

2017



# Geo Business Seminar



# WELCOME

# Geospatial agenda optimizer

*right people in the right place at the right time*

Marco Cadario | Founder @ MobyPlanner



# Who we are

## MobyPlanner srl

Vision: right people in the right place at the right time

Mission: provide innovative solutions to companies that need to plan staff on-the-go



**MobyPlanner**

Italy  
late 2013  
self funding  
B2B  
dynamism  
skills



**Marco Cadario**

Apple addicted  
Founder @MobyPlanner



**Lucio Bordonaro**

Geocoding man  
Developer @MobyPlanner



**Eros Valzasina**

MongoDB fan  
Partner @MobyPlanner



**Massimo Mauri**

NodeJS addicted  
Partner @MobyPlanner

# Partnerships

## Incubator



BY FONDAZIONE POLITECNICO DI MILANO

## Technological



**esri** Emerging Business Partner

Microsoft  
BizSpark Plus

## Other

**SAP startup.focus.**  
Member

**E015**  
digital ecosystem  
Powered by EXPO MILANO 2015

# Awards



Semifinalist @ TechCrunch Italy 2013 – Rome – September 2013



Winner @ SAP Startup Forum 2013 – Milan – September 2013



Finalist @ AvivaDigitalOn – Milan – February 2015



Business and Innovation award @ Esri – Rome – April 2016

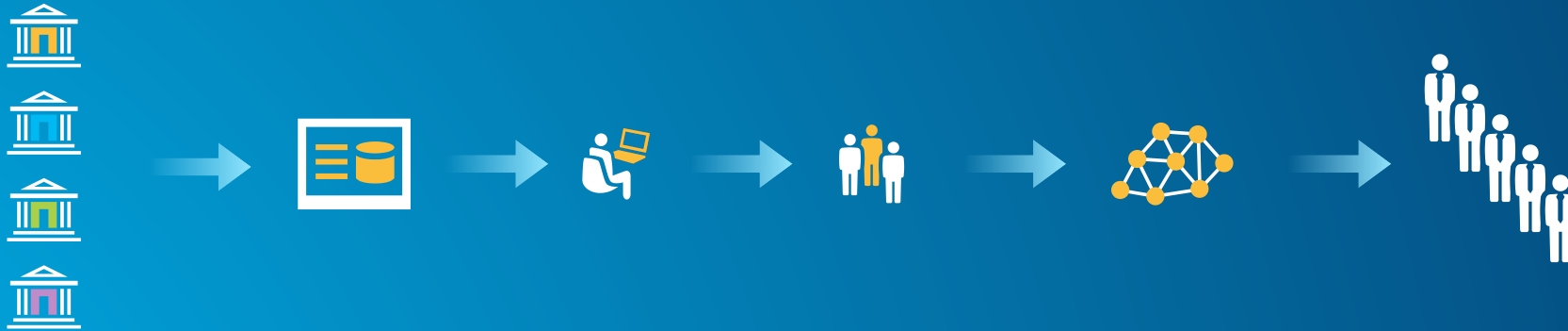


Finalist @ Digital360Awards – Milan – July 2016

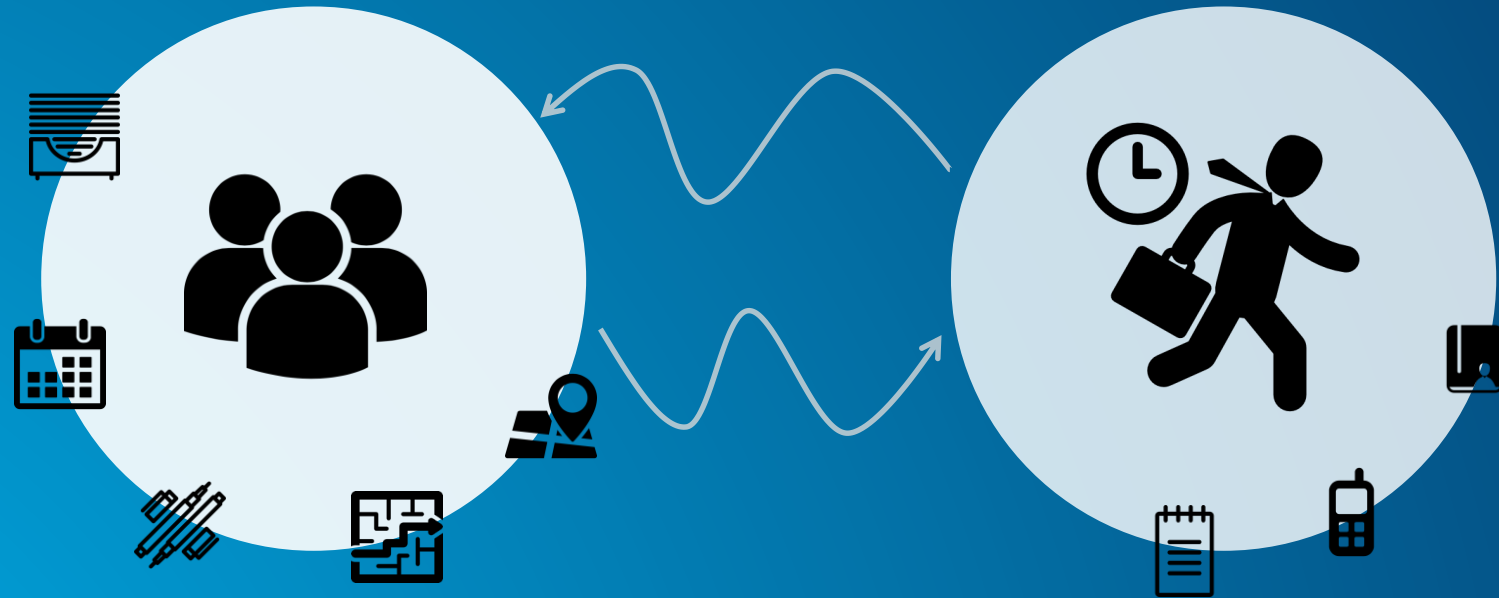
# A Real Case

Chiari srl – Milano - Italy

consulting and insurance services that offers high-level performance and expertise for the management of elementary segments claims to insurance companies



