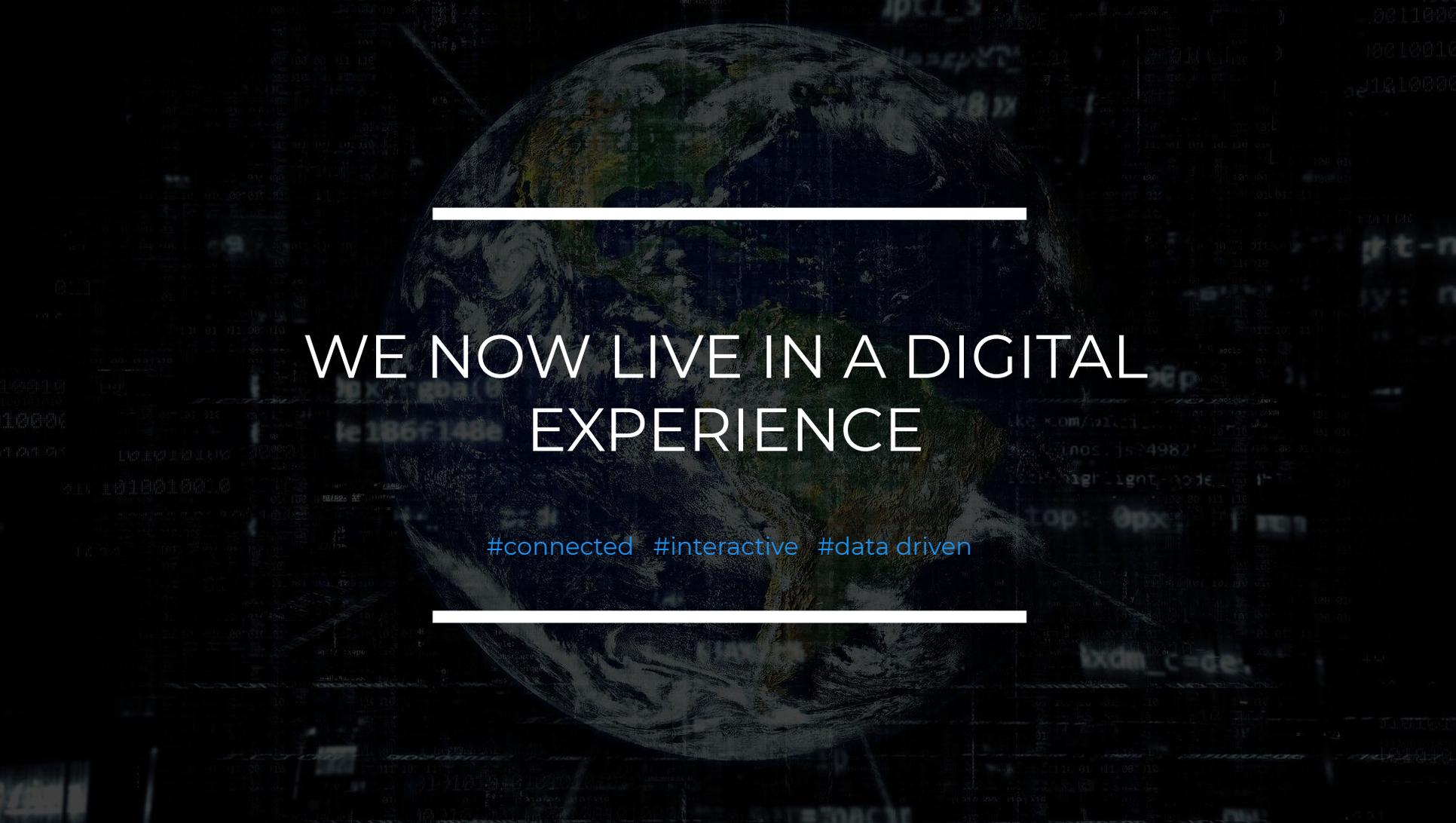


# HOLISTIC CONSERVATION

#wildlife #security #tourism





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# WE NOW LIVE IN A DIGITAL EXPERIENCE

#connected #interactive #data driven

---

# A SHIFT IN OUR RELATIONSHIP WITH DATA

## SITTING AROUND A FIRE

Tell stories and communicate experiences

PS. We still do this :-)

## INFORMATION AGE

Internet-based businesses.  
Advanced Analytics. Data Science,  
Connectivity, AI, IOT, Blockchain

