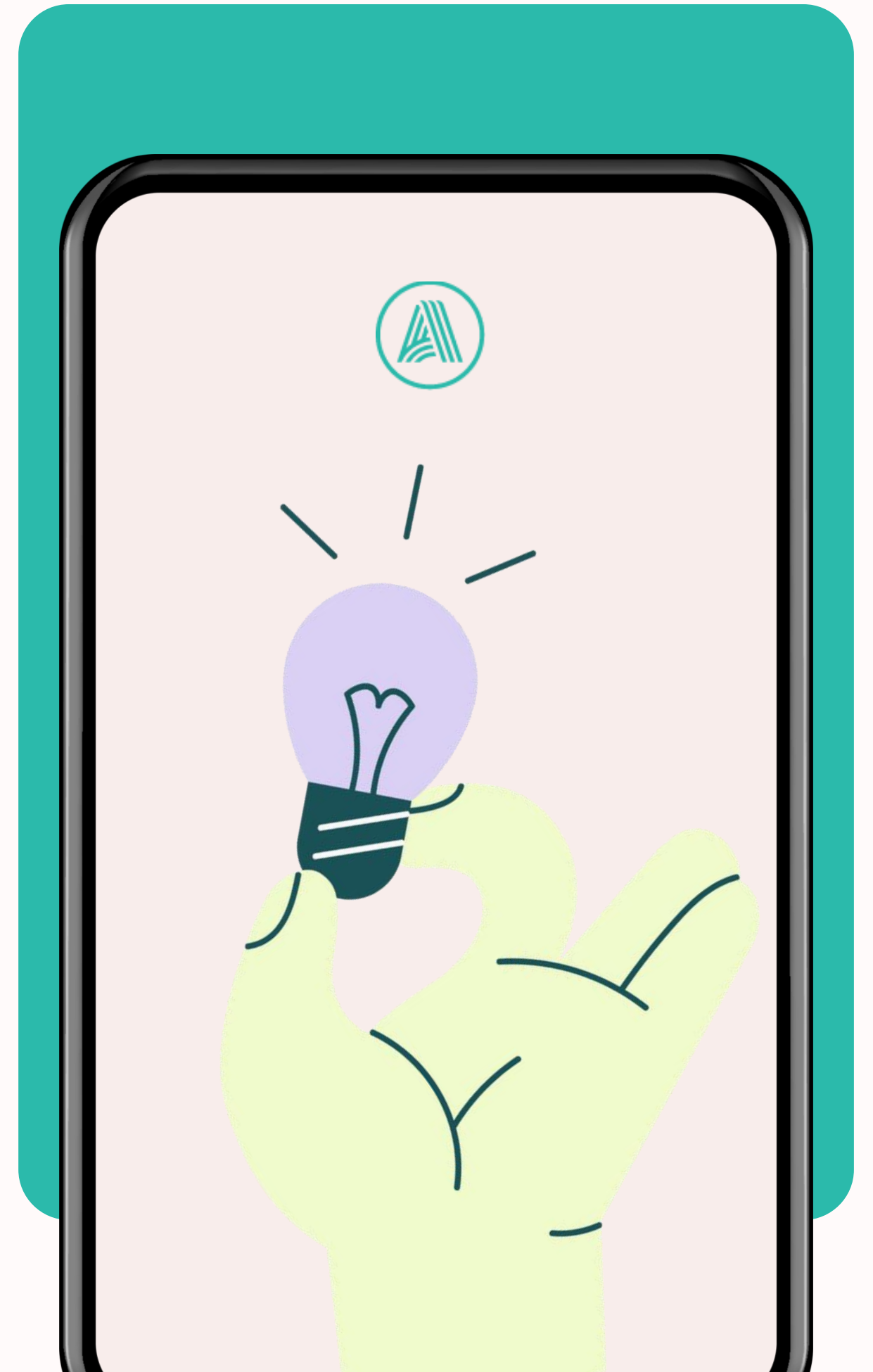


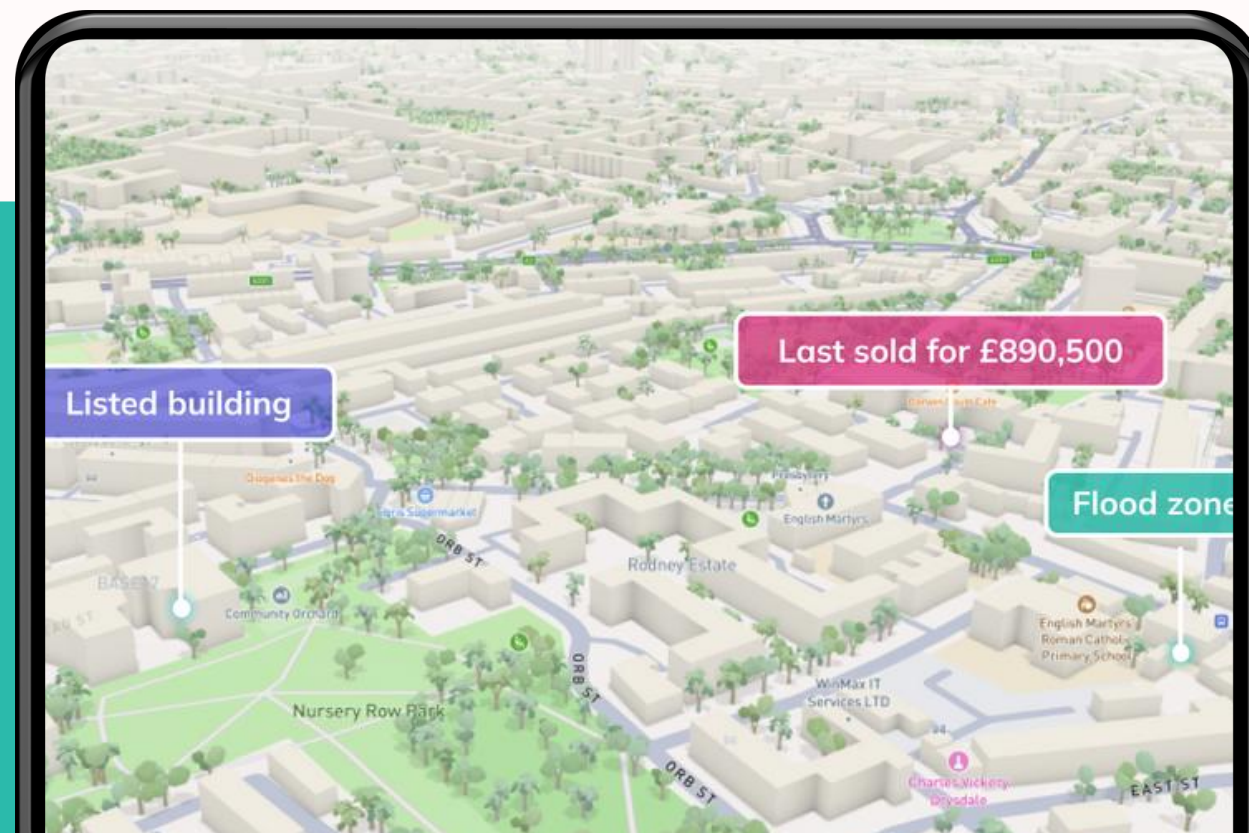
Hannah Parker
Chief Product Officer
ADDLAND

