

FROM BEING THE FIRST GIS CONSULTANT COMPANY IN TAIWAN TO HAVING A PRESENCE ALL OVER ASIA, SUPERGEO TECHNOLOGIES HAS COME A LONG WAY. TELL US ABOUT THE JOURNEY.

In 1990, I established the first GIS consultant company in Taiwan that served government projects. At that point of time most GIS software did not fully meet user requirements. Especially in Taiwan, IT is advanced and users have more complex requirements. Hence, I found great business opportunity in developing and marketing own GIS software.

In 2001, SuperGeo Technologies was founded in collaboration with SYSTEX, the largest system integrator in Taiwan, to research SuperGIS Software. With more user-friendly manipulation and reasonable pricing, SuperGIS products started to gain massive market share in Taiwan.

Looking back at the past decade, SuperGeo has evolved from 20 to 50 employees. Combining the three spin-off companies that apply SuperGIS software to diversified projects, such as TMS that focusses on ITS, SMAP, an expert in navigation maps for Southeast Asia, and EMCT that provides specialised project services in natural resource management, SuperGeo Technologies now is the largest geospatial solution group in Taiwan with more than 100 employees.

We initiated global marketing campaigns in 2007 and established several important partnerships in India, Malaysia etc. SuperGIS software became familiar worldwide as GIS companies discovered tremendous market opportunities by promoting our products. Now, SuperGeo distributors are spread in more than 40 countries and users are from over 100 countries.

We also established SuperGeo Malaysia to enhance the service and provide technical transfer in Malaysia and Southeast Asia. SuperGIS products offer an easy-to-use and cost-effective alternative to GIS users.

WHAT ARE THE GIS APPLICATIONS DEVELOPED BY SUPERGEO? SuperGIS series software, covering desktop, mobile, server and Internet platforms, provide a total solution for users. Our RD team started with mobile GIS software, SuperPad, for efficient

outdoor mapping, field data collection and update. SuperPad was nominated for “2003 Info Month Excellent Information Application and Product” for Mobile GIS Platform.

SuperGIS Desktop was launched in 2004 for professional GIS data display, analysis and management. In recent years, we have developed server products for

“SuperGeo surging ahead”

Super Wang, CEO, SuperGeo, discusses how his company in the span of a decade established a strong foothold in Asia with its gamut of localised solutions, and is now ready to explore the European markets



Super Wang

CEO and President, SuperGeo Technologies Inc.

huge data integration, distribution and cloud computing. Our server software includes cache techniques to enhance map distribution speed. Besides, we have SuperGIS Globe to display 3D modelling with various visualisation tools. We always observe the latest technology advancements and try to firmly integrate with important ones.

Our software has not only become a preferred choice for users but also won many awards in geospatial and IT domains. Taiwanese government also recognised SuperGIS technologies and rewarded for our innovation and contribution to geospatial industry.

THE GEOSPATIAL SOFTWARE MARKET IS CHARACTERISED BY STRONG BRAND RECOGNITION FOR LEADING MULTINATIONAL PLAYERS. HOW DO YOU PLAN TO COUNTER THE COMPETITION? In Taiwan, we have accumulated deep experience in geospatial projects. This coupled with the functionality of SuperGIS products enable us to provide suitable products and support for our customers and partners.

In global markets, SuperGIS is positioned as the best alternative to the main GIS brands and we have successfully replaced them in many countries. Our brand recognition and position are clear and the market is huge for SuperGeo and our partners. In short, offering better services, providing more flexible product selection and offering products

at reasonable prices are our strategies of global competition.

HOW HAS THE RESPONSE TO SUPERGEO BEEN IN THE INDIAN MARKET? WHAT ARE THE CHALLENGES THAT YOU FACE IN THE SUBCONTINENT? India is one of the most important markets in SuperGeo's global network. The users in India have diverse requirements, from basic functionality to most advanced one. Therefore, regardless of the population, expertise, geography and area, the market in India is unique and offers huge opportunity for SuperGIS software and applications.

We have been collaborating with some nice and reputed partners in India, and SuperGIS products have been selected by many universities and in the government sector. After reviewing the cooperation with our partners, we decided to set up new strategies and marketing plans.

Our aim is to better observe the local requirements in terms of GIS functionalities, and penetrate into different fields, like national defence, agriculture, and public works. We have appointed channel distributors who are specialised in these domains respectively, and will forge partnerships to develop a strong network and strengthen our foothold in India. Meanwhile, our RD team will persist in developing advanced GIS software and applications, to fulfill corresponding requirements in specific fields.

WHAT IS THE USP OF SUPERGEO? In the current geospatial market, we can find fully functional GIS software at high costs, open source software with basic functions, and complicated SDK products that can be customised for certain needs. However, customers are still looking for the GIS software that can cover comprehensive functions at low costs. SuperGIS software is the solution.

SuperGeo provides total GIS solutions with all platforms, from mobile, desktop, server, to SDK. Common data formats, such as Shape files, and geodatabases, like Oracle and Microsoft SQL Server, are all supported. SuperGeo is also reputed for the quick and flexible support.

With the advantages of cost, service, and easy transfer, we are considered an ideal choice on market. Most of our distributors sought for collaboration because they faced difficulties in using and promoting other software.

MOBILE GIS IS GOING TO BE THE FUTURE TECHNOLOGY. YOUR COMMENTS. Mobile GIS software was our first product launched on market. SuperGIS Mobile solutions include fully functional SuperPad, light-weight SuperField, powerful SDK- SuperGIS Mobile Engine, and SuperGIS Mobile Tour, a special app for outdoor tour guide.

SuperGIS Mobile products can support surveying hardware in a variety of specs and operation systems and are able to support data synchronisation by

means of the connection with SuperGIS Server/ SuperGIS Image Server. Android system is supported in SuperGIS Mobile Tour now and soon in our other mobile products.

Mobile GIS market is large and updating fast. Keeping pace with the latest advancements in hardware platform is a challenge and also an opportunity for software providers.

SUPERGEO HAS RESELLERS ALL OVER ASIA. WHAT ARE YOUR PLANS FOR THE EUROPEAN MARKET?

When expanding overseas, we started in several important markets, like India, Malaysia and Japan. Now, SuperGIS is a famous brand with resellers all over five continents. After standing firmly in Taiwan, we now have significant presence in Asia and the Middle East.

Our next focus is Europe, where we already have several partners in Italy, France, Poland, Romania, Belarus etc. We are still evaluating the partnership plans with several other companies, and the interface of SuperGIS products in several European languages. We aim to establish long-term relationship with our partners to offer localised service thoroughly to the clients, and will have more aggressive strategies with these European partners in dissimilar territories. The collaboration and development in Europe will bring more specific requests and open wide horizons to our team, and thus benefit the future global development for SuperGeo. 