TODAY

TOO MUCH DATA

LEVERAGE DATA TO CREATE VALUE

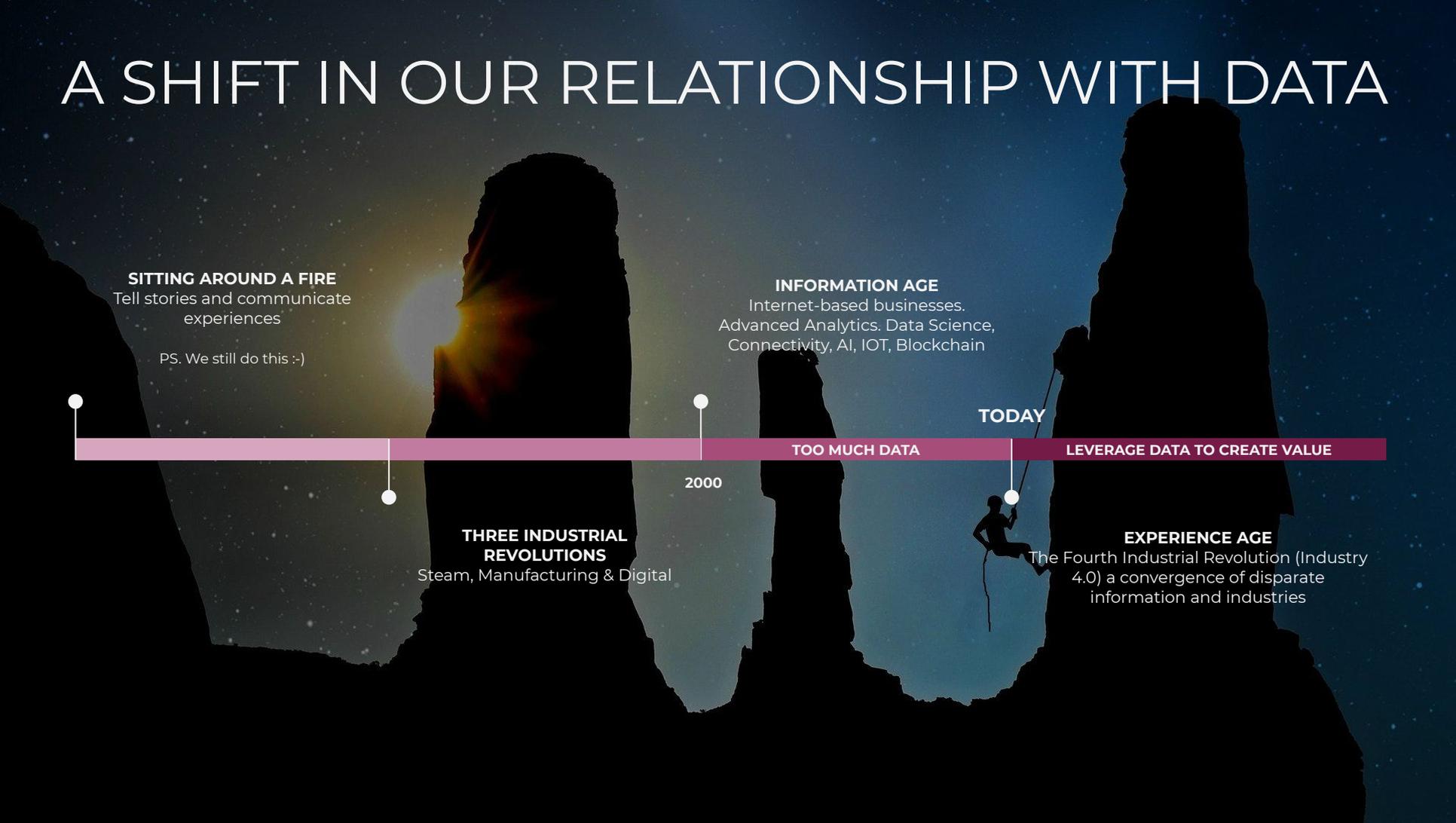
## THREE INDUSTRIAL REVOLUTIONS

Steam, Manufacturing & Digital

## EXPERIENCE AGE

The Fourth Industrial Revolution (Industry 4.0) a convergence of disparate information and industries

2000



IN THE DIGITAL EXPERIENCE

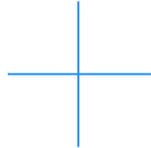
# CONSERVATION IS SHIFTING



In the last 15 years 52% of the fortune 500 companies have disappeared as a result of digital disruption  
- forbes



