

living planet symposium

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TAKING THE PULSE
OF OUR PLANET FROM SPACE



From Earth Observation To Earth Intelligence

Giovanni Sylos Labini
Planetek Italia CEO

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The EO industry is in a Perfect Storm

The growing digital component of EO has a substantial impact on the downstream segment of the value chain:

- ❑ The commoditization of data (Space Data included)
- ❑ The lowering cost of HPC
- ❑ The growing onboard processing capabilities
- ❑ The shift from the human user to the machine user.
- ❑ The Digital Transformation of Several Industries



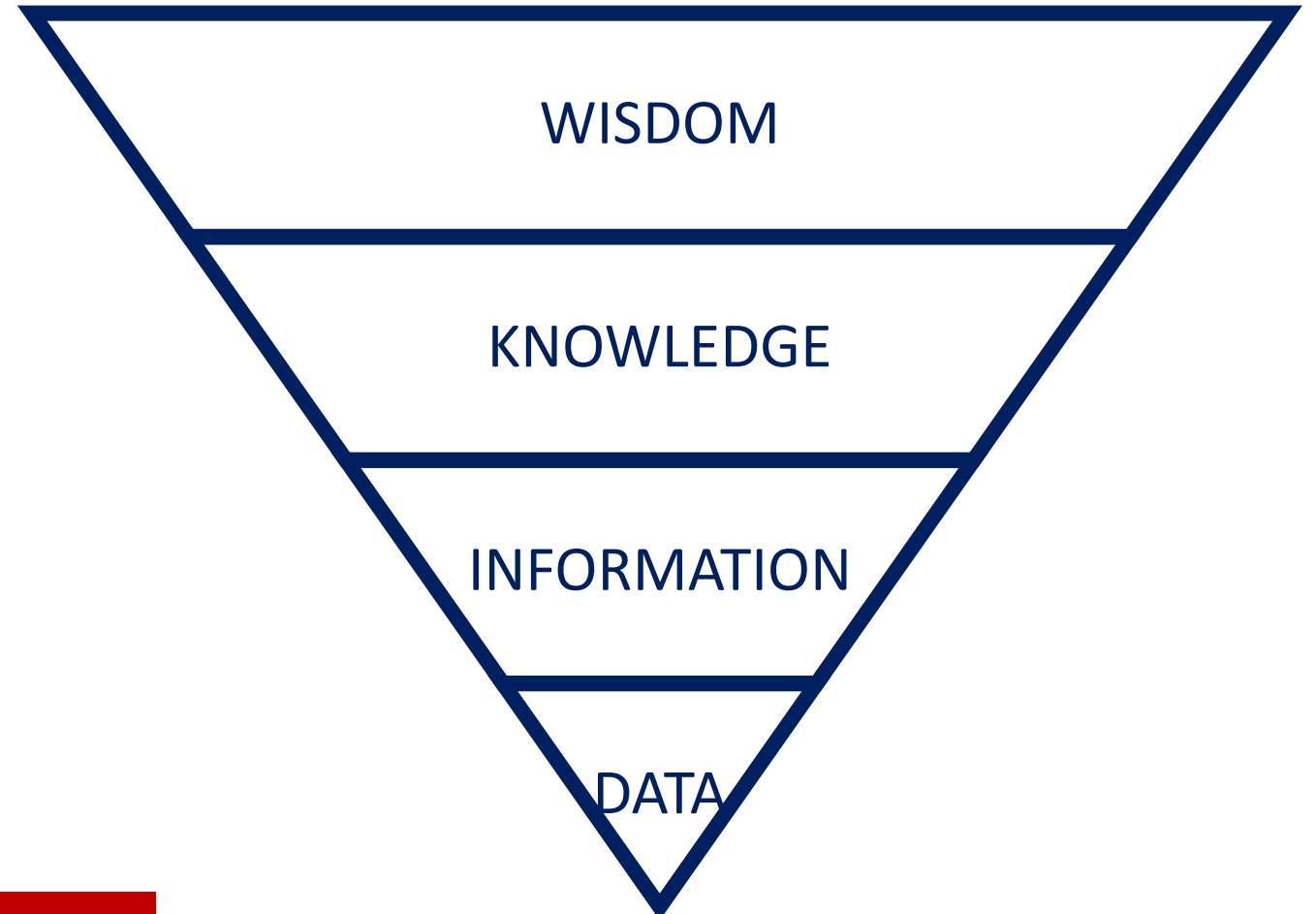
With the risk of the disruption of the EO Value Chain as we know it

The EU DS INDUSTRY & THE STORM

- ❑ Highly Fragmented
- ❑ Exposed to a largely subsidized competition
- ❑ Compressed between New Entrants and Large System Operators
- ❑ Still lagging in a transition to a scalable Info@as go2M model

The Earth Intelligence Pyramid

- ❑ **Data** consists of facts.
- ❑ **Information** is an assembly of the data.
- ❑ **Knowledge** is the awareness of the information.



Wisdom is the accumulated knowledge to make appropriate decisions depending on the situation

Change the EO Downstream industry

- ❑ Exploiting Earth Observation Data as the primary source of knowledge about the planet
- ❑ Exploiting ‘data fusion,’ joining social media, satellite imagery, mobile phone telemetry, and weather sensors.
- ❑ Build Trust, which includes cyber security, qualification of algorithms, traceability.
- ❑ Embrace Edge Computing to reduce idle time in analytics delivery
- ❑ Transform these **Data** into ready-to-use **Intelligence** by the User.

How well our industry will implement these user requirements will make the difference between EO intelligence acting as a Knowledge integrator or a minor data provider: The “redde rationem” of our industry competition with IT giants