

# USING SPACE TECHNOLOGY FOR DATA DRIVEN DECISIONS

## WHO WE ARE

HSAT was founded with the objective of using the very latest satellite technology together with cutting edge data analytics to help organisations make better decisions.

Our aim is to provide insights in the form of dashboards, alerts, or even custom APIs, so that organisations have the right information at the right time - be it traders, insurers, farmers or NGOs.



Reports and Dashboards



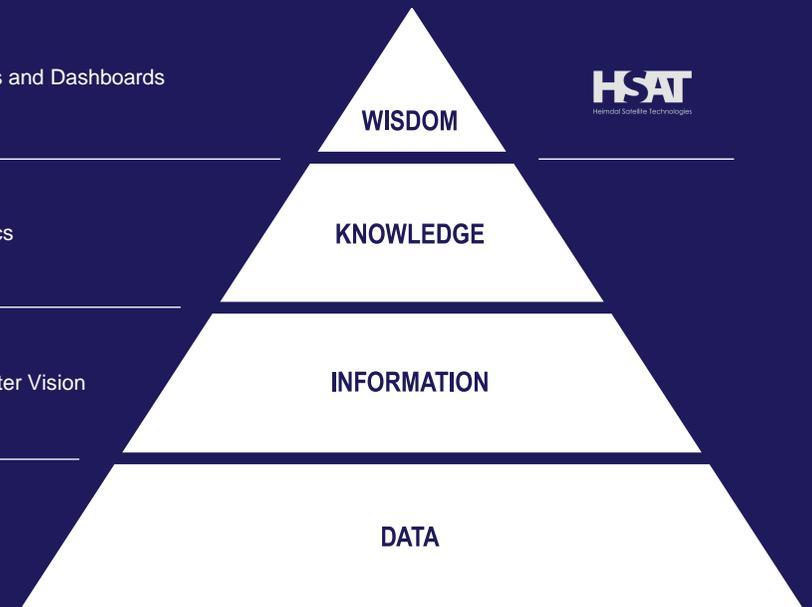
Analytics



Computer Vision



Images



# WHAT WE DO

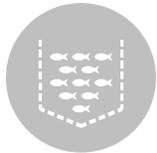
ADVICE | ANALYTICS | INSIGHTS

We address business problems using the best available data sources in order to drive new insights and improve decisions.

After understanding the core issue we will use our deep knowledge of satellite technology to identify the correct satellite imagery (e.g. single image, stereoscopic, radar, laser), then combine this with relevant client and industry data.

These combined data sources will then be analysed using computer vision, pattern recognition, machine learning and other scientific methods to provide a better understanding of the factors impacting an organisation's business environment. This insight can predict events and enable early action to drive growth, decrease costs or gain greater market share.

## We work across industries, including:



Aquaculture



Energy



ESG



Trading



Retail

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HSAT have funding from the  
**European Space Agency**  
to invest in building pilot projects.





Heimdal Satellite Technologies

## HOW CAN WE HELP

Organisations need to understand their supply chain; changing market demands; the risk environment they operate in; and increasingly their contribution to climate change and other ESG considerations.

Access to new data sources can drive knowledge and insights which allow decisions impacting these factors to be made wisely.

Examples of how we can help are:



### Case Study: Fish Farming

To better understand the risks to their stock a client combines satellite data (water temp, currents, water quality, pollutants) with historical information from the site, including loss of stock. This data is then used to predict and mitigate risks to the health of fish.



### Case Study: Soft Commodities

To understand the global supply of sugar cane a client used satellite data to predict yields in regions where measuring sugar is historically inaccurate. This required a combination of technical understanding of satellite capabilities and building custom algorithms



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