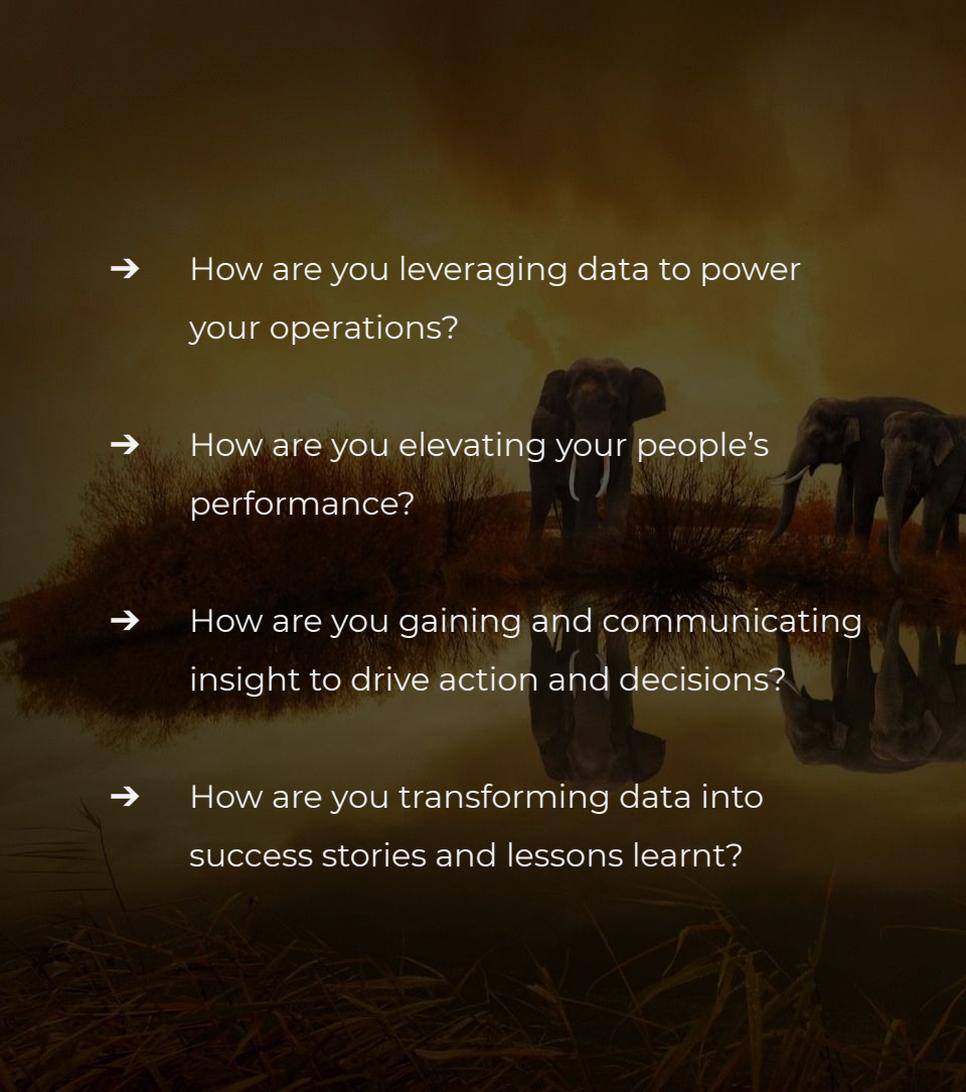
Humanity has wiped out 60% of mammals, birds, fish and reptiles since 1970  
- the guardian



87% of executives believe Industry 4.0 will lead to more social and economic equality and stability  
- deloitte



79% of executives agree, companies who do not embrace big data will lose their competitive edge  
- harvard business review

- 
- How are you leveraging data to power your operations?
  - How are you elevating your people's performance?
  - How are you gaining and communicating insight to drive action and decisions?
  - How are you transforming data into success stories and lessons learnt?

CUSTOMERS, BUSINESSES & ORGANISATIONS EXPECT

# VALUE FROM DATA

#EXPERIENCECENTRIC

## A SEAMLESS DATA EXPERIENCE

It should be simple for organisations to analyse and understand why things are happening and what to do about it.

It should be simple for people to answer their questions, collaborate with those around them and share & explore their data.