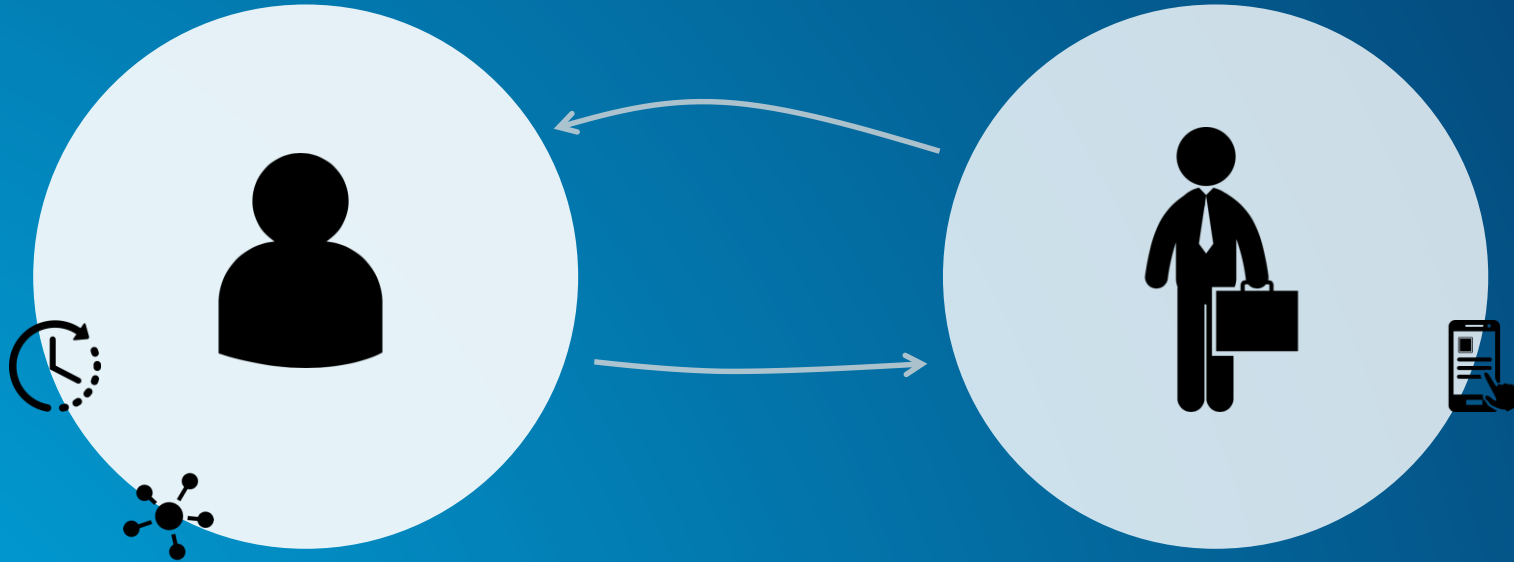
# Context



Efficiency  Governance



# Needs



Efficiency  Governance

# How?

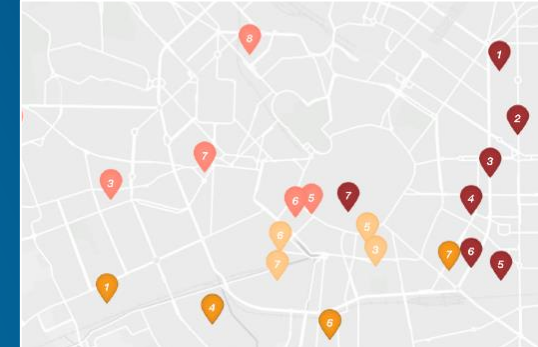
## Skills



## Planning

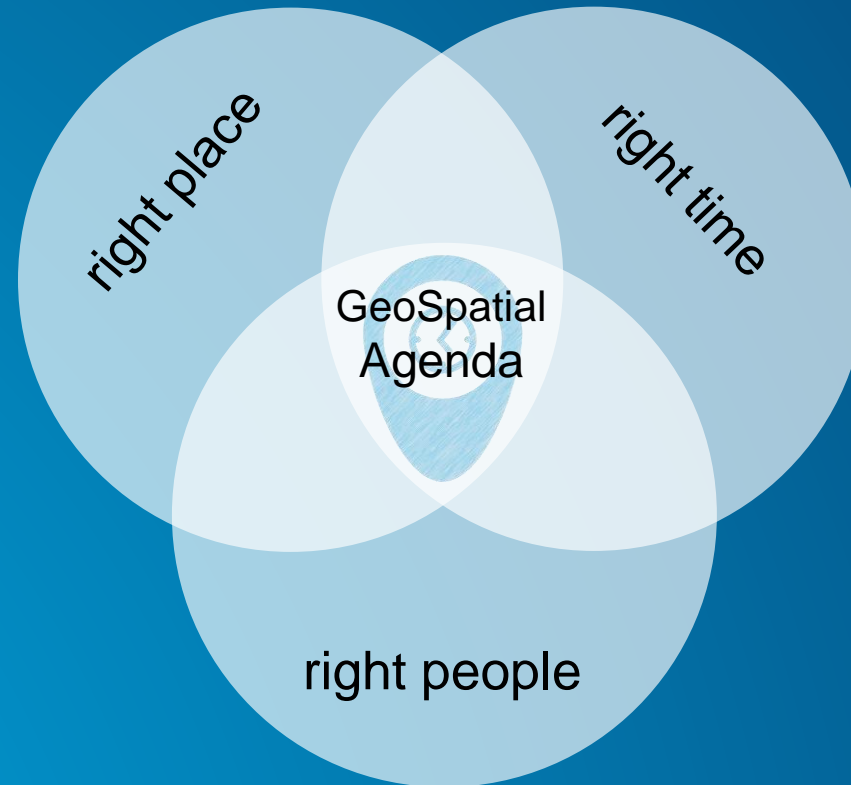
A handwritten table with multiple columns and rows, containing dates and detailed notes. The table appears to be a project plan or a timeline, with dates ranging from 12 to 22. The notes are written in various colors and include specific details about tasks and progress.

## Geographical distribution



# How?

Geographical  
distribution



Planning



