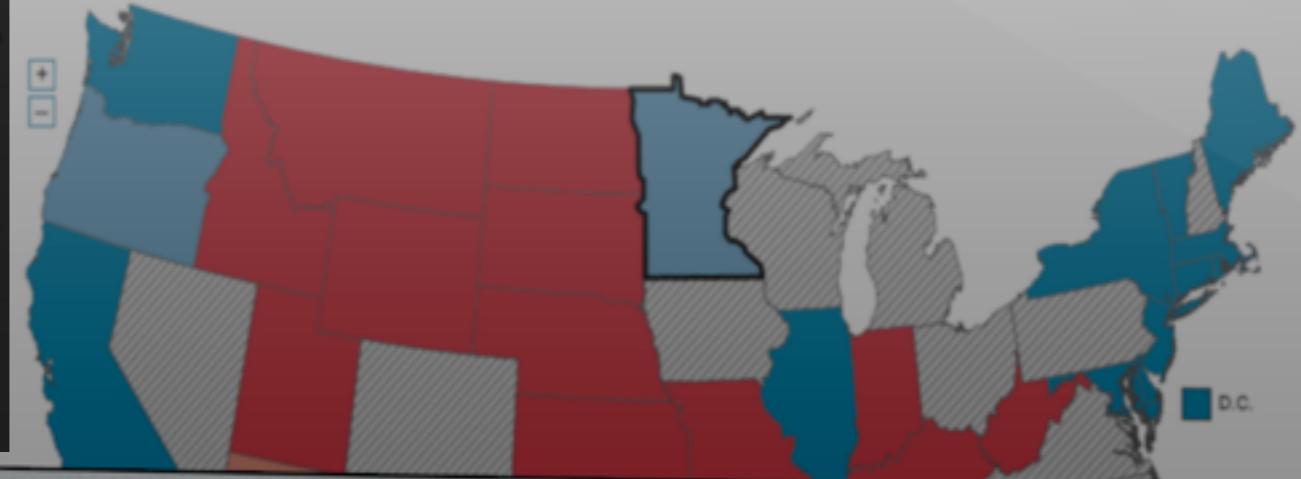
In 2012's "economy election," voters will make their choices based on their local unemployment rates, gasoline prices and other key measures of the quality of daily life. Use WSJ's interactive map to browse economic data by state and county and review state vote projections. Alternatively, draw your own map and share it on Twitter.



MITT ROMNEY (R)

Share this view:

[Like](#) [Tweet](#)



MacBook Air

CARBON CALCULATOR
a joint product of The CBD Secretariat, LifeWeb and UNEP-WCMC

ABOUT SHARE THIS REPORT

AOI #1
1135432 km²

SUMMARY

2 polygons. Add another?

4

CARBON 383,596,290 T

Algeria	352,971,462 T
Mauritania	178,210 T
Morocco	30,446,618 T

C. SEQ. 84,930,779 T

COVERED BY PAs	0 %
Overlapping with 12 Protected Area(s)	
COVERED BY KBAs	0 %
Overlapping with 1 Key Biodiversity Area(s)	

