

# CIORReview

The Navigator for Enterprise Solutions

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## 20 Most Promising GIS Solution Providers - 2019

To remain competitive in today's evolving markets, organizations are leveraging geographic information system (GIS). Crowdsourced social media content and real-time data from the Internet of Things (IoT) are being integrated into GIS for effective data utilization and maximum outcomes. Companies across industries can benefit as data can be visualized, analyzed, and reintegrated into the online applications for use within an enterprise.

Since the availability of water has a direct effect on crop production in different regions, irrigation water management can achieve outstanding benefits from GIS. The geographic data can identify the crops and determine yield by adopting efficient techniques in the spatial and time domain.

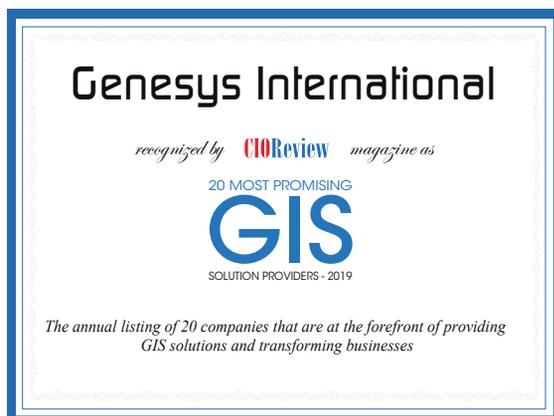
The annual list of CIORReview's most promising GIS solution providers features Maharashtra-based company Genesys, which has been a pioneer in providing Advanced Mapping, Survey, and Geospatial Services since 1995.

Backed by more than 2,000 professionals, Genesys consists of a unique blend of consumer applications that are based on mapping technology. Its geospatial expertise ranges from aerial imagery and LiDAR to 2D/3D mapping across different industries that include mining, telecom, and agriculture.

Another company that finds its place in the list is Psomas, which serves the public and private sector companies in the water, transportation, site development, and energy markets. Based out of California, Psomas is at the forefront of technological advancements. It uses drones, 3D laser scanning, 360-degree cameras, and subsurface utility detection, among various other technologies to cater to its clients' needs.

With several innovative services and success stories up their sleeves, these enlisted companies are continually proving their abilities in the GIS arena. We hope this issue of CIORReview helps you build the partnership you and your firm need to drive success.

We present to you CIORReview's "20 Most Promising GIS Solution Providers - 2019."



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**Company:**  
Genesys  
International

**Description:**  
Provides advanced mapping, survey and geospatial services with a unique blend of understanding the emerging consumer applications around mapping technology

**Key Person:**  
Kuldeep Moholkar  
CEO

**Website:**  
[igenesys.com](http://igenesys.com)

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# Genesys International

## At the Vanguard of Mapping Technology

**T**ill a few years ago, GIS was an alien concept for most. Today, however, the tables have turned and GIS is a mainstay in the business world compelling organizations to wake up to the power of geospatial data. Amid a period of rapid upheaval, the formerly two-dimensional, government-driven, traditional GIS market is transitioning to three-dimensional, one that is increasingly driven by applications in the consumer space. The convergence of mobility, big data, IoT, AI and VR has opened up unprecedented possibilities for business optimization and newer revenue streams.

Ensclosed at the forefront of these trends is Genesys International, a pioneer in advanced mapping, survey, and geospatial services, with a strong knowhow of the emerging consumer applications around mapping technology. The company's expertise in GIS requirements extends across aerial survey, panoramic imagery-based development of 3D maps, to feature extraction using LiDAR technology, and creating HD maps for smart autonomous driving.

In light of the ongoing trends in the GIS industry, Kuldeep Moholkar, CEO of Genesys International states, "There is tremendous possibility for big data, IoT, and AR/VR in the GIS space, as highly accurate GIS data will shepherd smart infrastructures, cities, and cars toward powering a connected world of tomorrow."

Genesys stands strong in the GIS arena with the largest capacity of mobile LiDAR equipment in South and Southeast Asia. The company has always been the trailblazer when it comes to introducing new technologies in the GIS space. By integrating machine learning and automation into their services and



Kuldeep Moholkar



**Our ability to bring together a nexus of imaging, visualization and automation technologies enables us to build on the company's traditional geospatial services to deliver a business outcome that the customer expects**



products, the company has been leveraging ongoing disruptions, their most recent venture being 3D mapping. The amount of investment that the company has made in equipment and sensors for data capture precedes any other company in that part of the world. Through their homegrown platform WoNoBo, Genesys owns India's richest location intelligence supported by 360 degree panoramic street imagery of top Indian cities.

In the geospatial sphere, the company has gained a wealth of experience in incubating and rapidly scaling up or adopting new technologies into delivering a customer outcome and not just providing a service on demand. "In our 22-year evolution as a company, we have worked closely with our customers who are leaders in their field and expanded our capability to run multiyear programs required by larger enterprises," says Moholkar. "Our ability to bring together a nexus of imaging, visualization and automation technologies enables us to build on the company's traditional geospatial services to deliver a business outcome that the customer expects." As an example, Moholkar cites their collaboration with a US startup where, as partners, Genesys helped them collect and process data for the creation of HD

maps required for autonomous driving. The accuracy and speed with which they produced the HD maps within a short span of three months was exemplary. Because of the extremely high accuracy levels, the maps gave a very high precision vector model with almost zero tolerance. Being one of the first ones to explore this uncharted territory, Genesys found overwhelming success, with the confidence to deliver thousands of kilometers of data required by autonomous driving companies in a very short time frame.

Higher aspirations are driving Genesys to a future which the company divides into three horizons. One is to extend and define their core business by consolidating their presence across all regions in the extended Asian market. Secondly, the company will focus extensively on new markets and solutions while exploring adjacent markets. Horizon three revolves around inorganic growth where Genesys will be looking at selectively high margin business opportunities as well as potentially investing in or acquiring niche companies in its areas of interest. "There is always a scope for relocating our investments to drive greater growth," concludes Moholkar. **CR**