

LOCATION BASED SERVICES (LBS)-2014

TRANSFORMING COORDINATES TO BUSINESS

JUNE 3, 2014, FICCI, FEDERATION HOUSE, NEW DELHI

LBS have a wide array of applications for individuals, enterprises and government. Global LBS market is estimated to touch US\$10.3 billion by year 2015. LBS market in India is expected to have exponential growth in coming years with better connectivity and mass adoption of smart mobile devices.

THE CONFERENCE

LBS - 2014 aims to explore utility of LBS across various domains. The objective of the conference is to deliberate on the present scenario of LBS market in India with special emphasis on issues related to analytics, tracking, workforce management and route optimization.



WHO SHOULD ATTEND

- Navigation maps and software agencies
- Navigation hardware manufacturers
- Mobile device manufacturers
- Web service providers
- Positioning technologists
- Mobile VAS providers
- User industry like logistics, transport, automotive, tourism, marketing, advertising, business services etc.
- Government departments and regulatory bodies
- Geospatial experts, technologists and consultants
- Technology vendors and system integrators
- Policymakers and public administrators

WHY PARTICIPATE

- To network with industry leaders, influencers and decision makers
- To align your company's strategy with emerging trends
- To engage with global/ domestic players for business opportunities
- To understand the direction government policy is taking and how it affects your business

DRAFT AGENDA

0900-1000 Hrs	Registration
1000 - 1100 Hrs	Inaugural Session
1100 - 1115 Hrs	Tea/Coffee
1115 - 1200 Hrs	Keynote Addresses
1200 – 1330Hrs	<p>Session 1: Field Workforce Management</p> <p>While majority of Indian businesses have adopted software for monitoring, planning and decision making, workforce management is yet a manual task at large. Field workforce management solutions allow planners to enhance efficiency of their staff for providing better services at lower cost.</p> <p>The session will shed light on new trends in field workforce management and benefits associated with it.</p>
1330 - 1430 Hrs	Lunch
1430 - 1600 Hrs	<p>Session 2: Tracking and Route Optimization</p> <p>In recent past, vehicle tracking industry has witnessed remarkable growth, which is further poised to grow with increasing organized logistics players and usage in personal & commercial vehicles.</p> <p>Fuel and maintenance make large portion of the operating expense. Route optimization softwares take care of route sequencing, delivery windows, road & traffic conditions, speed limits, workloads etc. to minimize operational cost.</p> <p>The session is aimed at analyzing potential of route optimization for medium and small players, latest tracking solutions and addressing challenges like infrastructure, connectivity and policy issues.</p>
1600 - 1615 Hrs	Tea/Coffee
1615 - 1745 Hrs	<p>Session 3: Location Analytics</p> <p>Traditional business intelligence tools are adding location elements to offer precise geo-analysis. Business analytics comprising spatial and temporal context empower planners with better analysis capabilities to deal with huge volume of data.</p> <p>The session will address potential of location analytics and challenges associated with it.</p>
1745 Hrs	Closing

Registration Details

Delegates (Non-member)	FICCI Associate Member (Discount 10%)	FICCI Corporate Member (Discount 25%)
INR 2500	INR 2250	INR 1875

- Registration fee is inclusive of service tax
- Fee includes lunch and tea/ coffee as per the agenda
- Fee does not include travel and stay arrangements





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A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and as the first port of call for Indian industry and the international business community.

Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompass health, education, livelihood, governance and skill development.

To enhance efficiency and global competitiveness of Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialised services and global linkages.

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