Solving Data Problems



Who is Addland?

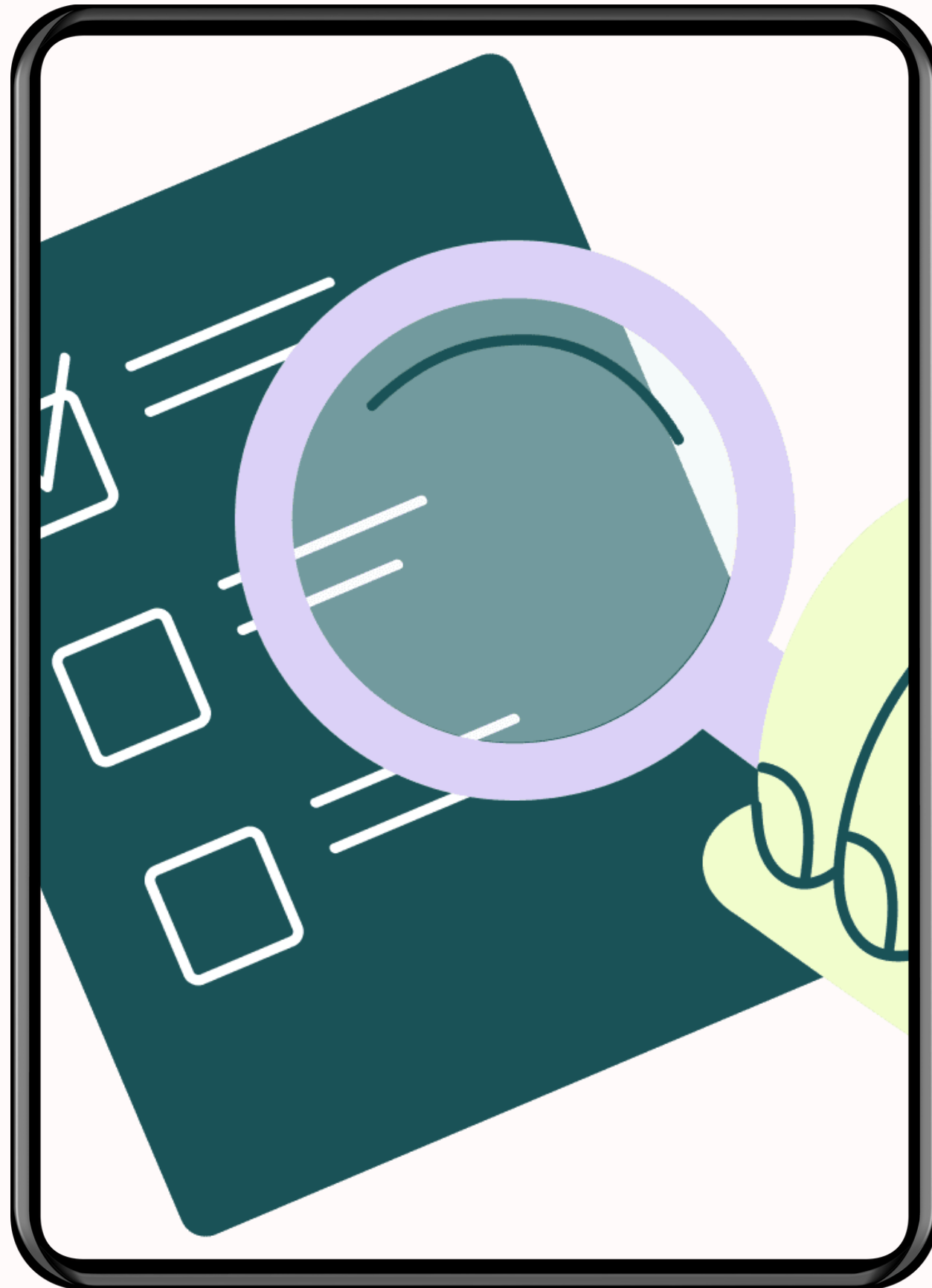
Addland is a leading geospatial data platform, transforming how land and property data is accessed and used across England and Wales.



What do we know about Geospatial data?

The Addland team processes over 5TB of geospatial data every single week.

That's equivalent to streaming the entire Netflix catalogue 10 TIMES!

