



Pointerra Analytics Processing Unit

A Smarter, Scalable Way to Access 3D Analytics

1. The Concept: Simple, Transparent, and Scalable

Pointerra’s Processing Unit (PU) model makes it easy for you to access our suite of analytics. Access the analytics you need from photogrammetry and change detection to tree segmentation and asset extraction without complex quotes or unpredictable costs.

Instead of paying per project, you purchase PUs in bundles added to your subscription. Each PU represents a set amount of processing capability, which can be spent on analytics tasks based on your needs. For photogrammetry, units are based on the number of images for other analytics it is the number scans or area covered.

This approach mirrors the proven ‘credit’ systems used by major cloud platforms (AWS, Google Cloud), ensuring predictable costs, easy scalability, and full flexibility across projects. For our valued survey and engineering customers it supports project accounting by allowing you to easily attribute costs to projects.

2. Choose a Bundle That Fits

Tier	PUs included	Ideal For	Example Use
Explorer	50	Small projects or first-time users	Pilot programs, testing analytics
Adopter	100	Regular analytics users	Ongoing monitoring or periodic insights
Pro	500	Enterprise-scale clients	Continuous, high-volume operations

Larger bundles attract discounts, and unused PUs can roll over, helping maximize your investment.

3. Pricing Approach

Pointerra’s PU pricing is clear, simple, and volume-friendly. Complex or large-scale jobs may use multiple units (e.g., 2–3 PUs for high-resolution or multi-region analysis).

This model aligns cost with value providing a consumption model, while still benefiting from Pointerra’s scalability and automation.

4. Example Applications & Value

Task/workflow	PUs Cost	Example Use Case	Outcome
Photogrammetry (1,000 images)	1 PU*	Aerial mapping project	Generate accurate 3D models
Tree Segmentation (5 miles ²)	1 PU*	Vegetation analysis	Identify encroachments automatically
Change Detection (5 miles ²)	1 PU*	Construction monitoring	Detect changes between scans
Poles & Wires Extraction (5 linear miles)	1 PU*	Utility line inspection	Streamline maintenance planning
Mesh Clash Detection (1 model)	1 PU*	Infrastructure modelling	Validate design integrity
Calibration Workflows	5-7 PUs*	UAV/Lidar calibration	Ensure high accuracy for ongoing projects

*Indicative only. The actual number of PU’s consumed will depend on the model complexity, required deliverables and resolution of the input data.

5. Built-In Transparency and Reporting

When available, Pointerra’s analytics dashboard will provide full visibility into PU usage including real-time tracking, historical job summaries, balance alerts, and monthly usage reports. In the meantime, we will work with you to keep you fully updated on usage and abv. This ensures total transparency and helps teams plan budgets and manage projects efficiently.

6. Key Benefits

- **Predictable Costs** – Eliminate per-job quoting and billing complexity
- **Scalable Access** – Easily add capacity as data needs grow
- **Operational Clarity** – Real-time dashboards show exactly where PUs are used
- **Enterprise-Grade Efficiency** – Leverage Pointerra’s proven cloud scalability
- **High ROI** – Get world-class analytics at a fraction of traditional processing costs volume and project demands.

The Processing Unit (PU) model is Pointerra’s modern approach to analytics bringing the speed, flexibility, and transparency of cloud credits with the specialized power of geospatial analytics. It’s the easiest way to access and scale 3D intelligence across your operations.

For more information or to purchase a bundle contact your account representative or email sales@pointerra.com and someone will be in touch.