PLANETWATCHERS

PlanetWatchers GEE Case Study

PlanetWatchers partnered with Woolpert Digital Innovations to curate a remote sensing technology powered by Google Earth Engine. The team needed guidance to produce accurate results in a timely and cost-efficient way.

The challenge

Crop insurance is a critical component of the agriculture sector in North America, protecting producers and ensuring food supply chain stability. Providing accurate data collection and validation are some of the unique challenges crop insurance providers face.

The solution

With the help of Google Earth Engine, PlanetWatchers built an industry-leading remote sensing platform all in one place. Their technology uses a data fusion of synthetic aperture radar (SAR) optical imagery and machine learning algorithms to detect and monitor crop planting, growth, harvest, and identify damage.

The result

PlanetWatchers can deliver actionable information to crop insurance companies so they can be better equipped to assess risk, monitor crop progress, and respond quickly to crop damage events. Google Earth Engine allows PlanetWatchers to capture a series of agricultural satellite imagery, giving visibility and saving time, as well as enhancing crop insurers' visibility of crops progress.

> “Google Earth Engine's scalable and cloud-based technology helps us build reliable outputs, cutting-edge solutions, and long-term partnerships with crop insurers in a reliable and interactive way.”
>
> Ori Elkin, Head of Product and Engineering, PlanetWatchers

Planet Watchers

About PlanetWatchers

Through the use of Google Earth Engine (GEE), PlanetWatchers improves crop monitoring and analysis services for the North American crop insurance industry.

Vertical/horizontal solution: Agriculture

Primary project location: United Kingdom

WOOLPERT
DIGITAL INNOVATIONS

About Woolpert, Inc.

Woolpert, a geospatial powerhouse, delivers value to global clients by strategically blending leading-edge technology and geospatial applications.

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