

Location Technology Platforms

Providing context for geospatial, artificial intelligence-driven mass personalization

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

The location technology platforms category refers to software that turns spatial data into contextually actionable information. Constellation estimates the market size for software and services to be close to \$45.7 billion by 2030 at an 11.8% CAGR. These systems extract and interpret spatial data from a variety of sources and deliver it into common formats. Spatial data often powers next-best actions inside maps and visualizations for a wide variety of industries.

Organizations use these location data services to not only provide navigation optimization but also to improve how geospatial information is delivered to democratize decision-making. The top solutions support multiple location types, enable layering, provide easy access and sharing of data, and can even deliver sophisticated joins.

Legacy manual and rule-based driven systems now give way to artificial intelligence and Web GIS. As machine learning and neural networks improve, expect mass personalization to emerge. Location technology platforms provide the critical context that transforms customer experience, future of work and Matrix Commerce.™

8 SOLUTIONS TO KNOW

Constellation evaluates more than **15 solutions** categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.



ARC GIS



CARTO



GEONODE



GIS CLOUD



GOOGLE MAPS



HERE TECHNOLOGIES



MANGO MAP



MAPBOX

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ContellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Supports multiple location types
- Provides geocoder
- Provides turn-by-turn navigation and drive-time analysis
- Supports logistics and route optimization
- Tracks assets
- Delivers data visualization
- Enables layering
- Exports or imports map data
- Uploads raster or vector data from different formats
- Accesses and shares data from any source
- Understands time and space with sophisticated joins
- Delivers easy-to-use mapping APIs for tracking and positioning

BUSINESS THEMES



Data to Decisions



Future of Work



Marketing Transformation



Matrix Commerce



Next-Generation Customer Experience

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



R "Ray" Wang Founder & Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models—such as digital transformation— impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.