FOREST RESTORATION POTENTIAL

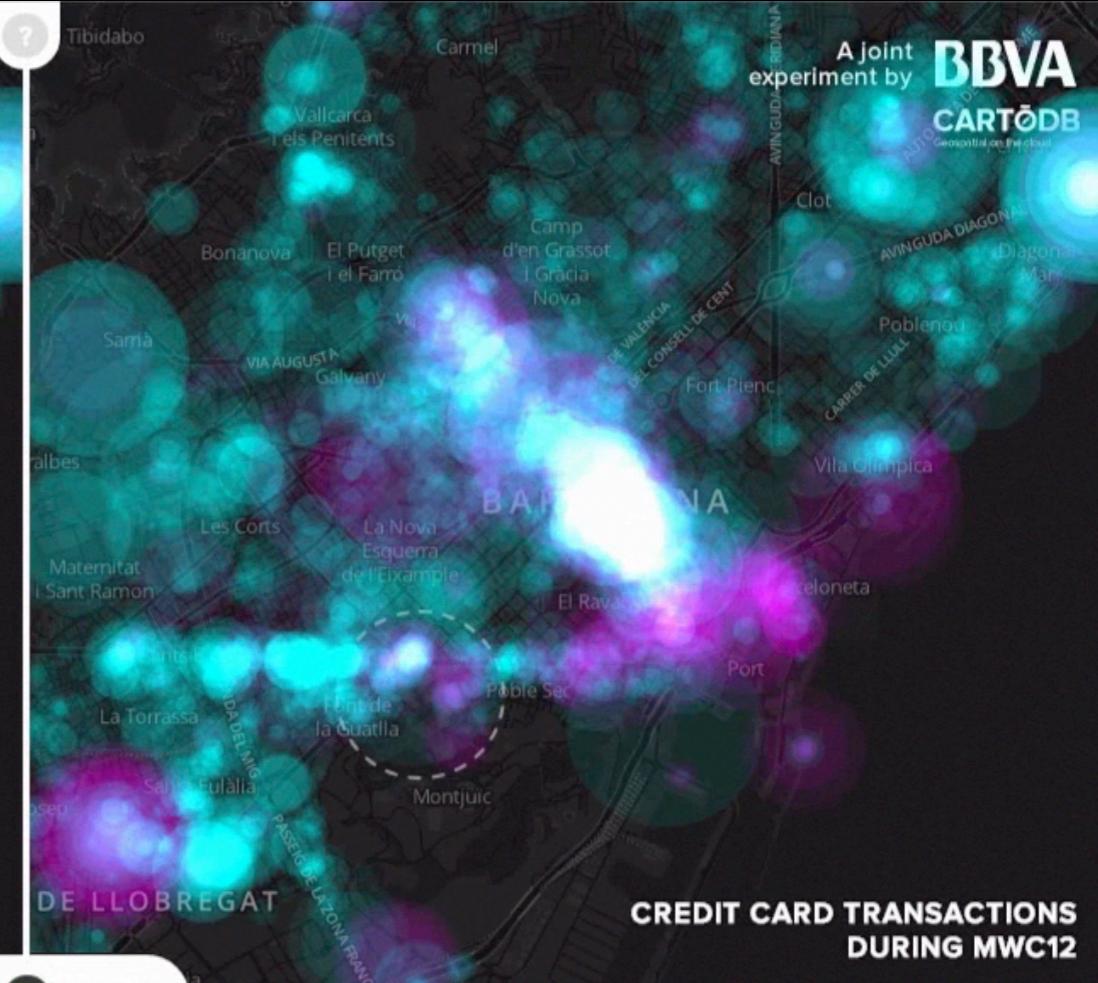
WIDE-SCALE	MOSAIC	REMOTE	NONE
0%	6%	0%	85%

MacBook Pro

UN Agencies use the infrastructure to create data product websites making use of powerful geoprocessing analysis for interactive reports.

