



# Pointerra Limited

## ASX Announcement

2 September 2019

### Enterprise Sales Update – Growth in Australasian and US Sales

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on recent enterprise sales activities.

#### Highlights:

- **Sales to New Utility Sector Customers in the US**
- **Sales to New Customers in New Sectors in Australasia**
- **Growth in Sales to Existing Customers in Australasia and the US**

#### Sales to New Utility Sector Customers in the US

##### Statewide Large-Scale Data as a Service (DaaS) Deployment

During the current quarter, one of Pointerra's existing US mapping customers commenced loading the initial pieces of an extremely large aerial 3D dataset onto Pointerra's DaaS platform on behalf of a US State. The data covers the entire US State and will be used by a range of statewide utilities (both public and private sector) to support a variety of ongoing asset management and disaster recovery applications.

Pointerra's US mapping customer and the US State will work together to deploy more than 500 terabytes of aerial 3D data to Pointerra's platform between now and June 2020. Whilst the final DaaS subscription level is yet to be determined, the current US\$5,000 pcm subscription level is expected to grow between now and June 2020 and become one of Pointerra's largest DaaS subscription deployments.

##### Public Power Utility – Contract Award

During the current quarter, Pointerra was awarded a DaaS subscription by a public sector power utility owned by a US City ranked inside the top 20 US cities by size. The utility has deployed a high-density aerial 3D dataset to Pointerra's platform and has also asked Pointerra to deploy specific 3D data analytics tools across the dataset to support both the City and the utility in solving a range of asset management problems using the data.

##### Large Private Power Utility – Pointerra Partner Tender Award

During the current quarter Pointerra was advised by one of its US mapping company partners that the partner had been awarded a tender by a large private sector power utility conducting a tender process to select an enterprise-wide digital asset management solution. Pointerra's partner has requested that the Company's 3D data platform be

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integrated with their imagery based 2D data platform to provide an integrated solution that meets the overall needs of the large private sector power utility.

Pointerra is currently working with its mapping company partner to deliver an integrated solution to the power utility and Pointerra's share of subscription revenue is expected to commence at a five-figure US\$ monthly level.

## **New Customers in New Sectors in Australasia**

### City of Newcastle

Pointerra recently welcomed the City of Newcastle (NCC) as a new DaaS customer and its first in the local authority sector. The NCC is one of Australia's largest regional cities and approached Pointerra having reviewed a range of alternate solutions to host a city-wide mobile laser scanning (MLS) dataset that NCC procured from a recent tender for "360-degree panoramic street imagery & laser scanning".

The NCC tender was won and the dataset generated by an existing Pointerra customer, which underlines the flexibility of Pointerra's DaaS solution in supporting workflows associated with capture companies and engineers as well as also asset owners/operators like NCC.

The NCC has also asked Pointerra to develop and deploy specific 3D data analytics using Pointerra's AaaS platform to query the MLS dataset to automatically identify and categorise asset and feature information contained in the data to support NCC asset management activities across a range of applications.

NCC commented that Pointerra's intuitive, easy to use platform allowed the City to democratise access to the valuable 3D MLS dataset across their enterprise, where previously this was the domain of very few technically qualified personnel using high-end desktop hardware and complex desktop 3D software.

### Facilities Management

During the current quarter, existing Pointerra DaaS customers delivered bespoke digital asset management solutions built around Pointerra's DaaS platform to owners/operators of process infrastructure facilities across sectors including mining, oil & gas and food production. The method of 3D data capture for these applications is by terrestrial laser scanning (TLS) hardware that generates very high quality, precision data with millimetre accuracy for use in 3D engineering design applications as well as high-resolution spherical imagery for remote asset inspection purposes.

One such deployment comprised 434 individual 3D scan locations across a processing facility and the customer also deployed point of interest (POI) asset tags for more than 1,400 elements in the plant, which link to existing enterprise asset management applications used to operate the plant. The entire dataset totalled nearly 50 billion points and 750 gigabytes in size and will be used by the asset owner in their daily operations.

This example is being replicated by Pointerra's other data capture customers around the region and the US and is driving the adoption of Pointerra's platform by their customers, demonstrating that Pointerra's data capture and engineering customers will continue to



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be an effective sales channel for identifying and securing asset owners/operators as Pointerra DaaS customers.

## 5G Network Rollout

Pointerra is using its DaaS and AaaS platforms to assist participants in the telecommunications sector analyse, plan and design locations for 5G antenna deployment around Australia.

In supporting these activities, Pointerra's DaaS platform is able to host, merge and analyse 3D datasets captured from a variety of terrestrial, mobile and aerial sensors and then deploy custom analytics to extract information in ways not possible with existing solutions, driving greater workflow efficiency and solving a range of existing analysis problems.

Pointerra has also been able to identify and source existing 3D data libraries held by Pointerra customers and other 3<sup>rd</sup> parties to assist the 5G customers in scaling their planning activities and minimise delays caused by the need to procure 3D data.

## **Growth in sales to existing customers in Australasia and the US**

During the current quarter a number of existing customers in Australasia and the US have increased their usage of Pointerra's DaaS platform, including growth in the dollar value of DaaS subscriptions (driven by growth in 3D data hosted) as well as extensions to existing subscription contract periods.

Highlights of this growth in existing customer usage include a request for a contract extension by an Australian power utility beyond their initial 1-year period to an additional 1-plus-1 year subscription.

In coming weeks, 3D data science personnel from Pointerra's large US customer PrecisionHawk will be visiting Pointerra's Perth head office to plan the next 9 months' activities around integration of Pointerra's DaaS platform into PrecisionHawk's cloud platform as well as the development of next-generation 3D data analytics as part of the ongoing AaaS service being provided by Pointerra.

In supporting their operations, Pointerra is helping PrecisionHawk solve a range of post-capture data analysis workflow problems, driving greater efficiency and lowering data analysis costs, which can be many times larger than the cost of data acquisition. PrecisionHawk data science personnel recently commented that Pointerra's platform was a "game changer" for the sector and was going to "revolutionise" the way aerial 3D data capture programs were commissioned and conducted.

Growth in data hosted by Pointerra during the current quarter has seen total 3D points hosted increase to more than 12 trillion as existing customers grow their usage and new customers onboard by uploading data to the platform.

The Company looks forward to informing the market of further growth in Annual Contract Value (ACV) when it next reports ACV levels as part of the September quarter 4C.

**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 solves entrenched problems in the digital asset management workflows 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.

Common Q&A's about Pointerra:

1. **What do we do?** We manage, 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 make sense 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.
4. **Do we have competitors?** There are lots of desktop solutions for 3D data and fewer cloud solutions. Most cloud solutions focus on visualization but aren't readily analyzed - either quickly and efficiently or at mass scale. Our IP allows us to do this better than anyone else.
5. **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.
6. **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).
7. **How much do people pay us?** Our Data as a Service (DaaS) and Analytics as a Service (AaaS) solutions are priced based on the amount of data (in terabytes) we are hosting. Our customers are currently paying us between US\$200 to US\$30,000 pcm for this service. We also connect buyers and sellers of 3D data, where we typically agree a revenue share via our 3D data marketplace.

**Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution. Pointerra: 3D Data Solved.**