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## Will too much data hurt the drone industry?

In a world where we are constantly inundated with excessive data, it leads to questions on how drones can avoid the same fate. Where drone data will fit best in this ecosystem and how we can make sense of its best use for impact. More useless data will not lead to better outcomes. Using drones effectively to create information and insights is where the industry must focus. It is on us to limit the default practice of excessive, non-impactful data collection. We need to target drone data capture to address the most applicable challenges where drones stand out. Matching the need with the know-how is critical. Statistics of unused data from the enterprise show the uselessness of data is when it is raw and unprocessed. The key is that you have to start with the enterprise need, understand the workflows associated with it to then determine what data you need to capture and how you turn that into an answer and then how do you best. Then how do we as an industry work in parallel to build systems that take this into account and push the value of the technology to where it needs to be to make a difference at scale with enterprises that are already inundated with data. We as an industry are also moving down a linear path to promote widespread adoption of this technology but end up proliferating just tons of useless information that will then inhibit the drone industry to display its full potential because users will be unable to drill down to what data they actually need, to be successful.

## Biography

Jason San Souci has been working for almost 14 years in research and development, remote sensing use case analysis, GIS workflow optimization and custom application training. He has managed the growth and operations of four commercial geospatial technology companies building solutions for many vertical markets including agriculture, utilities, insurance, forestry, mining, renewable energy and disaster response.

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## Notes: