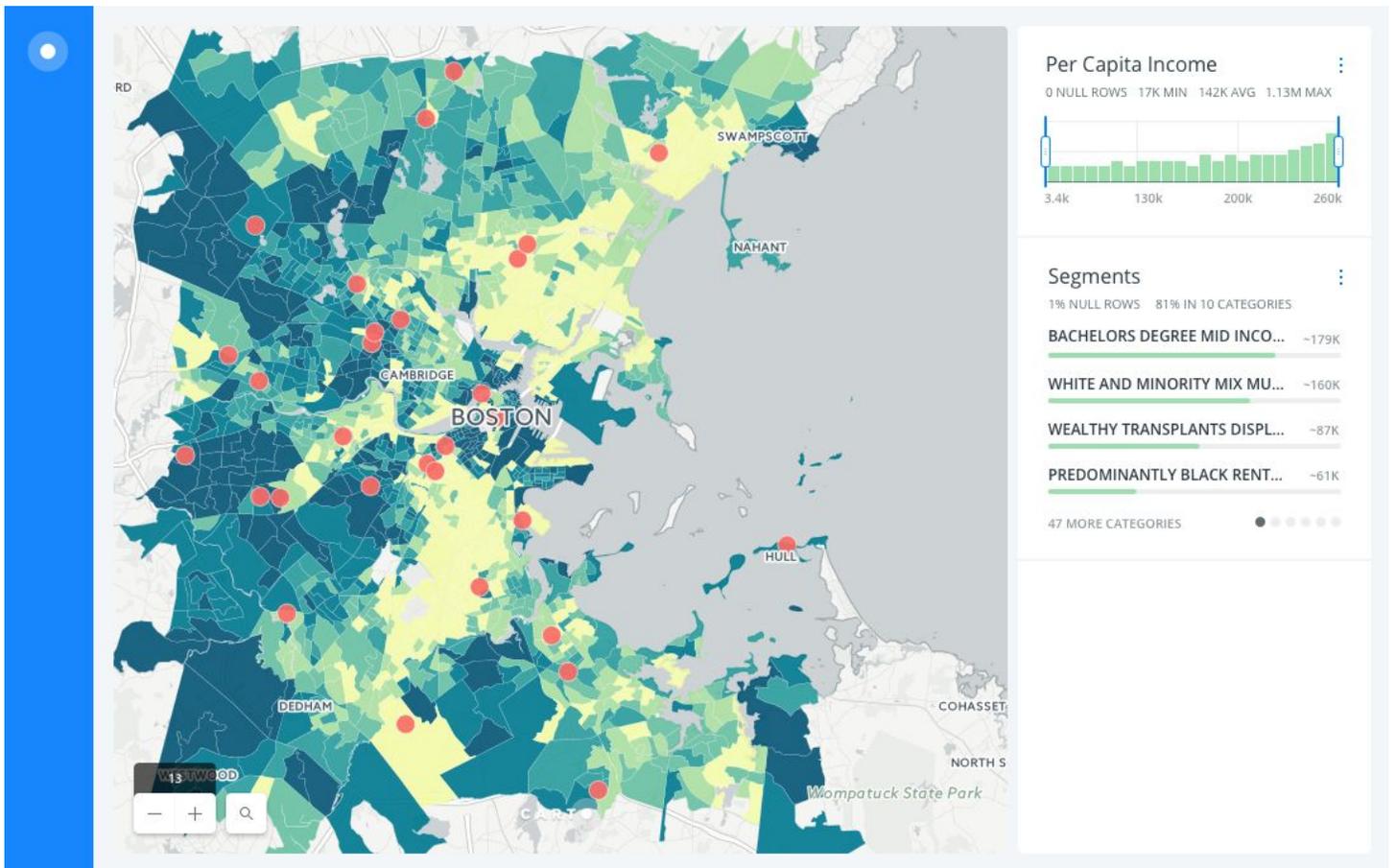# UNLOCK THE POTENTIAL OF YOUR LOCATION DATA

# ABOUT CARTO

CARTO is the platform for turning location data into business outcomes. CARTO's open cloud platform offers visual insights on where things happen, why they happen, and predict what will happen in the future. We accelerate innovation, find efficiencies, power new use cases, and disrupt business models through the use of Location Intelligence.

CARTO leads the Location Intelligence revolution, empowering any organization and individual to uncover insights through location data and then makes them available to their organization or the general public in the form of location intelligence apps. The apps help optimize processes, predict situations, and overall improve performance by leveraging location data.

Founded in 2012 by environment scientists, visualization experts, and big data analytics, CARTO is headquartered in New York City with offices in Madrid, Washington, London, and Estonia. CARTO has a team of 130 employees, a portfolio of 2,000 customers including BBVA, BCG, New York City, and Twitter and more than 300,000 users around the globe. The company is backed by investors such as Accel and Salesforce Ventures.

## OUR STORY

Today every business is data-driven and those businesses are grounded by location: territories, trade areas, customers, and suppliers. Around 80% of all data generated has a location component, yet less than a quarter of all organizations use location data to drive decisions and processes. This is in part due to the fact that geospatial analysis has been traditionally too complex for general use, making it a discipline that's been largely disconnected from the business environment and predominately for GIS experts. That's why we've decided to take the next step towards opening up 'Location Intelligence' to a much bigger audience within organizations.

We are firm believers, not only in the idea that every data analyst and business user should be able to access Location Intelligence to make better decisions, but also and more importantly in the universalization of the technology, so they can independently conduct the analysis. Self-service Location Intelligence will be available to everybody, not just developers and GIS experts.

The CARTO platform empowers everyone, from business analysts to data scientists, to turn location data into business outcomes. Our open cloud software offers visual insights on where things happen, why they happen and predict what will happen in the future. We accelerate innovation, find efficiencies, power new use cases and disrupt business models through the use of Location Intelligence.

We understand that everything happens somewhere and sometime, so CARTO combines spatial and temporal data to power business outcomes.

CARTO●

## OUR MISSION

From Smart Devices to IOT Sensors, every day more than two quintillion bytes of location data power our personal lives and businesses. 80% of all data collected has a location element on it, and only 10% is actually used to power decisions.

The history of maps is a history of the power of information. One of the most notable turning points for the functional uses of maps, is when they became more than just a navigation tool, but a way to solve problems. John Snow's Cholera map identified the origin of one of the deadliest diseases in the modern era, showing us that maps have always given us the ability to see, understand, and plan the future.

Today, we live in a world where every day, billions of new location-rich data points are being generated. We believe everyone - regardless of background, job title, or area of expertise - should be able to harness the power of location data to optimize operational performance, strategic investments, and everyday decisions.

There is a movement to make location data business critical. We are at the forefront of that movement by helping businesses turn location data into better behavioral marketing, smarter self-driving cars, optimized delivery routes, strategic store placements, and maximized assets.

At CARTO, we aim to universalize access to Location Intelligence by creating powerful, flexible, and easy-to-learn tools and then putting them in the hands of everyone, which we believe will ultimately transform and shape the future success of  companies and organizations. Above all, we stand by one of the laws of geography by

CART●

Waldo R. Tobler, "Everything is related to everything else, but near things are more related to each other."

# WHAT MAKES US DIFFERENT

### PERFORMS AT SCALE

Up to hundreds of millions of records, the CARTO platform flexes to manage vast amounts of data volume and all kinds of sources to help you find, filter, and feed the relevant streams flowing through Big Data and your data, so that you can make them actionable. Work with virtually limitless datasets for real-time exploration, filtering, and drill downs. This visual exploration is the only way you can make sense of really large data sets.