Skills

# Values

Increase efficiencies

Multiple correlations

Collect information in the field

Easy integration

Mobile app

Cloud deployment

## Highlights & Value

Optimize the movements of staff on the go to save time and reduce costs

Reduce planning time

Evaluates travel times and quality of movements traveling staff

Analyze historical and collective movements to meet the customer needs

## Pilot results



- 15%



5 min

Esri Conference Pitch (ITA)

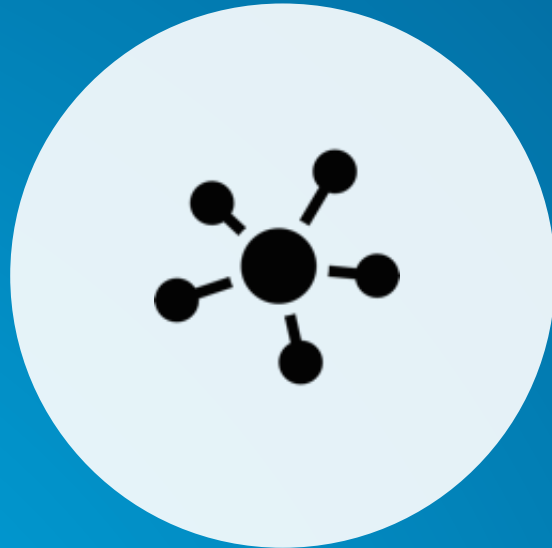
<https://youtu.be/tNPBXFpv7sA>

Case Study (Insurance market) (ITA)