DIGITALISED & INTEGRATED



SIMPLE, VISUAL & INTERACTIVE



AVAILABLE ANYTIME, ANYWHERE



IMMEDIATE ANALYSIS & ANSWERS



OPTIMISED PROCESSES & OPERATIONS



EVERYONE IS AWARE AND INFORMED

# That's why we built HYDRA

A HOLISTIC SOLUTION FOR CONSERVATION THAT TRANSFORMS DATA INTO VALUE



## PEOPLE

- Know if your people are where they're supposed to be when they're supposed to be.
- Get alerts when they cross in or out of geographic boundaries.
- Optimise ranger patrols.



## COMMUNICATION

- Send and receive information securely and as easily as using WhatsApp.
- Collect information even if there is no network connectivity.



## WILDLIFE

- Monitor where your animals are using tags or sensors.
- Rangers can report animal sightings from the field.
- Conduct animal census and analyse populations.



## OPERATIONS

- Get information about incidents from the field as they happen.
- Follow real-time movements and actions of your people using a visual display.
- Remotely manage and monitor operations.



## TASKING & PLANNING

- Draw and schedule patrol routes.
- Assign rangers, APU's or pilots to respond to incidents.
- Analyse if operations were executed according to plan.



## ECOLOGY

- Monitor your water levels and quality using IoT sensors or manual logging.
- Get early warning alerts when levels are low.
- Monitor and report on invasive and alien species.



## RESOURCES

- Know how efficiently your vehicles, dogs and aircraft are performing.
- Manage the maintenance of your vehicles, assets and buildings.