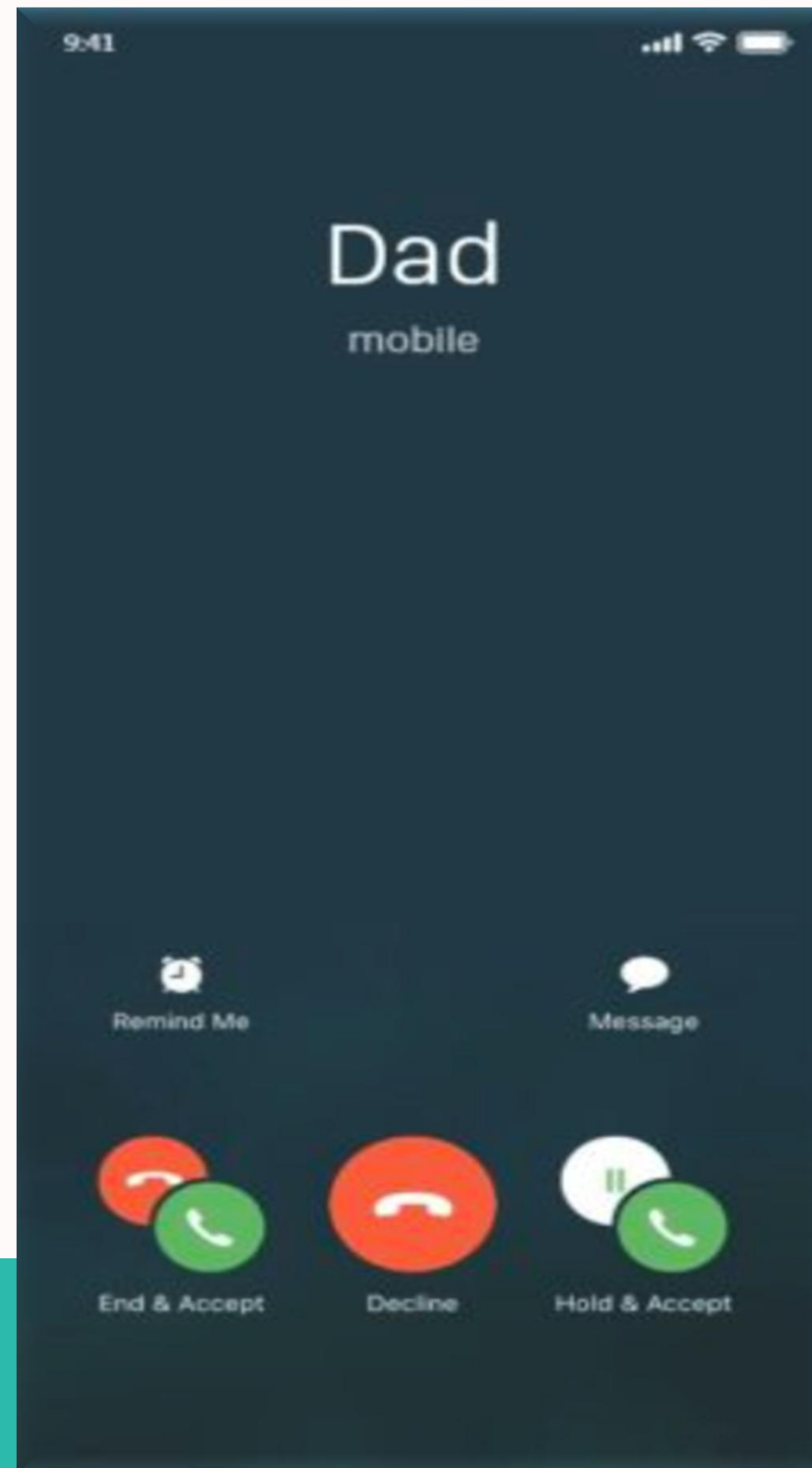


The Challenge; Geospatial Data Overload

How do we address the challenges faced by vast, complex datasets, resulting in millions of data points and a broad range of sources?

How do we avoid data silos, inconsistent formats, inaccessible interfaces and financial barriers to entry?

How can we solve the real human problem of cognitive overload, contextual insight, and error-prone decisions



The Human Cost of Poor Data Translation

What

Decision paralysis and inconsistent error prone results seen throughout the industry, effecting the entire real estate ecosystem and public.

Impact

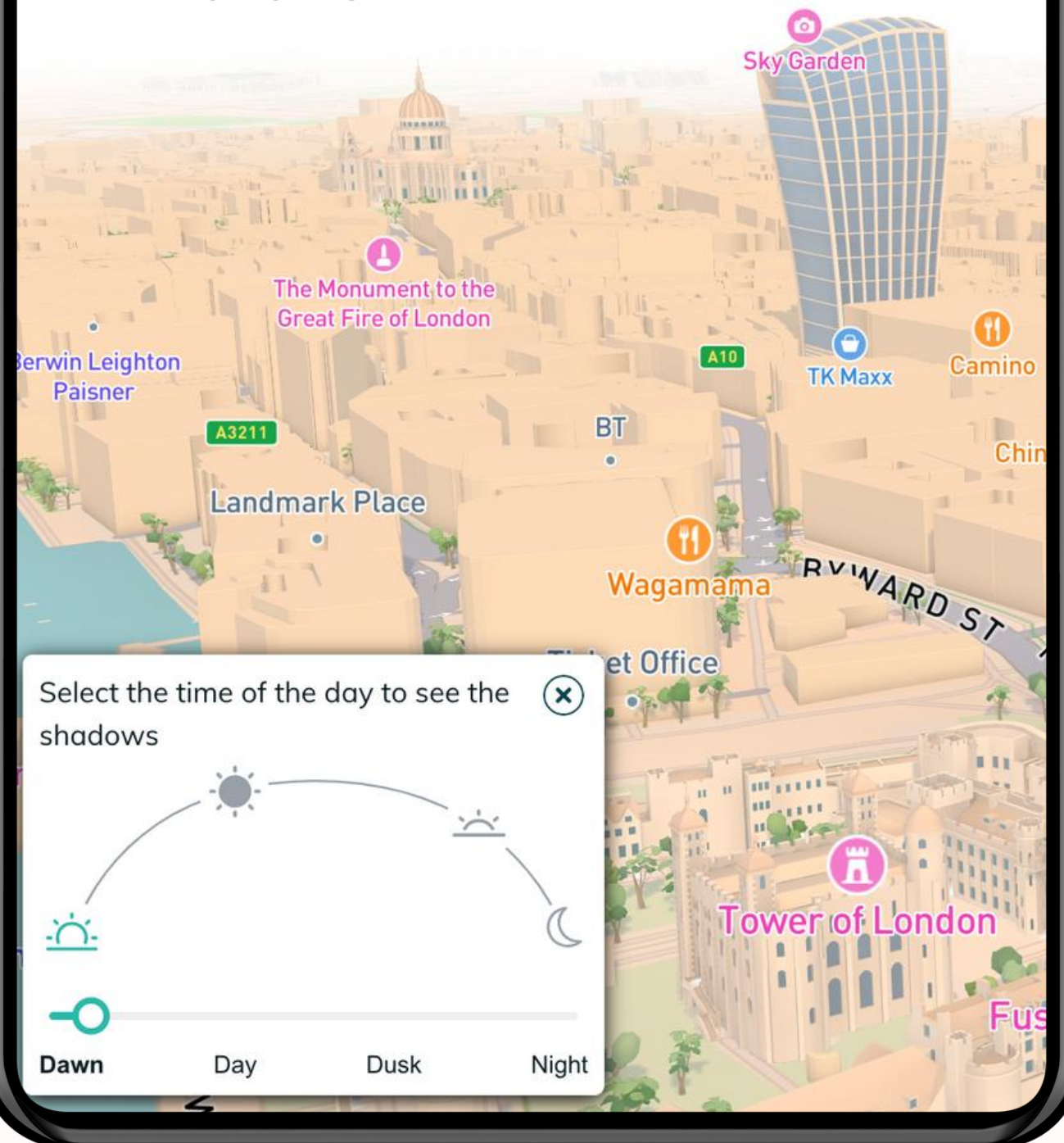
High cost inefficiencies, missed opportunities, deep frustrations and a burning lack of trust between communities and professional services.

