

EO4Belmap ARTES Business Applications & Space Solutions (1/2)



Enhancement of Belgian 3D building database using AI analysis of satellite data

- Additional sales and impacts generated across a wide range of economic sectors (insurance, utilities, telecom, energy)



Project overview

- The lack of consistent building and address data in Belgium prevents private entities accessing accurate building information, hindering decision-making in various industries
- GIM has extended its Geo Digital Twin product with advanced capabilities to provide a single source of geospatial data, enabling insights not available in open data
- Developed four new modules using AI techniques applied to EO data to detect changes faster and enlarge data content



"The EO4Belmap project has been crucial to enlarge to scope of the Belmap product and its customer base"

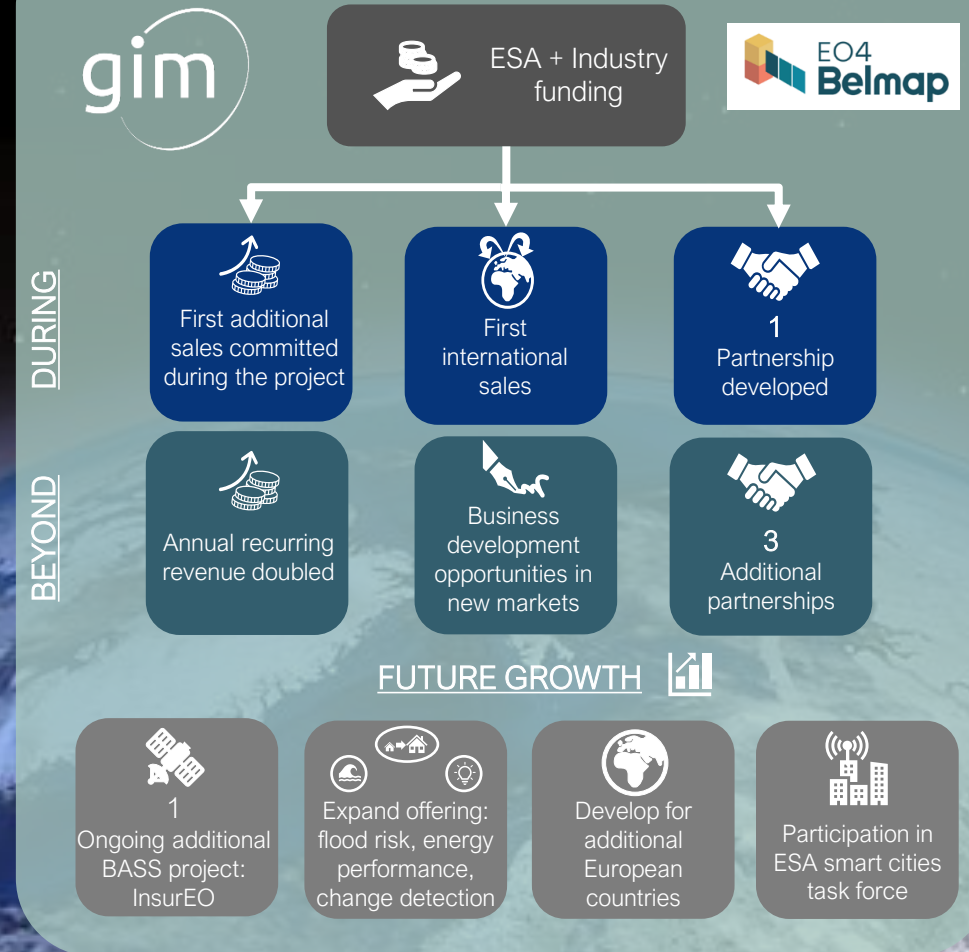
Steven Smolders, CTO, GIM

Benefits

- Quick and easy access to property insights for risk assessment via a centralised, user-friendly data hub across multiple industries
- Improves operational efficiency and reduces costs by minimising mistakes, optimising resource allocation and enhancing scalability for customers
- Supports the energy transition by facilitating site selection for solar panels, geothermal energy, renovations, and urban heat networks
- Multiple use cases across key sectors (Insurance, Utilities & Telecom, and Energy), including broadband infrastructure rollout and identifying sustainable and climate-related risks in property portfolios



Project success



THEMATIC AREA

INFRASTRUCTURE & SMART CITIES



→ THE EUROPEAN SPACE AGENCY

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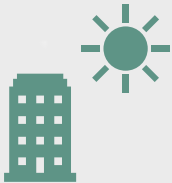
- Green-energy supplier expands client base using EO4Belmap



Customer need

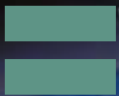
A green energy supplier in Belgium seeks to identify optimal rooftops for solar power generation to increase renewable energy adoption

With studies showing only 8% of rooftops in Flanders have solar panels, there is clear potential for expansion



Solution

A module developed in EO4Belmap enables customer to quickly identify available rooftops, streamlining the process of targeting potential clients



Impact

- ✓ Expand client base
- ✓ Maximise green energy use
- ✓ Increase sales

"Thanks to the completeness, granularity, modularity and area coverage of Belmap, we identify and target our ideal customers in just a few clicks."

CEO, green energy company

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- Using insights from Belmap to effectively target energy customers



Energy supplier: a few years of use

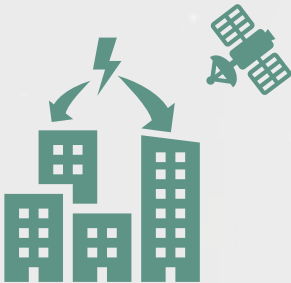
Customer need

An energy supplier values insights into buildings, their surroundings, and the households living in them



Solution

By transforming and analysing Belmap data, utilities gains a better understanding of energy consumption, informing their marketing and sales efforts to target customers effectively



Impact

- ✓ Enables upselling and cross-selling
- ✓ Generates leads for sales
- ✓ More optimised marketing spending
- ✓ Improved sales

Customer impact

Productivity



Satisfaction



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EO4Belmap ARTES Business Applications & Space Solutions (2/2)



- Accurate address information improves delivery efficiency for postal service

Delivery Services: 5 years of usage

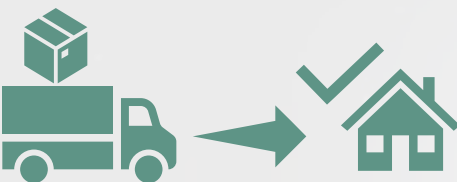
Customer need

Public sources contain **address mistakes**, and there are often delays in the addition of new roads



Solution

Belmap provides reliable means of obtaining **correct addresses**, with a mechanism for easily correcting address mistakes to continuously improve the system.



Impact

- ✓ Faster delivery times and reduced manual corrections
- ✓ Better route planning: reduces the environmental impact of deliveries
- ✓ Accurate selection of drop-off points
- ✓ Time savings to offer better quality of service

Customer impact

Productivity



Cost savings



Revenue



Environmental



Satisfaction



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