



# Data Users

## *Why CEOS Analysis Ready Data?*

CEOS Analysis Ready Data (CEOS-ARD) are satellite data that have been processed to a minimum set of requirements and organized into a form that allows immediate analysis, with a minimum of additional user effort and interoperability both through time and with other datasets.

Users of EO data typically invest a large proportion of their effort into data preparation. Furthermore, many satellite data users lack the expertise, infrastructure and internet bandwidth to efficiently and effectively access, pre-process, and utilize the growing volume of space-based data for local, regional, and national decision-making.

### Save Time and Effort

Even sophisticated users of EO data typically invest a large proportion (around 80 per cent) of their effort into data preparation. This is a major barrier to full and successful utilization of space-based data. As data volumes grow, this barrier is becoming more significant for all users.

### Capitalize on Experts

Who better to rely upon for data preparation than those that produce the data? Be it agencies or companies, these groups invest huge amounts of time and effort making sure data is as good as can be – so why not capitalize on this knowledge and expertise for your applications? Ensure quality and accuracy by using CEOS-ARD datasets.

### Minimize Costs

Data processing is costly. Pre-processed datasets eliminate this cost – and if you're using a cloud platform that already hosts this data, it could even be free to access and transfer.

### Consistent Data Sets

The integration and combination of consistent and comparable data provides new avenues for analysis – greatly increasing information density.