Experience

From agents to planning teams, our experiences today are often fragmented, inconsistent and demand high cognitive load to process big data.



A Data-Rich Platform



- Over 60 interactive data layers served through a map-based platform
- Advanced 3D mapping tools, and environmental overlays
- Millions of actionable data points calculated and processed for every home and legal title
- User-centric design, multi device and accessible 24-7
- Bespoke geocoding and over 170 quadrillion calculations to deliver point level accuracy and deeper insights



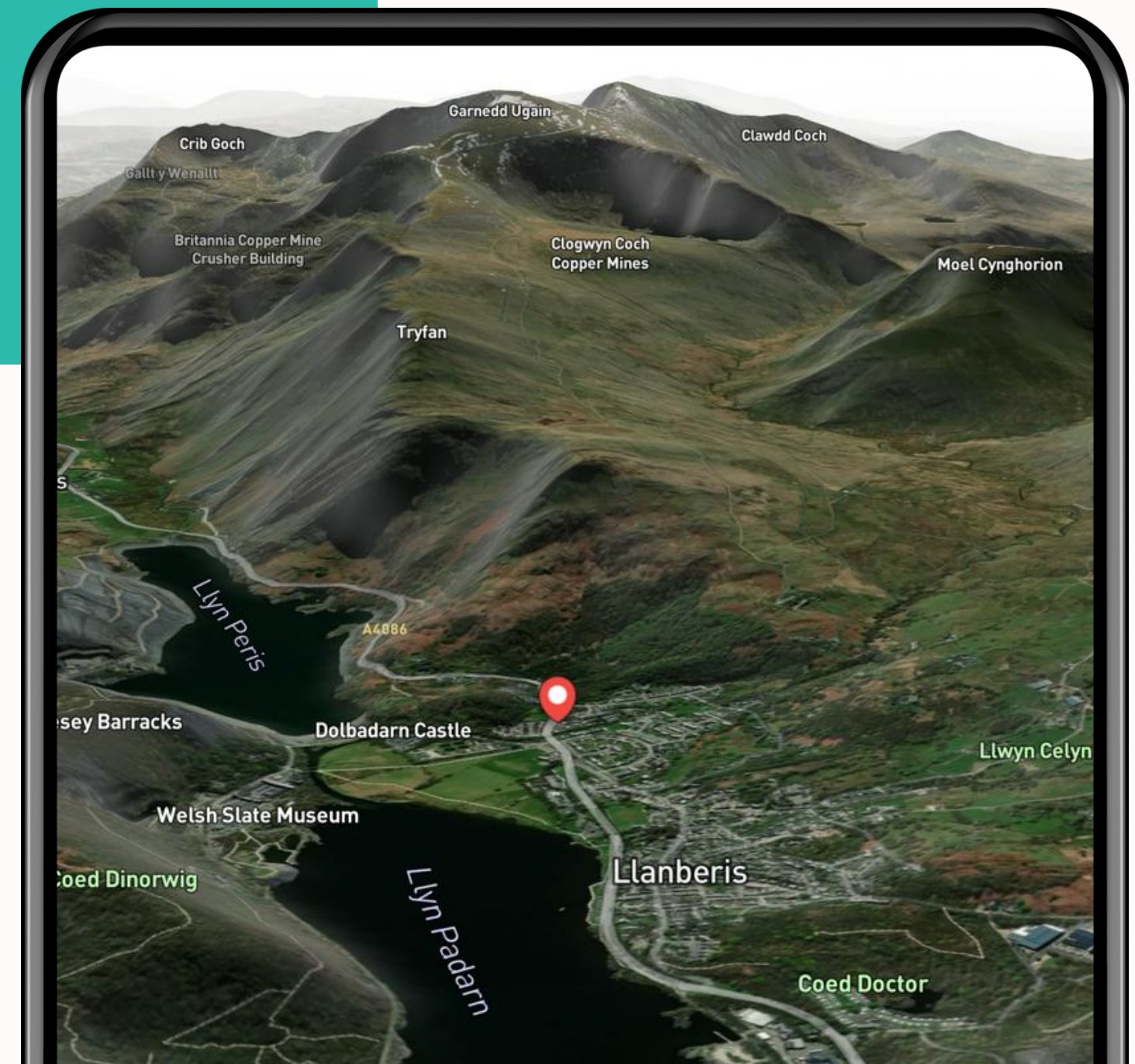
The GIS Research Platform

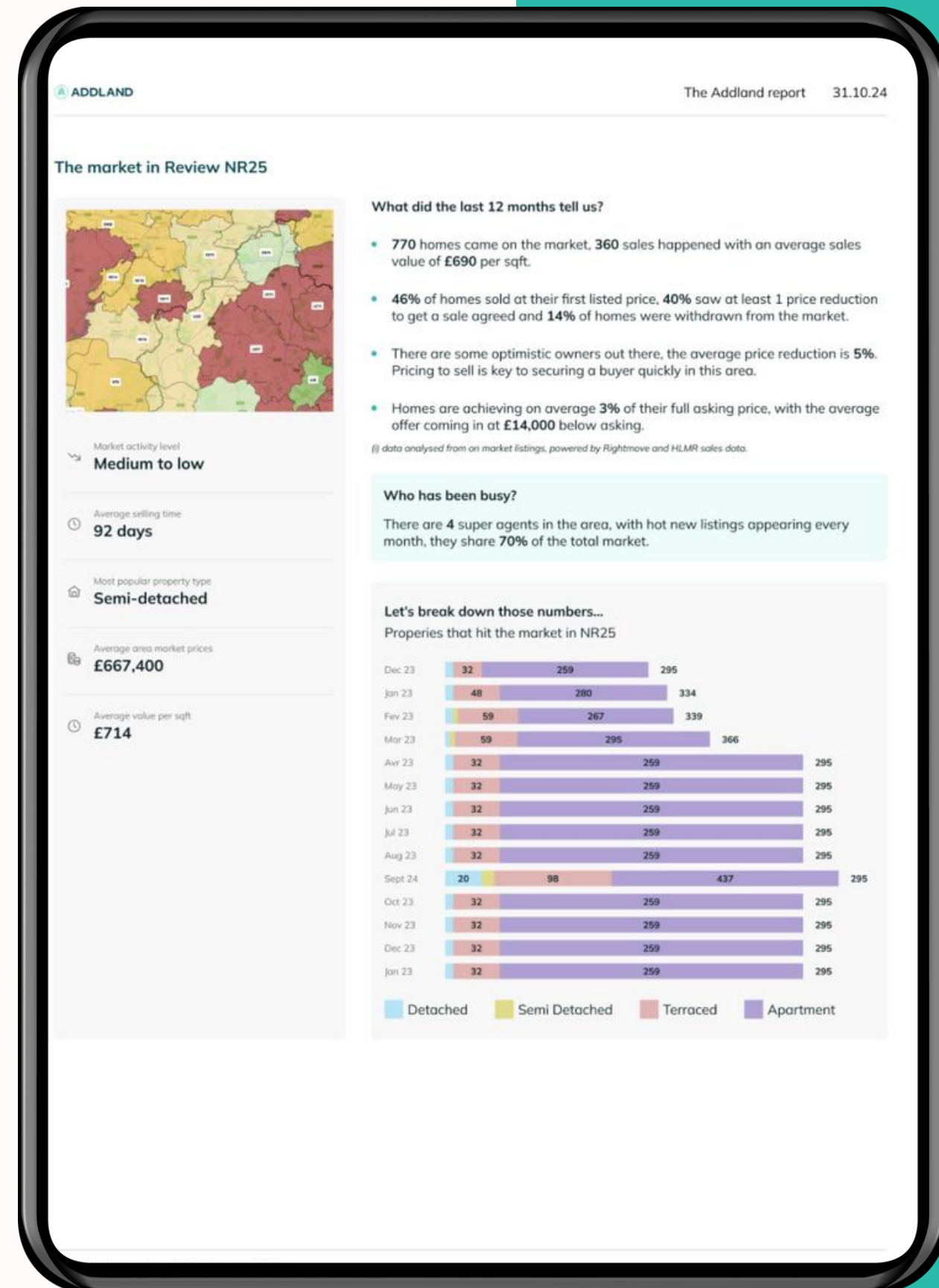
Unified access to planning, environmental, legal title, boundary and ownership data.

Assessment of environmental risks and opportunities for any title in seconds, supporting multi layer data relationships and analysis.

Intuitive eco-concept design and careful UX architecture translates the complex into enjoyable, accessible experiences for all level of users.

Enhanced filtering, insight summaries and time-based graphs, 3D and topography map styles all support a frictionless desktop assessment experience.





Automated Reports

Taking your online research into the physical world!

Instantly generate comprehensive reports for any property or land parcel, bringing together all critical data points to one place – in minutes.

The reports provide a comprehensive 360° view including legal, environmental, planning, and market data. Designed for everyone, bridging the accessibility gap for contextual data comprehension.

Co-branded and customisable by design, the reports meet the broad needs of professionals, businesses and consumers.



Comprehensive API Services

A suite of fast, secure and robust APIs for integrating Addland's data into any workflow.

Address mapping; Cleansing address data to achieve a single property view across title, UPRN and historic address references.

Material Information; over 100 data points in under 1 second on over 20 million homes.

Considerations; Access cm level accuracy on the impact of new environmental and protected area geospatial risks.

Material information Pack

Providing real time access to information for all buyers and renters.

Verified data source

Last updated on 08/10/2024
Report created on 05/07/2024

About this property

- Living here
- Energy efficiency
- Services
- About the building
- Key checks
- Things to consider
- Planning activity
- The legal title
- About this report

Harrington Gardens, London

Check with the agent for full address

Freehold

About this property

Building style	Detached	
Property type	Bungalow	
Floor	2nd floor	Top floor
Property size	94.8 sqm 1.020 sqft	
Total rooms	4	
Built age	Between 1990 and 1999	
Total plot size	0.2 acres	