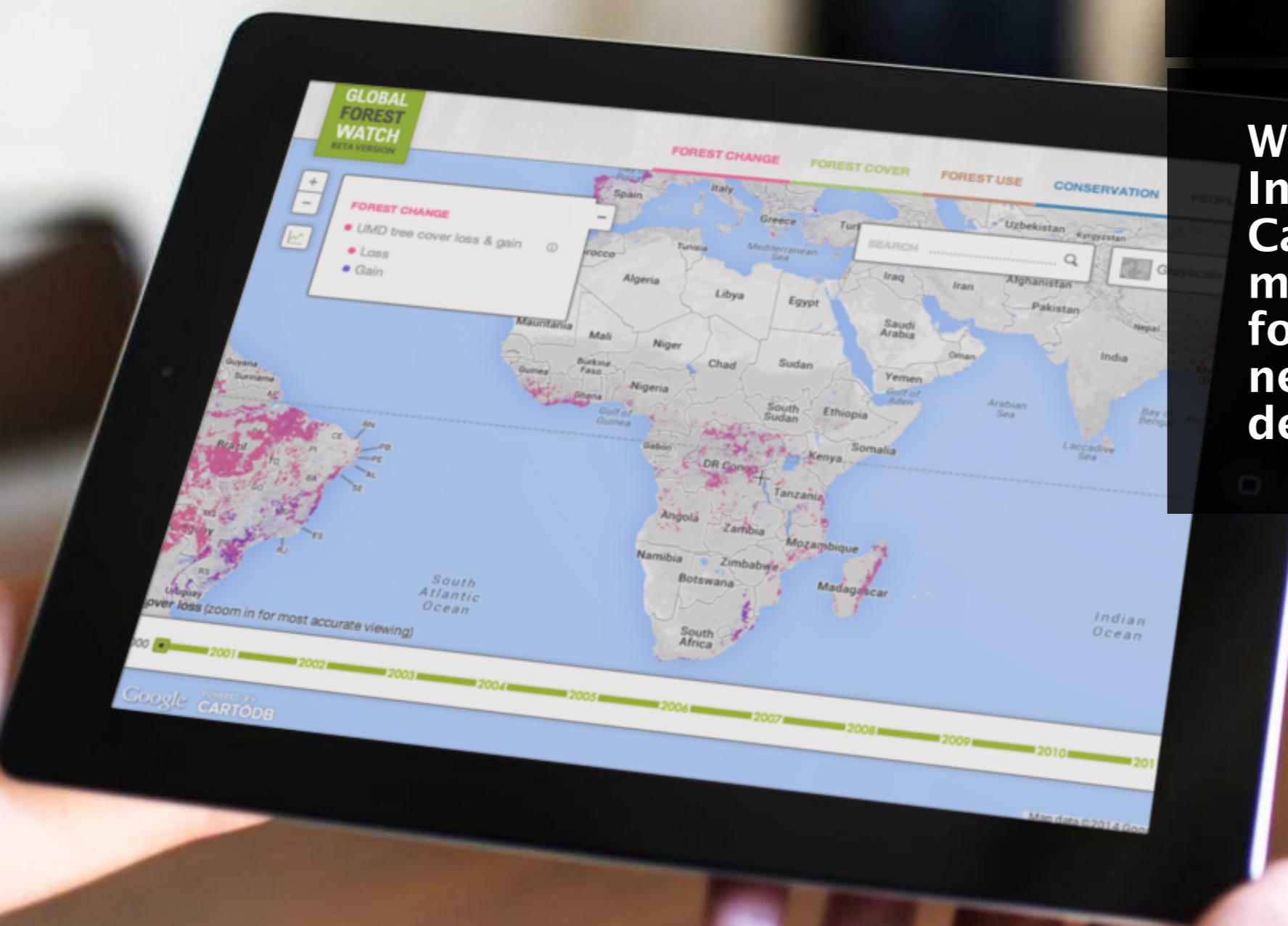
BBVA

2nd largest bank
in Spain makes use
of CartoDB to
analyse and
visualize credit
card transactions
published and
commercialise
those on an
interactive app.





World Resources Institute uses CartoDB as the mapping platform for their website on near real-time deforestation.



Vertical use cases

Financial services

City Economic temperature – Transactions info for retailers
– Optimise branch distribution – Analyse markets for targeted marketing

Public sector

Public awareness data products – Situation rooms – Asset management – Delivery of public services

Media

Election maps – Interactive stories – Data journalism – Social media listening tools

Utilities & Telcos

Grid management – Coverage maps – Water management services – Network planning – Customer location intelligence

Tech/Startups

Online maps integration – PR actions based on user behaviour – Map your customers – Mobile apps – Location data visualization tool for enterprise BI tools

NGOs/Academic

Data-driven PR – Interactive stories – Track and identify key hotspots – On-site campaigns and project management.

CartoDB offering

CartoDB Editor.

Mapping authoring tool for enterprises.

We offer business users an easy-to-use mapping tool, so they can replace their current GIS departments.

Our platform provides an optimal learning curve on mapping software, enabling 1st-time users to create maps, yet enabling powerful GIS analysis with SQL and CartoCSS.

CartoDB aims to become the standard tool for mapping in any department of any enterprise.

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CartoDB Editor DEMO

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options SHARE

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2216

POWERED BY CARTODB

Add layer

3 table 2012 entire tree down co... view of table_2012_entire_tree_down_complaints_sandy

SQL

Visualization wizard

SIMPLE CLUSTER CHOROPLETH CAT

Marker Fill 5 IMG 0.9

Marker Stroke 0.3 0.3

Composite operation None

Label Text None

2 new york osm line view of new_york_osm_line

1 new york osm polygon view of new_york_osm_polygon

MAIN DIFFERENTIATORS

Anybody in your organisation can do maps.

Manage your data on the cloud

Upload csv, xls, enterprise databases...

Share internally or with the whole world

MAIN DIFFERENTIATORS

Real-time and time based visualisations.

Maps update on real time

Scalable to millions of visitors

Handle as much data as needed

Animate maps over time

Analyse changes in big data with temporal context

MAIN DIFFERENTIATORS

Analyse your data while visualising and find relationships.

Powerful Geospatial SQL for advance queries

Merge different datasets and find relationships

Use multiple layers

CartoDB Platform.

Next generation mapping platform for big data.

Our technology breaks the map publishing paradigm enabling **real time updates** of maps as data changes.

CartoDB can visualise large datasets by processing data on the cloud and optimising the delivery for any device.

Organisations use CartoDB to develop custom geospatial applications.

CartoDB provides a powerful framework for the development of Enterprise Data Products and for next generation map based interfaces.

