

# Importance and Challenges of Location Intelligence in Corona Pandemic

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## SUMMARY

The year 2020 will be remembered especially on the worldwide corona pandemic which has had a huge impact on the way we think, our priorities, the way we work, the way we collaborate and much more. As well it has changed the importance of location intelligence enormously. Previously location data and tools has been important for example in the background of many business decisions. But the pandemic changed all this permanently and location intelligence revealed its power and it has proved to be not just important but even crucial in the unstable and uncertain world. Location intelligence is essential in integrating data sets from many sources and its special power is in the human understandable visualisations, location analytics and turning information to knowledge.

We have done COVID-19 data researches and practical work with open COVID-19 and other statistical data sets, map visualisations and location analytics both locally in Finland and world wide on country and state level.

In our presentation we will share our main findings on the impact and meaning of availability of data embedded with location, its quality and interfaces, tools and collaboration both at local and international scales. We will also review the lessons we have learned, how the processes, data, and API interfaces could be developed in the future to be even more ready to tackle new unpredictable challenges. We will also share our thoughts how limited number of spatial IT professionals and organisations in the future could help the other business and public organisations which could benefit the most on the possibilities of location intelligence.