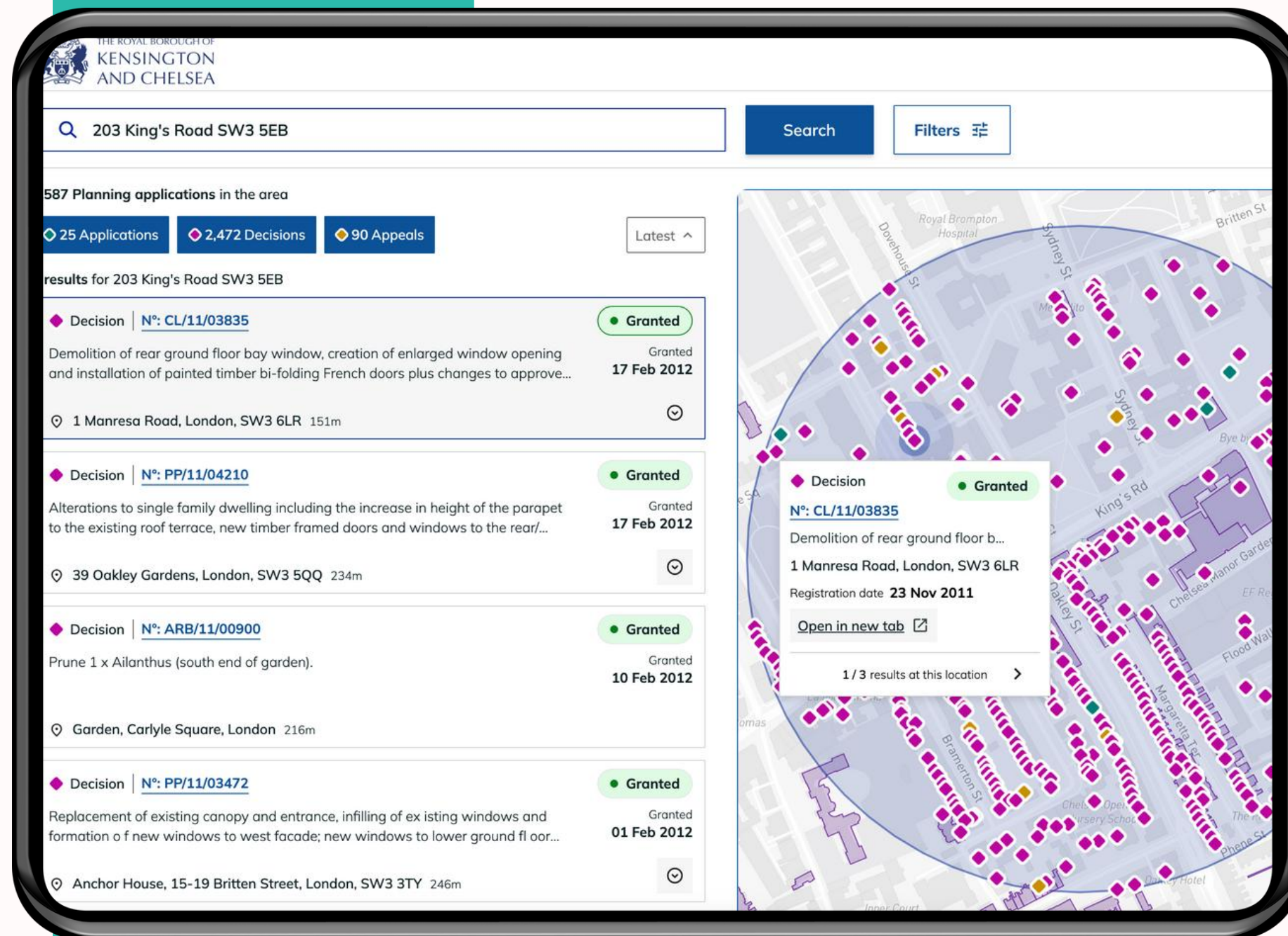
Knight Frank



White-Label and Bespoke Products

Bringing the expertise of Addland's data engineering, design and development team to your project.

Unlocking internal challenges of building first class data features, tools and services to support the growth of our partners, with white labeled and bespoke built platforms and reporting products.





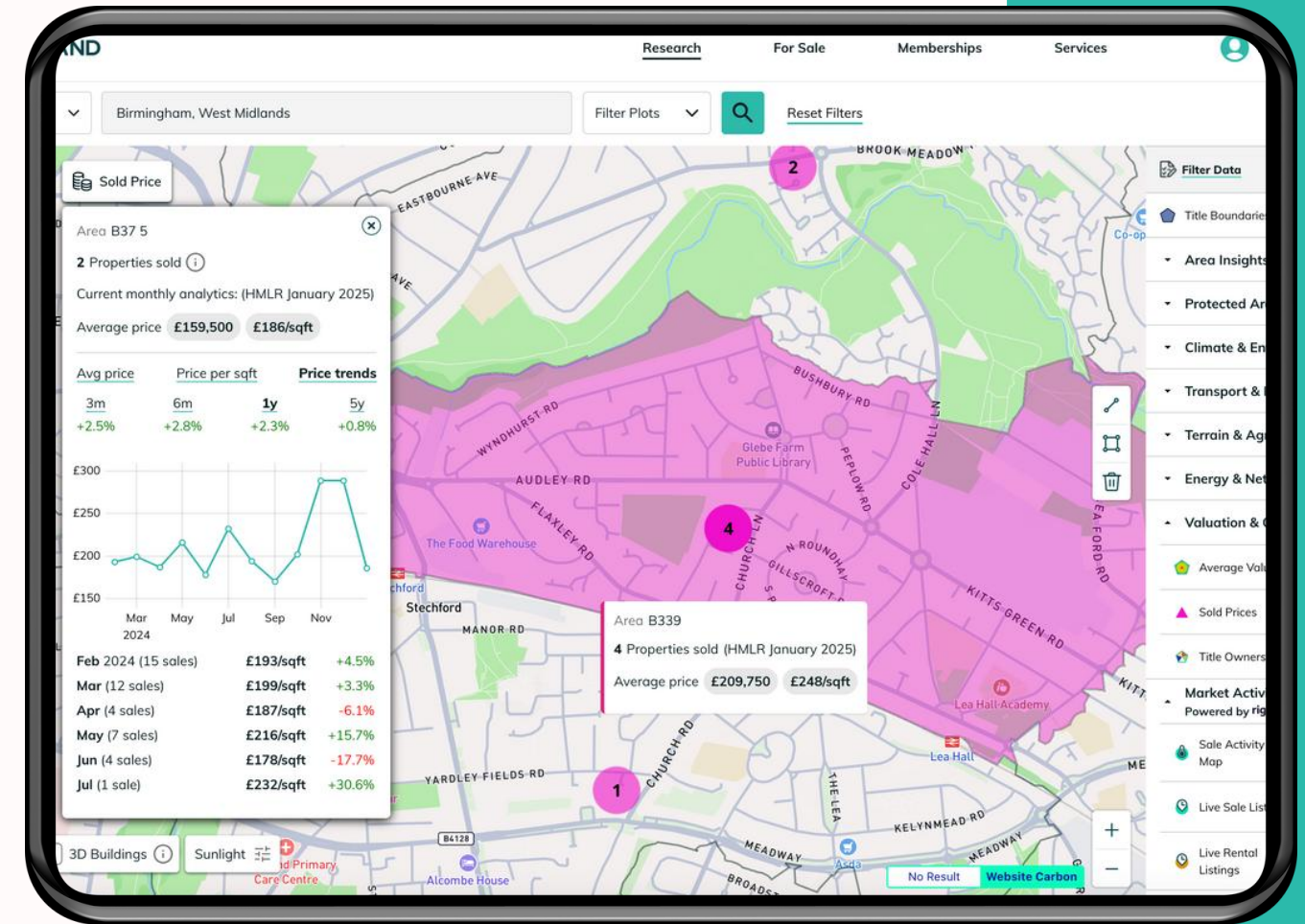
So What's the Secret Sauce?

