



# DRONE PROGRAM VALUE DRIVERS

This diagram represents the most common ways in which businesses can derive value from their drone-based aerial intelligence programs.

## ✓ DIRECT VALUE

Indicated by a check, these value levers are immediately realized by using drones to replace or augment existing data collection and processing systems. For example, drones are less expensive than manned aircraft. Or drones enable field workers to observe hazardous areas from a remote location, reducing their overall hazardous manhours.

## INDIRECT VALUE

Those items not marked by a check are ways in which improvements in data breadth, depth, precision, and volume—facilitated by drone-based aerial intelligence—can be applied to drive business value. For example, asset health data is the foundation of effective preventative maintenance; therefore, better data enables technicians to improve maintenance and reduce asset downtime.

