More than Just an Internet Hype:
Added Value with Spatial-Enabled Enterprise Applications

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ABSTRACT:
Just a few years ago spatial data was only relevant for surveying and mapping authorities (land registries). In the meantime the situation is a completely different one. Navigation systems or services like Google Earth and Google Maps lead to broad awareness of spatial data.

Using the Oracle technology as an example the session gives an overview about combining spatial with business data (converting postal addresses into coordinates, spatial queries, visualization and more) and how such an integration could leverage existing or new business applications.