YOUR APPS

Integrate maps in your applications using our APIs

CARTODB EDITOR

Create and share dashboards, reports and insights.

CARTODB PLATFORM

Engines

Geocoding.
Geospatial analysis.
Geo-enrichment tools.
Temporal maps.
Real-time maps.

Visualization capabilities

Choropleth maps.
Heatmaps.
Any base layer.
CartoCSS map design.
Works on mobile.

Data Management

Users and roles.
Quota management.
Privacy settings.

FILES

Any standard format supported

APIs

Automatically sync from CartoDB.

DATABASES

Connectors available.

DATA SOURCES

Social networks data, demographic data,...

OUR APIs

CartoDB.js

This Javascript library is the main tool to extend your existing visualizations or create new ones from within your website. All from the client, not backend needed.

OUR APIs

SQL API

Lets you perform queries and retrieve your data. It also lets you authenticate with your account so you can write, update, and delete data programmatically, or import it.

Further resources
cartodb.com

Further resources

Maps Gallery

Documentation

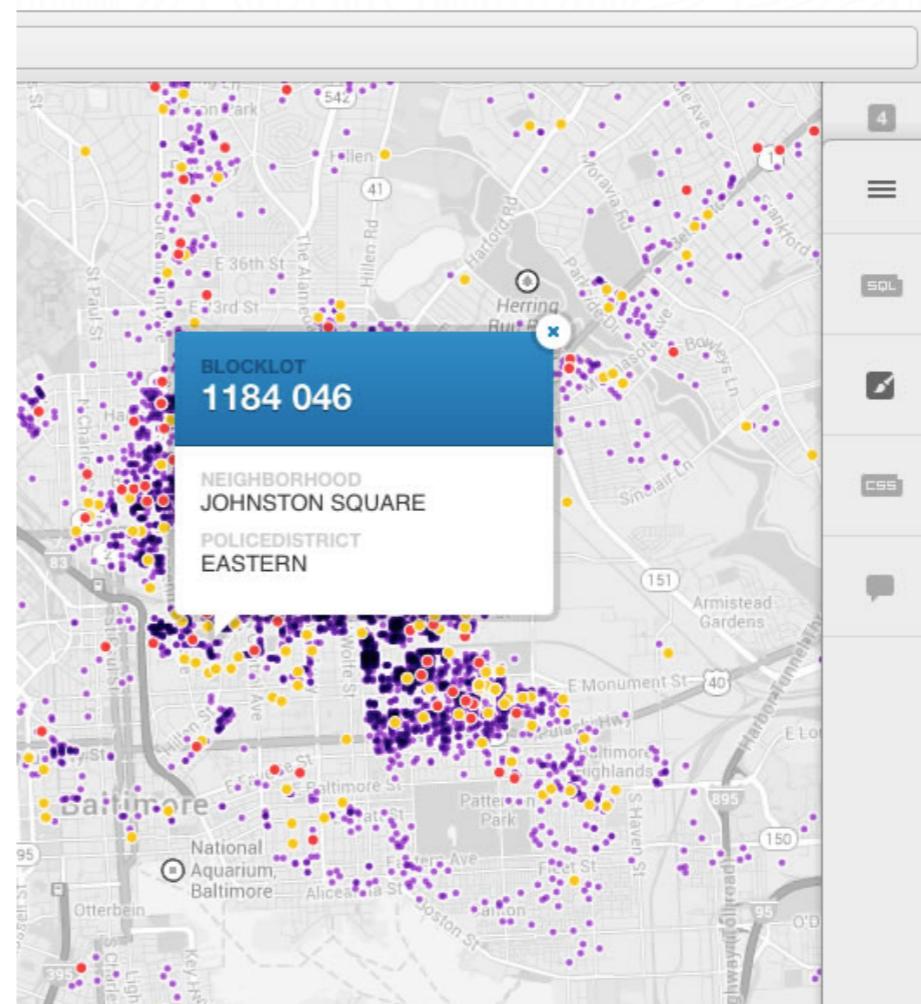
Tutorials

Map Academy

Verticals & Use Cases

Create amazing maps with you

A cloud-based solution for all your mapping nee



- The simplest data import and analysis tools allow you to create visualizations quickly and easily.
- Make sense of your data with powerful geospatial tools to power your business decisions.
- Create the most beautiful maps and share them online with the web with our easy-to-use tools.
- Share your visualizations with your team or publish them directly to the web.
- Integrate maps and data visualizations directly into your web applications.

TRY IT FOR FREE

Questions?

Any further requests, just write us at

sales@cartodb.com

Sign up for free and try it out!



CARTÓDB

Geospatial database on the cloud

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