QP

QUIET PROFESSIONALS

ADVERTISING DATA ANALYTICS

EMPOWERED INSIGHT WITH GAVEL

It is all too common today for analysts to find themselves performing manual and complex data extractions, transforms, and uploads to pass data between disconnected systems and invest valuable time preparing data for use by rigid processing models. Gavel integrates multiple systems into a single analytics platform and unleashes powerful tools to process data in its raw form, eliminating the need for analysts to shape and reshape data before mission results can be achieved. Leveraging simple click and drag tools, flexible base map configurations, and multiple data layers, analysts can stay mission-focused and perform creative, and investigative queries to find a needle in a stack of needles – using a timely and simple process.

GIS INTEGRATION

Gavel feeds Mobile Advertising Data directly into the ESRI ArcGIS Enterprise for simple click and drag Geofence query visualization and analysis.

RICH DATASET

Gavel's data layer contains ad-provided device location signals with spoof and impossible speed detection, IP addresses, and more. These features enable analysts to extract meaningful data that can stand on its own or be further enriched with additional data to provide powerful insights.

POWERFUL ANALYTICS

Data is always better when enriched with more data. Leveraging ESRI ArcGIS base maps, Living Atlas, added data feeds, and built-in analytic models, Gavel data reveals important insights, patterns, and anomalies which might otherwise go unnoticed.

ON PREMISE OR IN THE CLOUD

Gavel can be added onto existing GIS environments or can stand alone as an individual environment. It can be accessed via a cloud-based Software as a Service (SaaS) model, or be added to on-premises systems as an add-on, to be run locally in non-cloud environments. In its SaaS form, Gavel is hosted in a National Security approved Government cloud environment, which can be used with open, NIPR, SIPR, and CJIS datasets. As a hosted SaaS solution, customers need not worry about on-premises processing power and storage systems, because Gavel leverages hyper scale cloud-based computing resources and petabyte-scale data lake storage.

LEVERAGE THE POWER OF GAVEL

- Create data queries by drawing or loading Geofences and configuring time windows without handling .csv files.

- Analyze multiple Geofence datasets for commonalities, patterns, and anomalies. Enrich results with additional data.

- Configure queries to refresh regularly to reduce analyst tasking and increase efficiency, adding focus to the mission.

- Access cloud-based maps and data with any device from anywhere. Users at the edge can benefit from immediate results and analytics made available from base-located team resources.