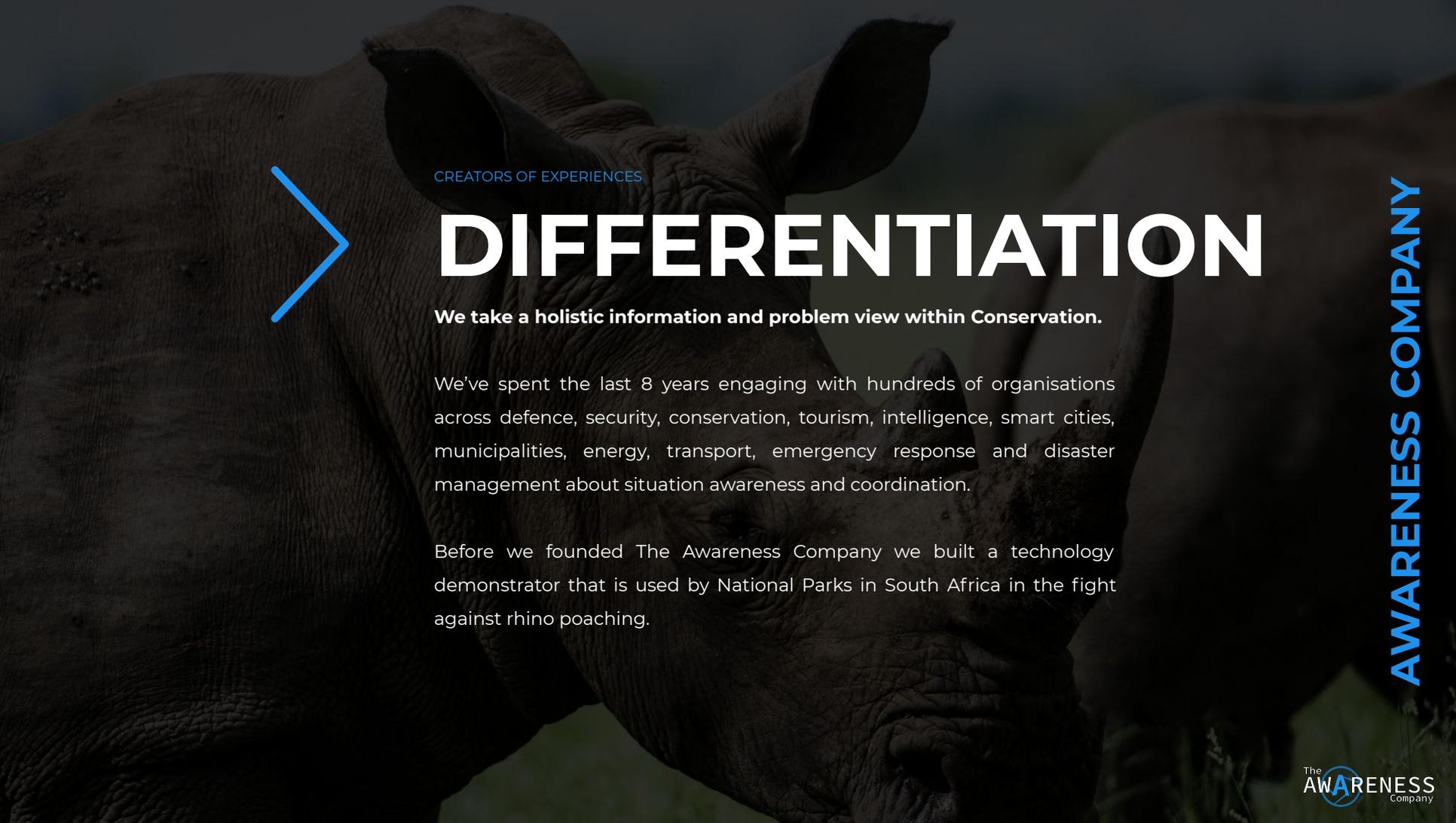
## SECURITY & INTELLIGENCE

- Get automatic alerts when people or vehicles are detected from your camera traps.
- Build up intelligence information for law enforcement.
- Automatically uncover links between information.



## TOURISM

- Keep track of tourist movements using tags or sensors.
- Automatically draw stats on tourism visits.



CREATORS OF EXPERIENCES



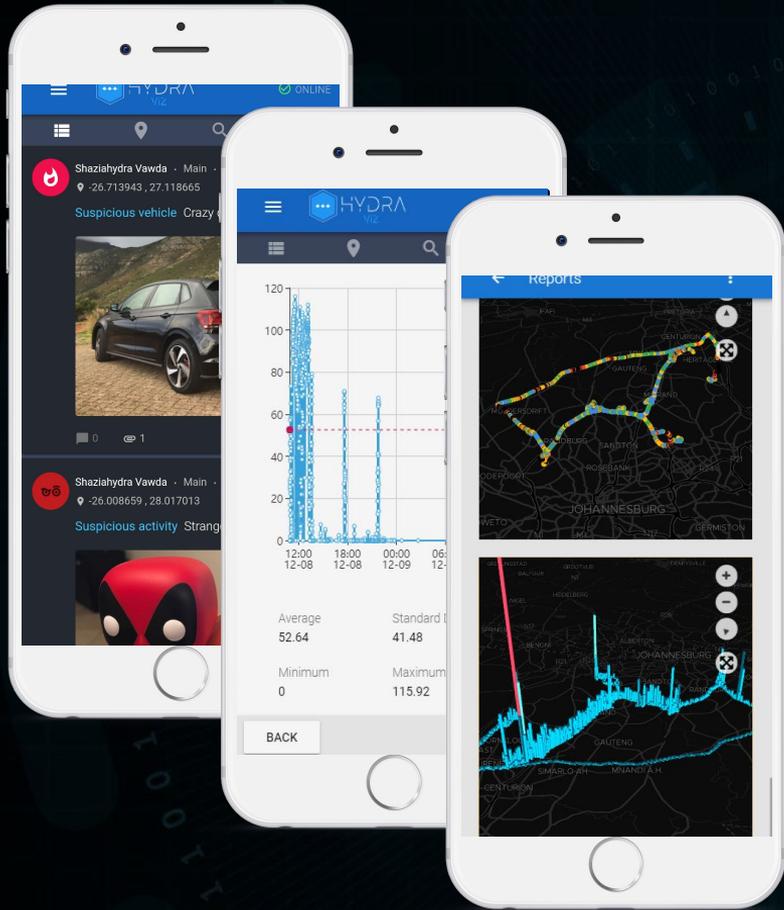
# DIFFERENTIATION

**We take a holistic information and problem view within Conservation.**

We've spent the last 8 years engaging with hundreds of organisations across defence, security, conservation, tourism, intelligence, smart cities, municipalities, energy, transport, emergency response and disaster management about situation awareness and coordination.

Before we founded The Awareness Company we built a technology demonstrator that is used by National Parks in South Africa in the fight against rhino poaching.

AWARENESS COMPANY



WEB AND MOBILE

# VISUAL INTERACTIVE STORYTELLING



**Estelle Lubbe**  
THE SUPERSTAR

**Alex Terlunen**  
THE BRAIN

**Priaash Ramadeen**  
THE INNOVATOR

**Shazia Vawda**  
THE CREATIVE

