

GeoComm receives international recognition for GIS work



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(Photo: Times graphic)

Over the past five years, geographic information system technology has been playing a key role in helping first responders locate those needing help. And at the forefront of this industry-specific GIS technology is St. Cloud-based GeoComm.

"Most 911 systems today are based on hard wire (landline based)," GeoComm marketing strategy director Amanda Romaine said. "But with people moving to cellphones, the system has to move from a hard wire to an (Internet protocol)-based infrastructure."

Because of this switch, locating a distressed caller has become more difficult. Cellphone technology, along with the pinging signals sent off cell towers, now give first responders a radius to search instead of a specific location.

GeoComm has been working on new technology to eliminate uncertainty and aid first responders.

That work has earned the St. Cloud business a spot in the national technology magazine CIOReview's list of 20 most promising international GIS solutions providers for 2015.

"It certainly is always nice to be recognized," said Jody Sayre, vice president of sales and marketing. "We are very proud to be on the list."

This is the company's first time being recognized by the CIOReview.

"We have been so innovative," senior product manager Brooks Shannon said. "We are at the forefront of GIS for public safety."

Sayre and Shannon said GeoComm's commitment to partnerships with local law enforcement agencies combined with its involvement with the GIS industry has set the company apart from its competitors.

"We work closely with clients and that sets the stage for a partnership that we haven't seen with other companies focusing on 911 safety," Shannon said.

Shannon said GeoComm's next step is to dive further into 3-D mapping technology, including collecting and building models to be replicated for public safety usage.

"Our mission is to provide GIS to safety professionals. To keep serving our customers, we will continue to focus on this," Romaine said.

GeoComm employs about 90 people and works with more than 12,000 dispatchers across the United States.

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