



# Pointerra Limited

## ASX Announcement

5 June 2019

### **PrecisionHawk Becomes Significant Analytics as a Service Customer**

Pointerra Limited (ASX:3DP) ("Pointerra"; "Company") is pleased to advise that it has expanded its commercial relationship with PrecisionHawk to now include a US\$20,000 pcm Analytics as a Service (AaaS) subscription.

The Company's relationship with PrecisionHawk has evolved from a US\$5,000 pcm DaaS (Data as a Service) customer in late 2018 (Refer ASX Announcement 22 November 2018) through to expansion of the DaaS subscription to US\$10,000 pcm during the March 2019 quarter (Refer ASX Announcement 12 March 2019) as well as integration of Pointerra's technology into PrecisionHawk's Precision Analytics platform during this time.

During the March and June quarters, the Company was also retained by PrecisionHawk to develop specific analytics to support customer data analysis and delivery obligations for its significant energy sector aerial inspection programs under a fee for service model.

Following the success of this approach and the positive impact on PrecisionHawk's inspection, analysis and customer delivery obligations, PrecisionHawk has now agreed to pay Pointerra an ongoing AaaS subscription of US\$20,000 pcm to continue developing analytics in support of its energy sector aerial inspection services.

The new AaaS subscription period will initially run for a minimum of 4 months and as with all DaaS and AaaS customers, the agreement is open ended in nature and can be cancelled at any time. PrecisionHawk management has advised that it expects both DaaS and AaaS subscription levels (currently US\$30,000 pcm in total) to continue to grow over time as more 3D data is added to the platform and more analytics are developed.

As with all custom developed data analytics, Pointerra retains IP ownership rights, providing the ability to leverage the analytics capability across 3D data hosted for other customers in a variety of sectors and verticals to solve a range of different digital asset management problems.

**ENDS**

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**About Pointerra:** Pointerra is an Australian company focussed on the commercialisation of its unique 3D geospatial data technology. Pointerra's technology has solved an entrenched problem in the digital asset management sector and allows very large 3D datasets to be used without the need for high performance computing. 3D data is processed and stored in the cloud for instant, on demand user access: anytime, anywhere, on any device – providing actionable 3D information to power digital asset management solutions. Pointerra: 3D Data Solved.

## Common Q&A's about Pointerra:

1. **What do we do?** We manage, host, analyze and monetize other people's 3D data for them.
2. **How do we make money?** People pay us to manage their data, to develop or source analytics to ask questions of their data and they share revenue with us when we help them to monetize their data.
3. **Why do people need us?** 3D data is hard to manage, use, analyze and share. We have proprietary (patent protected) IP that lets us do what we do better than anyone else.

**Do we have competitors?** There are lots of desktop solutions for 3D data and fewer cloud solutions. Most cloud solutions focus on visualization, but the data isn't readily analyzed - either quickly and efficiently, or at mass scale. Our patents-pending IP allows us to do this better than anyone else.

4. **Who are our customers?** Anyone who is engaged in capturing (surveyors, drone operators, aerial and satellite mapping) or using (AEC sector, asset owners/operators/insurers/regulators) 3D data to plan, design, construct/build, operate, maintain, insure and govern/regulate a physical asset.
5. **What sectors do our customers operate in?** Linear infrastructure (road/rail/pipeline/transmission/distribution), non-process infrastructure (civil and built-form) and process infrastructure (mining/oil&gas plant).
6. **How much do people pay us?** Our Data as a Service (DaaS) solution to manage 3D data using our digital asset management platform is priced based on the amount of data (in terabytes) we are hosting. We also charge customers to build/deploy analytics against their data (Analytics as a Service or AaaS) and where we connect buyers and sellers of 3D data, we typically agree a revenue share via our 3D data marketplace.