

DESIGN

COLLECT

ANALYZE

MANAGE

GeoOptix® Simplifies Data Collection and Management to Deliver Deeper Insights for Better, Real-time Decision Making

OVERVIEW

GeoOptix is a cloud first, end-to-end environmental data collection, reporting, and management platform tailored to address all your enterprise needs. Too often, agencies, consulting firms, and non-profits are encumbered by inefficient and outdated data management practices. These legacy approaches often mean scores of paper forms, spreadsheets, and databases are emailed around, resulting in conflicting and/or inaccurate data. Without an efficient means to share information and collaborate with stakeholders online, erroneous information often goes undetected resulting in key management questions being answered incorrectly.

Our platform solves these issues by harnessing the power of cutting-edge cloud and mobile technologies to revolutionize the way organizations collect, manage, and report on mission-critical environmental data. GeoOptix streamlines data management, enables global sharing and collaboration, and significantly reduces the amount of time and money spent managing your program — regardless of size.

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Delivers real-time validation for all field-collected data

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Provides rich analytical reporting and export capabilities

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Flexible access to data via secure application programming interfaces (APIs)

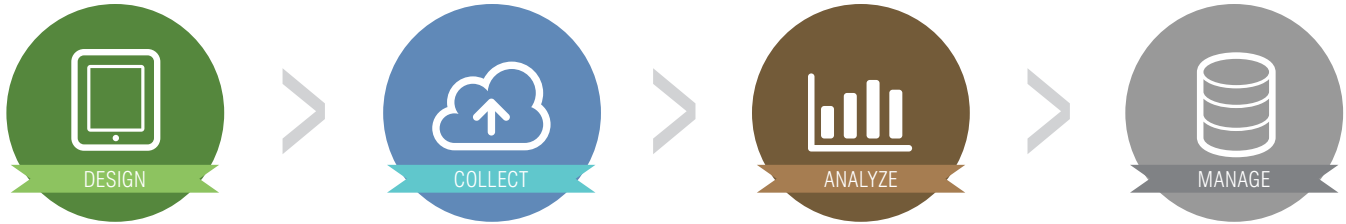
④

Built on secure, flexible, and scalable cloud infrastructure

"GeoOptix makes collecting field data digitally simple and worry free. It provides real-time quality control and ensures data completeness, all in a sleek user interface." Jennifer O'Neal | Natural Systems Design

How It Works

Each customer implementation focuses on four essential activities:



1. DESIGN

Whether you need to respond to conditions in the field via ad-hoc data collection or implement controlled and statistically-based study designs, GeoOptix has you covered. Our platform allows you to both quickly import survey and sample plans from a spreadsheet, geodatabase, or by clicking on an interactive map. If your plans require statistical rigor, you can create study designs using the free Monitoring Resources (www.monitoringresources.org) web tool and import your data collection locations into GeoOptix with a few simple clicks.

- Free, cloud-based tools take the headache out of project design
- Well suited for probabilistic designs and stratification, opportunistic sampling, and project-effectiveness efforts
- Proven solution used by leading organizations and environmental programs

2. COLLECT

GeoOptix allows you to assign data collection tasks to field crews and keep track of the status of those tasks in real time. Using Internet-connected tablets running our intuitive software, crews receive their work orders, field forms, and related manuals directly from the cloud. Real-time data validation, completeness, and custom calculation rules are available offline to ensure data is accurately captured before the crew leaves the site. With a simple click, the collected data is instantly uploaded to the cloud, catalogued, and post-processed.

- Field document and work orders are managed in the cloud
- Intuitive mobile application supports tabular, geospatial, and image data with real-time quality control
- One-click upload of field data
- Open source libraries of survey forms are available for adaption and re-use

3. ANALYZE

GeoOptix safely stores billions of field measurements and makes these data assets available to you 24/7 via a comprehensive API designed for use in advanced warehousing, analysis, reporting, and visualization projects. The API enables you to quickly build your own innovative applications by harnessing cloud-based advanced analytics and machine-learning capabilities.

- Advanced, flexible, off-the-shelf reporting and dashboard development capabilities
- Cloud scale removes issues of limited computational power and storage constraints
- Secure downloads and exports in consistent industry formats ensure continuity

4. MANAGE

Your data remains secure and available because GeoOptix was designed from the start to run in the cloud. Thereby removing the need to purchase expensive servers and software licenses or hire additional IT staff. Our cloud first approach significantly reduces the total cost of ownership and time required to get your program off the ground without sacrificing security and availability.

- No on-premise IT hardware, staffing, or software purchases
- Lower total cost of ownership and stability
- FISMA/NIST 800-53 security controls
- Pay only for what you need, when you need it

GET STARTED

For organizations interested in streamlining their monitoring programs with GeoOptix®, please contact us at **1.800.805.6740** or **sales@sitkatech.com**. For more information, please visit: **www.sitkatech.com/GeoOptix**