<http://www.esriitalia.it/images/pdf/conferenza2016/MarcoCadario.pdf>



# Components



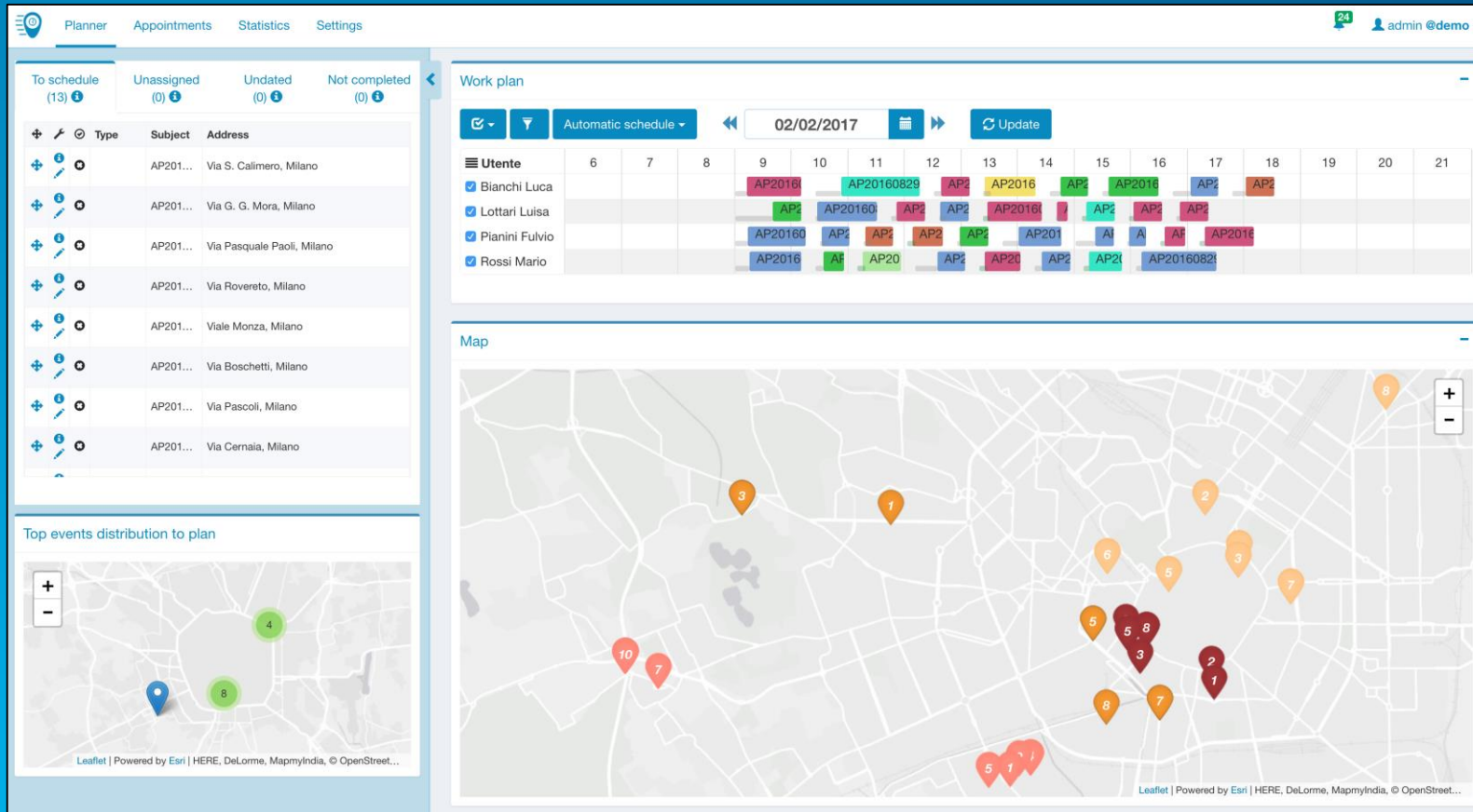
Central Planning Assistant



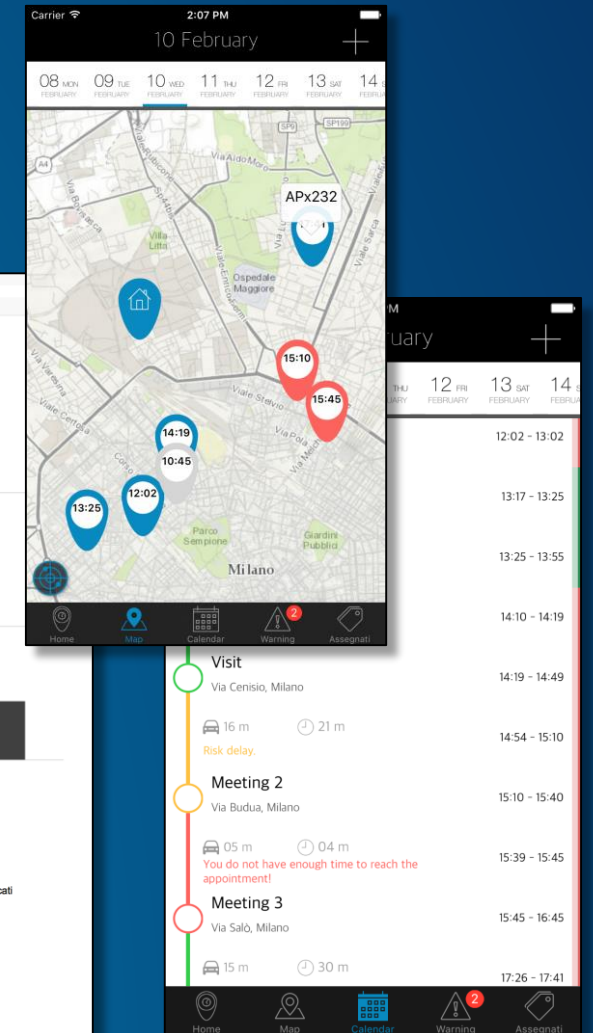
Personal Planning Assistant

# MobyPlanner Platform

## Central Planning Assistant



## Personal Planning Assistant



# Demo

DATE	TITLE	Plot	PROPHET	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
3 OCT	Plots and Resistance	Hong Kong + John go to Hong Kong, meet John + Tania - both both. Hong Kong, Tania - both both. Hong Kong, Tania - both both. Hong Kong, Tania - both both.	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
4 NOV	The Order of the Phoenix	First meeting of the Order of the Phoenix	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
5 NOV	The Distant Tackle	Chao/Geny return to Hong Kong, meet John + Tania - both both. Hong Kong, Tania - both both. Hong Kong, Tania - both both.	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
6 NOV	Black Marks	Chao/Geny return to Hong Kong, meet John + Tania - both both. Hong Kong, Tania - both both. Hong Kong, Tania - both both.	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
7 DEC	Rita Returns	Rita returns to Hong Kong, meet John + Tania - both both. Hong Kong, Tania - both both. Hong Kong, Tania - both both.	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
8 DEC	St. Mungo's Hospital for Magical Injuries and Illnesses	St. Mungo's Hospital for Magical Injuries and Illnesses	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