### ALL-IN-ONE: GEOSPATIAL BATTERIES INCLUDED

CARTO enriches your location data with versatile, relevant datasets, such as demographics and census, and advanced algorithms, all drawn from CARTO's own Data Observatory and offered as Data as a Service. Users can shine brighter in their analysis and dramatically shorten their time-to-value.

### SELF-SERVICE FOR EASY ADOPTION

CARTO uses widget-driven dashboards, an array of maps, and unified workflows so that anyone can bring the power of location into the organization. Working with CARTO is intuitive, logical, and effortless.

CARTO

Complex analysis, filtering, and visualization are all happening in real time, reducing time-to-insight.

## EMBEDDABLE LOCATION INTELLIGENCE

Embed CARTO's rich location intelligence features, maps, and geocoding directly into other apps or use CARTO as an engine to visualize data services. CARTO is a powerful complement to other apps and tools in place and can be integrated with your custom proprietary analytical models.

## LIVES IN THE CLOUD & WORKS ON THE GO

CARTO is naturally efficient, affordable and scalable, and offers a SaaS deployment model to push new features instantly that allows you to grow as you go. Being enterprise-ready also means on-prem and private clouds solutions are available too. Likewise, it operates as a mobile platform.

# LEADERSHIP

Javier de la Torre and Sergio Álvarez Leiva started CARTO because they wanted to make the world better.



## Javier de la Torre

Javier de la Torre is CEO of CARTO. One of the pioneers of location intelligence, Javier founded the company with a vision to democratize data analysis and visualization. Under his leadership, CARTO has grown from a groundbreaking idea into one of the fastest growing geospatial companies in the world.

He started his career as a conservation scientist, applying data sharing technologies to analyze and visualize endangered species. In 2007, he founded Vizzuality, a renowned geospatial company dedicated to bridging the gap between science and policy making by the better use of data.

He has been widely recognized for his visionary leadership and is frequently invited to give talks on data analysis, open source, geospatial technology, and biodiversity informatics. Javier holds a degree in Agriculture Engineering and Environmental Science from

the Universidad Politéncia de Madrid and Freie Universität Berlin. He is an advisory member at multiple organizations, like the European Biodiversity Observation Network.

As CEO of CARTO, Javier is responsible for driving the company growth and expansion to new and broader markets to achieve the company's mission, the democratization of location intelligence.

Javier is passionate about all things data and its potential to improve the way we make decisions in our world.

## BOARD

In addition to Sergio and Javier, there are 5 additional members of the CARTO Board of Directors:

- Ciarán O'Leary, Partner at Blueyard Capital
- Harry Nelis, Partner at Accel Partners
- Anthony Deighton, CTO & SVP Products at Qliktech
- Alex Ott, Owner and Founder of CrossContinentalVentures
- Miguel Arias, COO of CARTO.