Human-Centric UX & Accessibility

01

You need to dig deep! Challenge your bias and understanding of user needs, digital ability, and data literacy.

A focus on UX architecture will deliver back clarity, simplicity, and reward at every touchpoint



02

Inclusivity is nonnegotiable! Set high accessibility standards from the get go, WCAG compliance, mobile-first and offline support.

Effective geospatial design bridges the gap between data complexity and actionable insight

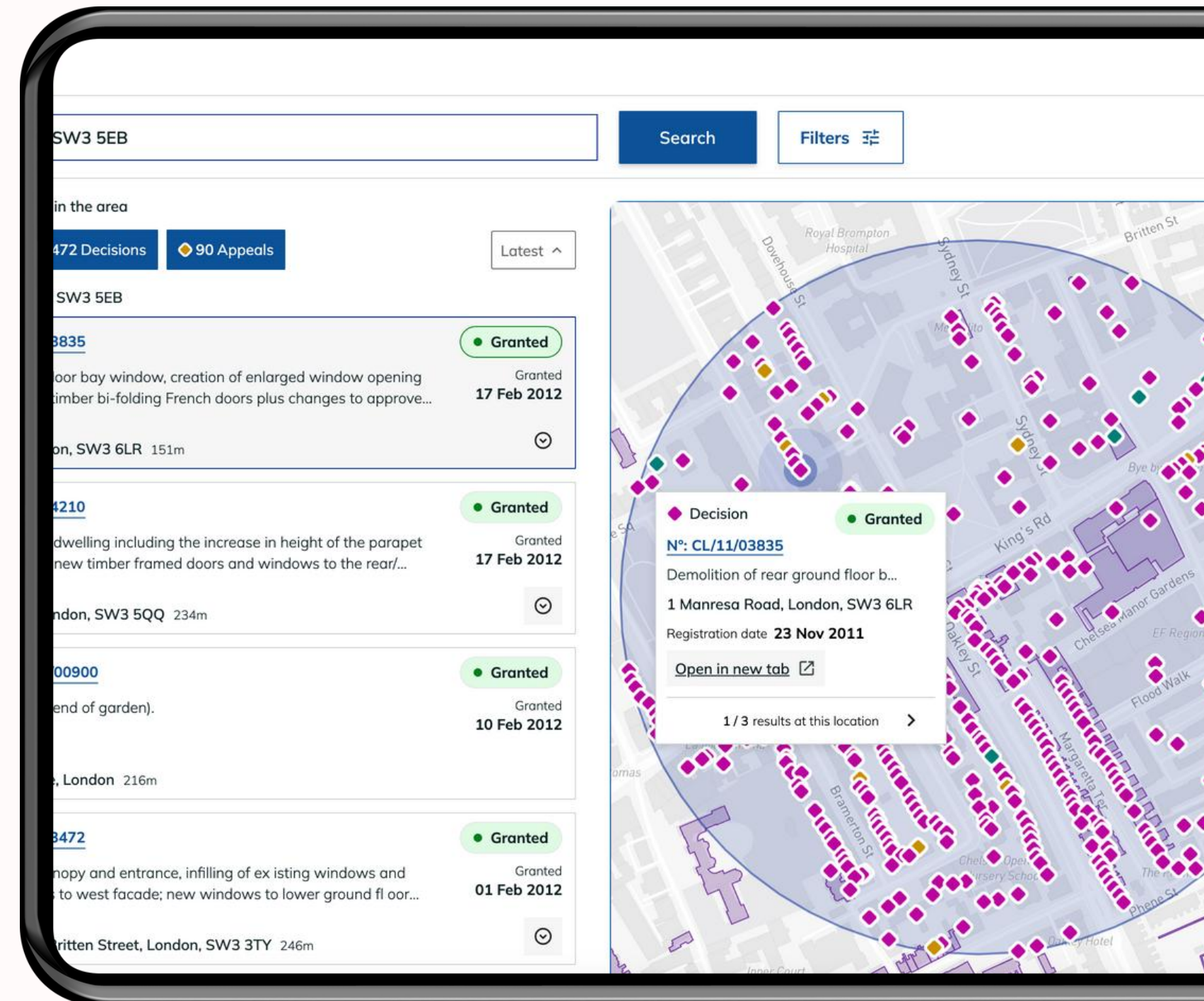


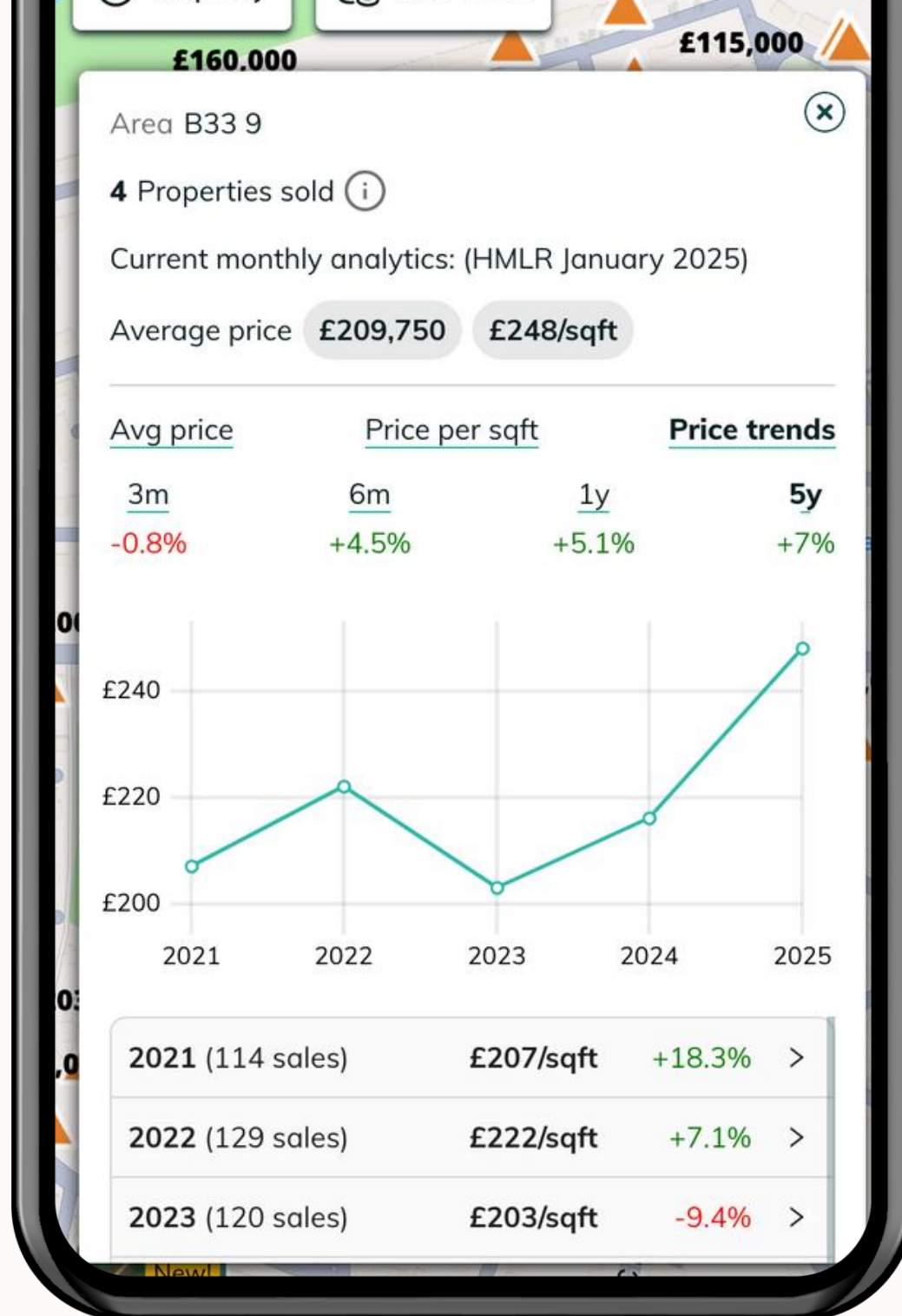
Case Study: Project Atlas

In 2024, the RBKC team recognised a problem, like many LPAs their digital experience both for the public and internal team was inefficient and frustrating.