9 DEC	(Xmas)	(Xmas)	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
10 JAN	Extended Powers of Elvira Underbridge	Extended Powers of Elvira Underbridge	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
FEB	(Valentine's day)	(Valentine's day)	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
2 FEB	Cornia Group	Cornia Group	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
MARCH	(Easter)	(Easter)	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange
APRIL	Covers	Covers	Prophecy	Hall of Prophecy	Chao/Geny	D.A.	O.G.P.	Snake/Man + John	Hospital + Orange

# References

MobyPlanner Video (ENG)	<a href="https://youtu.be/k4jyQlr6bSU">https://youtu.be/k4jyQlr6bSU</a>
Esri Conference Pitch (ITA)	<a href="https://youtu.be/tNPBXFpv7sA">https://youtu.be/tNPBXFpv7sA</a>
Case Study (Insurance market ) (ITA)	<a href="http://www.esriitalia.it/images/pdf/conferenza2016/MarcoCadario.pdf">http://www.esriitalia.it/images/pdf/conferenza2016/MarcoCadario.pdf</a>
Wired Audi Innovation Awards (ITA)	<a href="http://innovationaward2016.wired.it/2016/08/18/marco-cadario/">http://innovationaward2016.wired.it/2016/08/18/marco-cadario/</a>
ZeroUno (ITA)	<a href="http://bit.ly/2ikvXod">http://bit.ly/2ikvXod</a>



## Company contacts

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<https://twitter.com/mobyplanner>

Facebook

<https://www.facebook.com/MobyPlanner>



*Thank you!*

MobyPlanner



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esri

THE  
SCIENCE  
OF  
WHERE