

# CartoDB launches a self-service Location Intelligence tool and rebrands itself to CARTO

07 JULY 2016, NEW YORK, USA

## SUMMARY

*CartoDB launches CARTO Builder to enable Data Analysts to build location intelligence applications without coding. It integrates a new visual language for performing spatial analysis and ready-to-use widgets that allows for filtering, drill-down, and exploration of location data. CartoDB is rebranding the company to CARTO to further connect with its non-developers audience.*

**E**verything happens somewhere, in fact 80% of data has a location component. This provides a huge opportunity to understand and uncover key insights about the optimal location for operating a business or providing a service.

Analyzing and deriving information from location data is called Location Intelligence and traditionally it's only been accessible to key experts or data scientists within organizations. Key companies like Google, Uber, or Apple have entire data scientist teams dedicated to Location Intelligence, but for most organizations, benefiting from location data is difficult and requires custom development projects to enable the organization.

Today, we are excited to announce the early release of CARTO Builder, a web-based drag and drop analysis tool for data analysts and business users to discover and predict key insights from location data. CARTO Builder unleashes the power of Location Intelligence with self-service, actionable dashboards that you can easily share across your whole organization.

CARTO Builder introduces a new visual language to perform spatial analysis without the need for coding skills. The CARTO Builder adds analysis widgets that modify the results in real-time. Users are able to relate to data based on location, predict where things will happen, understand where they matter the most, and overall, uncover insights using Location Intelligence -- all without the need for developers to create spatial applications.

New York and the City of Mexico have been using CARTO to build dashboards to showcase where things are happening. Now, with the new CARTO builder, they will also be able to do optimizations and predictions on where things need to happen. Banks like BBVA develop applications to analyze transactions in an area during a particular event in comparison to other dates in order to estimate the impact it generates on the city.

Consultancy companies analyze the most optimum location for a distribution center, the arrangement

of a fiber optic network, or the key communities to serve by a telecom company when upgrading their cells towers.



#### RELEVANT LINKS

- To learn more, visit <https://carto.com>

#### QUOTES

*"We have seen Location Intelligence's power to optimize and predict key insights at many organizations; we are now making this core technology available through a new visual language with no coding skills needed to open up the space for an entire new audience"*

— Sergio Alvarez, Chief Product officer at CARTO

*"We have seen Location Intelligence's power to optimize and predict key insights at many organizations; we are now making this core technology available through a new visual language with no coding skills needed to open up the space for an entire new audience"*

— Sergio Alvarez, Chief Product officer at CARTO

*"CARTO integrates seamlessly with our platform and existing workflows, and it has removed the pain from geospatial processing, enabling a rapid development of custom apps and dashboards"*

— Elena Alfaro, CEO at BBVA Data & Analytics

*"CARTO integrates seamlessly with our platform and existing workflows, and it has removed the pain from geospatial processing, enabling a rapid development of custom apps and dashboards"*

— Elena Alfaro, CEO at BBVA Data & Analytics

*"Our goal with CARTO Builder is to truly disrupt the industry with a product that does not require complex geospatial skills and that can drastically alter how Location Intelligence is done inside most organizations"*

— Javier de la Torre, CARTO CEO

*"Our goal with CARTO Builder is to truly disrupt the industry with a product that does not*

*require complex geospatial skills and that can drastically alter how Location Intelligence is done inside most organizations"*

— Javier de la Torre, CARTO CEO

---

## ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

Founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques, CARTO is based in New York and Madrid, with additional locations in Washington D.C., London, and Estonia. CARTO has a team of 100 employees, a portfolio of 1,200 customers including BBVA, BCG, NYC, Twitter, and Vodafone and more than 200,000 users over the globe. The company is backed by investors such as Accel and Salesforce Ventures.

---



CARTOnewsroom