

Title: What do mapping drones have to offer each department of my company?

You've done your research and know using job site mapping drones will benefit your business. Now you are ready to move forward. But first you need support from the other key members of your company.



Every position in your company has a different role with different objectives. The mapping people care about the accuracy of data. Field personnel want to know how it will work. And the bottom line is of most concern to the C-level executives.

Each will need to give their blessing as it pertains to their interests. The most compelling strategy and features will vary depending on your audience.

Here is a quick guide to help you address the priorities of each decision maker in your business including:

- **CEO - Chief Executive Officer / President**
- **COO - Chief Operations Officer**
- **CFO - Chief Financial Officer**
- **CIO Chief Information Officer / CTO Chief Technology Officer**
- **Regulatory / Legal Counsel**
- **Construction Project Manager**
- **Head Surveyor**
- **GIS - Geographic Information Systems Manager**

CEO - Chief Executive Officer / President



Role: Final responsibility for the success or failure of your company.

What will IDTech do for them? The Boomerang drone system helps ensure projects are completed on time and on budget. This improves client retention and increase profits.

To rise above your competition, you have to differentiate what you do and how you do it. Our drone technology gives you a unique selling point when bidding new jobs. It also positions the CEO and your company as innovative industry leaders.

Quote: *"In business, what's dangerous is not to evolve."* - Jeff Bezos

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COO - Chief Operations Officer



Role: Often second in command to the CEO. Responsible for the day-to-day operations and efficiency of the company.

What will IDTech do for them? Identified Technologies offers a complete autonomous turnkey workflow from push-button drone flight to cloud data access in hours, rather than the typical weeks or months. All the stakeholders can finally get the timely and accurate information they need to make fast informed decisions.

The Boomerang's easy and reliable functionality empowers teams with more information transparency and communication. This allows projects to be completed faster with less rework and wasted time and resources.

Most importantly, the technology keeps your employees out of harm's way. It also helps you spot potential safety issues so you can address them before it's too late.

Quote: *"Efficiency is doing things right. Effectiveness is doing the right things."*

Success is doing the right things, right, right now." - Nisandeh Neta

CFO - Chief Financial Officer



Role: Responsible for the company's financial condition. Recommends how the company should invest its money, taking into account cash flow, risks and rewards.

What will IDTech do for them? Other solutions have to be paid 100% upfront, and require additional costs for development, integration, maintenance and expansion.

Identified Technologies takes risk and costs out of the equation by taking care of the drone insurance, FAA regulations, and complete system development, operations, processing, and maintenance. Includes automatic software and hardware updates, so you don't have to spend extra money to stay current.

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Includes free replacement of any damaged or malfunctioning Boomerang drone. It's a fixed price leased model, so you there's no upfront capex impact to cash flow, and no surprise costs along the way.

Also rewards company with more accurate and faster data, allowing you to make informed decisions sooner.

Quote: *"The fact is that one of the earliest lessons I learned in business was that balance sheets and income statements are fiction, cash flow is reality."* - Chris Chocola

CIO Chief Information Officer / CTO Chief Technology Officer



Role: Responsible for the company's technology footprint. Identifies new technology products to give the company a competitive advantage within its industry.

What will IDTech do for them? Imagine doing your job without a computer today. Drones are to the present what computers were in the 1980s. You don't want to get left behind as the competition adopts transformative new technology. We take care of the entire workflow from flight, to processing and secure cloud access. We offer mapping software exports to all industry standard formats.

We're always working to improve the Boomerang's capabilities. New updates are automatically sent to our drones as they become available. This assures you always have the latest drone technology at your fingertips. Automatic drone upgrade replacements are also included, so you're never stuck with obsolete technology. Our dedicated team is available for all your operational and technological questions and support.

Quote: *"With so many competitors' hungry for business, if you want to stay profitable you can't offer the same old thing and let your service become a commodity shopped purely on price. We've stayed unique from the competition by emphasizing our technology automation advantage that gives us and our clients' faster, more reliable results. Using the Boomerang differentiates us. It allows us to give our customers' something new that no one else can"* - Michael Fontaine, Technology and Business Development Manager, Crescent Services

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Regulatory / Legal Counsel



Role: Responsible for handling all legal issues that arise through the course of business.

What will IDTech do for them? Identified Technologies handles all necessary Federal Aviation Administration requirements for commercial drone operation.

This includes obtaining the Section 333 exemption to ensure you are flying legally. We also handle all drone-related insurance to mitigate any legal risk to your company.

Quote: *“If you or your contractors are flying drones commercially, the FAA will knock on your door to inspect your business records and shut you down if you aren’t fully compliant. These FAA inspections are only a matter of when, not if.”* – Brad Cossin, Chief Pilot & ATP

Construction Project Manager



Role: Responsible for oversight of all aspects of job site.

What will IDTech do for them? The Boomerang lets you see and track job sites in near-real-time from your desk. This continuous job site visibility allows you to make fast and informed decisions.

The ability to share and collaborate on data with stakeholders is also a huge advantage. Daily updates will end productivity bottlenecks and foresee and prevent potential problems.

Quote: *“The Boomerang is a great tool for quality control reporting and measuring cut and fills. You can quickly capture and share permanent records and avoid quantity and cost discrepancies with clients. It’s especially valuable for large areas that might be hard for an individual to access, such as elevated areas or difficult terrain.”* - Jon Machen, Project Manager, Mascarco Construction

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Head Surveyor



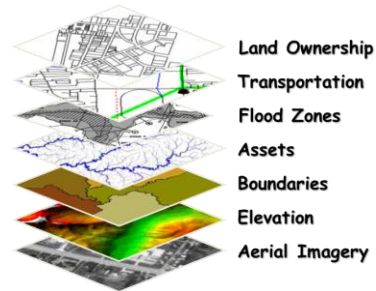
Role: Responsible for surveying the job site and generating up-to-date and accurate maps.

What will IDTech do for them? Rocky terrain, hilly areas and water are a few of the obstacles that surveyors face. Traditional methods such as manned helicopters or foot survey can take weeks.

The self-piloting Boomerang makes aerial mapping faster, more reliable and safer. Using the Boomerang as a tool, you can map in minutes what would have taken weeks or months with traditional methods. The data accuracy is comparable to LiDAR, the highest industry standard.

Quote: *“The Boomerang drone takes workers out of harm’s way. You can just sit back safely and watch it work. Our clients and directors off-site were thrilled to see the job site progress without the cost and inconvenience of coming out. The combination of precision, 200 times faster speed, reduced cost, and increased safety checked every box for us.”* – Bill Clifford, Head Surveyor, Kokosing Construction

GIS - Geographic Information Systems Manager



Role: Responsible for accurate visualization of landscapes to understand relationship, patterns and trends.

What will IDTech do for them? The Boomerang is a perfect fit for GIS teams. Within as little as a few hours of launch it can provide ground sampling with centimeter grade accuracy. Data gathered can be easily imported into a GIS database. From there it can create orthomosaic overlay maps and 3D reconstruction.

Quote: *“We’ve never seen anything like this. My team and I were amazed by the speed of the Boomerang, and the accuracy proved to be more than adequate for our needs. Cutting our survey time down to just a few minutes, while maintaining sub-centimeter mapping precision is a game changer.”* GIS Manager, Seneca Resources

Every company is unique, so please contact us at IdentifiedTech.com if you’d like to further discuss specific needs and roles. We look forward to helping you achieve your strategic and operational goals.