The ask was simple:

Help us improve our digital citizenship across the planning experience!



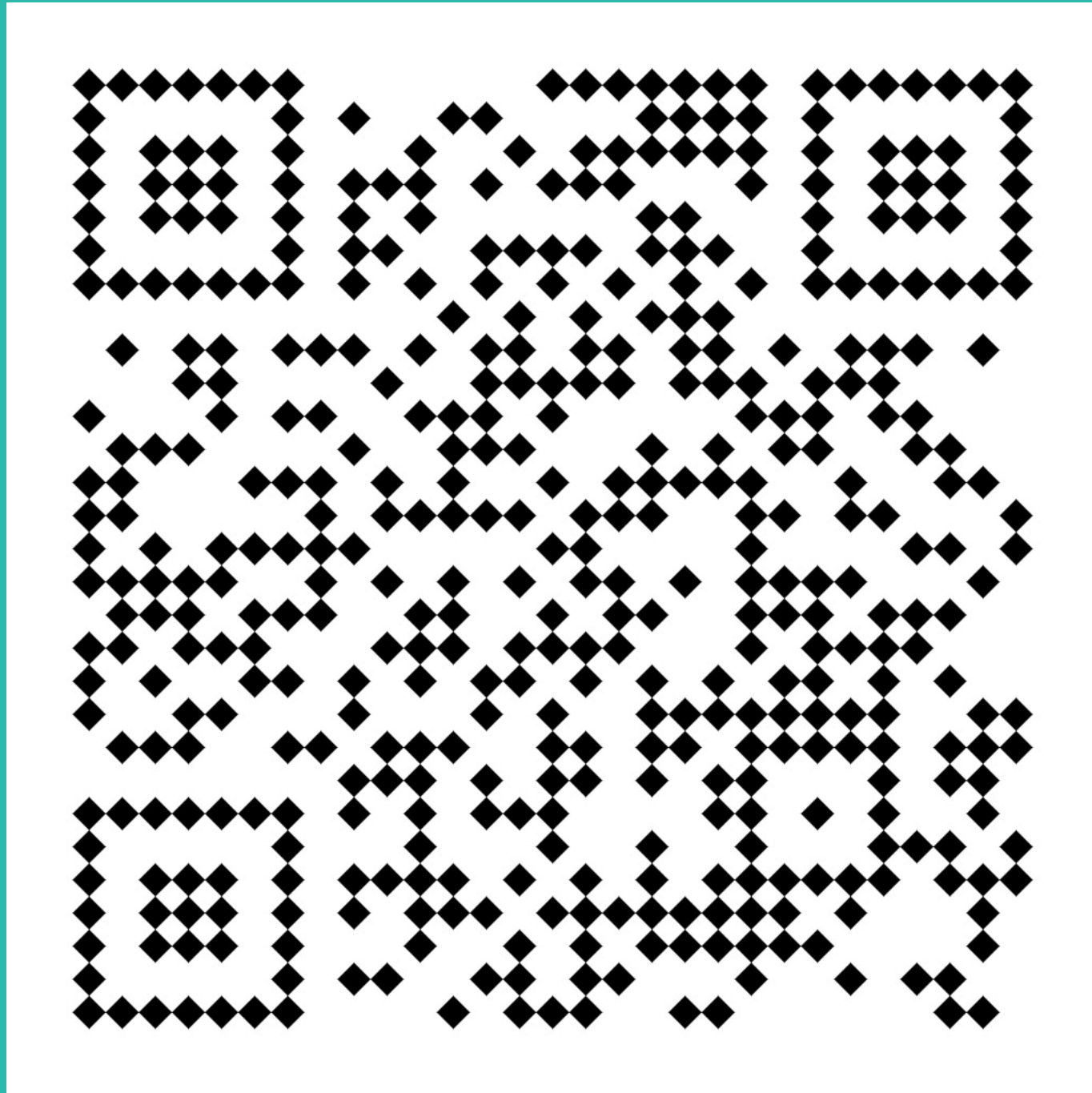


Key Takeaways

Addland brings to life a comprehensive, accurate, and accessible geospatial data through its platform, reports, and APIs.

At Addland, we leverage our data obsession with a human centric approach to ensure our vision of data for all is embedded in every product we build.

We are one of the first 360-degree data solutions that offers flexible bespoke and white label options for local authority partners and the real estate ecosystem.



Thanks!

How to get in touch?

Come find us today (stand 5).

Or scan the code to take a tour of the platform directly.