PRESS RELEASE

ESRI INDONESIA LAUNCHES THE FIRST GEOINNOVATION CHALLENGE
Innovative geospatial solutions to help the economy recover in the pandemic era

Jakarta, 15 October 2020 --- Esri Indonesia today announced the country's first GeoInnovation Challenge, a competition that aims to explore and promote the ground-breaking geospatial solutions helping our local industries adapt and embrace "the new normal".

With the theme "Geo-enabling data driven decisions in the face of the new normal" Esri Indonesia is inviting the country's growing geospatial community to showcase the forward-thinking solutions designed to address problems in industries driving the country's economic recovery.

According to Esri Indonesia CEO Dr. Achmad Istamar, while geospatial technology has been at the heart of COVID-19 response efforts globally, it is also now proving to be essential in helping organisations plan for business continuity and recovery.

Beyond visualising data on a dynamic map, the technology enables users to better harness the potential of Industry 4.0 technologies such as IoT, AI and Machine learning. This capability allows organisations to make well-informed decisions – from improving business operations, to optimising resources and building resilience

"Around the world we are seeing companies embracing geospatial technology to help them meet work demands with a reduced workforce, monitoring their safety and improving business continuity in the face of a recession. We're seeing the need for rapidly-deployable mobile applications that helps business owners understand how their facilities and operations are being impacted by COVID-19," Dr. Istamar said.

"Locally, the geospatial initiatives of Indo Global Mandiri University in Pekanbaru and University of Gajah Mada in Yogjakarta are excellent examples of how organisations could empower the man on the street to play their part in the fight against COVID-19."

"Looking back at history, periods of adversity have always birthed major innovation milestones. Having seen the transformative work done by the geospatial community, we are excited to see how they test the bounds of what geospatial technology can do to solve some our current problems, for which there are no traditional solutions," Dr. Istamar said.

Submissions for the GeoInnovation Award Challenge is open from 30 September to 20 November.

The judges of the GeoInnovation Challenge competition include:
- Dr. Achmad Istamar, CEO, Esri Indonesia
- Canserina Kurnia, Senior Solution Engineer, Esri Inc.
- Prof. Hasanuddin Zainal Abidin, Professor in Geodesy, Institute of Technology Bandung

Several winners based on the following categories will be announced on 21 December:
- One GeoInnovation Award winner (the higest scores across industries).
- Six GeoInnovation Award winners for industry/sectors: GeoAI, Advanced Analytsics, Commercials, Plantation & Foresty, Oil & Gas and Mining.
- Special Forward Thinker/Spatial Thinker.
- Most voted winner (will use an online campaign for public votes through Esri Indonesia website)

The GeoInnovation Awardee team will receive reputation building media coverage and a prestigious trophy. On awarding event, the first place (GeoInnovation Award) winner will have a presentation slot to showcase their winning project. In addition, all finalist will receive an ArcGIS for Personal Use Licence, Certificates and gifts from Esri Indonesia.

For more information on the Esri GeoInnovation Challenge 2and to submit your paper, visit our official webpage at esriindonesia.co.id/geo-innovation-challenge-2020

About Esri
Esri, the global market leader in geographic information system (GIS) software, location intelligence, and mapping helps customers unlock the full potential of data to improve operational and business results. Founded in 1969, Esri software is deployed in more than 350,000 organizations including 90 of the Fortune 100 companies, all 50 state governments, more than half of all counties (large and small), and 87 of the Forbes Top 100 Colleges in the U.S., as well as all 15 Executive Departments of the U.S. Government and dozens of independent agencies. With its pioneering commitment to geospatial information technology, Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and advanced analytics. Visit us at esriindonesia.com

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