

OTM-069: Change detection for competitor intelligence

Change detection for competitor intelligence

Challenge

	Challenge ID	OTM:069				
1	Title	Change detection for competitor intelligence				
2	Theme ID	ON 5.4: Logistics planning and operations - Monitoring of assets				
3	Originator of Challenge	Onshore: OTM				
4	Challenge Reviewer / initiator	Shell				
General description		Overview of Challenge				
5	What is the nature of the challenge? (What is not adequately addressed at present?)	We would always like to have more information about what our competitors are doing				
6	Thematic information requirements	3. Obtain detailed vegetation information, 4. Obtain detailed land-use information, 14. Obtain detailed imagery of the surface,				
7	Nature of the challenge - What effect does this challenge have on operations?	Being aware of our competitor's actions allows us to maintain our competitive position, The more information we have, the more confident we can be in our strategic decisions				
8	What do you currently do to address this challenge?/ How is this challenge conventionally addressed?	Informal discussions and local observation.				
9	What kind of solution do you envisage could address this challenge?	Very high to medium resolution EO data to monitor changes in land cover and land use.				
10	What is your view on the capability of technology to meet this need? – are you currently using EO tech? If not, why not?					
Challenge classification						
11	Lifecycle stage	Pre license	Exp.	Dev.	Prod.	Decom.
	Score from impact quantification [1]	3	3	4	0	0
12	Climate classification	NOT CLIMATE SPECIFIC				
13	Geographic context/restrictions	Generic onshore (Unspecified)				
14	Topographic classification / Offshore classification	Generic onshore (Unspecified)				
15	Seasonal variations	Any season				
16	Impact Area	Strategic decision maker				
17	Technology Urgency (How quickly does the user need the solution)	Immediately (0-2 years)				
Information requirements						
18	Update frequency	Quarterly				
19	Data Currently used					
20	Spatial resolution					
21	Thematic accuracy					
22	Example formats					
23	Timeliness	Within a month				
24	Geographic Extent	Regional interest				
25	Existing standards					

[1] Impact quantification scores: 4 – Critical/ enabling; 3 – Significant/ competitive advantage; 2 – Important but non-essential; 1 – Nice to have; 0 – No impact, need satisfied with existing technology

Relevant products

Content by label

There is no content with the specified labels