# OUR PRODUCTS

## CARTO BUILDER

CARTO Builder is a web-based analysis tool for analysts and business users to discover and predict key insights from location data. Unleash the power of location intelligence with self-service, actionable applications you can share across your organization. Working with CARTO Builder is intuitive, logical, and effortless.
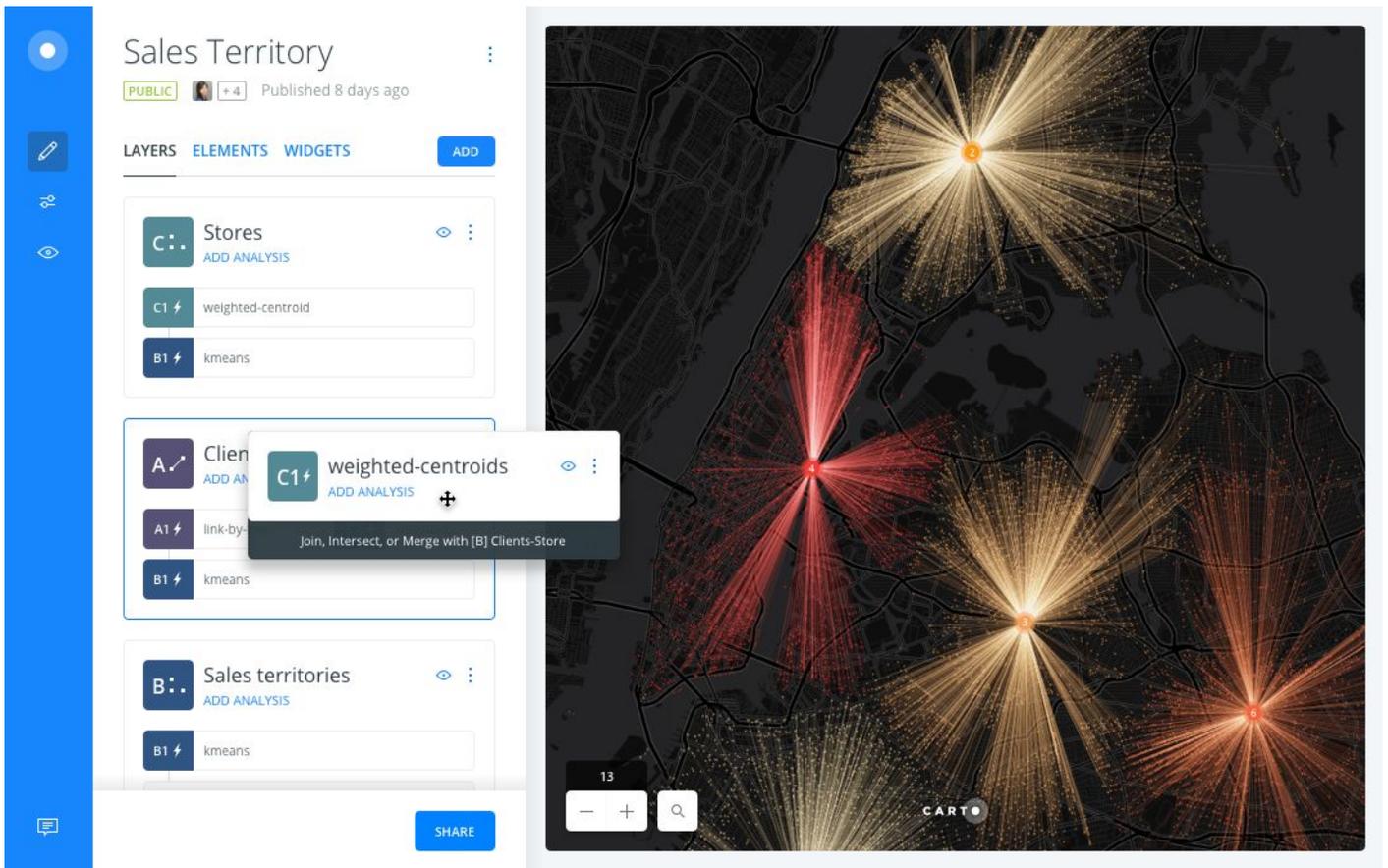
## CARTO ENGINE

A one-stop shop of geospatial tools, services and APIs for the development of easy-to-use location apps, CARTO Engine empowers your organization with scalable analysis and enrichment solutions you can fully embed on your web and mobile apps.

## CARTO DATA OBSERVATORY

CARTO Data Observatory exposes hidden patterns and creates comprehensive insight into where unforeseen opportunities exist.

CARTO

Augment your own data and broaden your analysis with thousands of demographic, economic, and real estate datasets.

For more info, please visit https://carto.com

# OUR BRAND

## OUR LOGO



## CARTO COLORS

Location Red
#F24440

Navy Blue
#162945

# CONTACT

Don't hesitate to contact us for additional information or visualizations:

press@carto.com


Twitter

Linkedin

Facebook

CARTO