Engineer Advisory

Led a GIS map application to 10x revenue growth

Led the software development of a GIS map application, driving revenue growth by 10x and positioning the product as a primary data asset.

2022 – 2024

10x

revenue growth, led from the map product

Situation. The core challenge was to build a platform that could track, monitor, and optimize renewable energy assets like solar panels and wind turbines. However, the initial solution lacked robust geospatial capabilities, making it difficult for clients to visualize asset locations, analyze spatial data, or derive actionable insights. Recognizing this gap, the leadership team prioritized developing a GIS (Geographic Information System) map application to enhance the platform's value and meet evolving customer needs.

Task. The task was to lead the development of the GIS application, a critical component to differentiate the product in the competitive green energy market. The role extended beyond software development — spanning tech leader, devops engineer, data engineer, and SRE (Site Reliability Engineer), ensuring the solution aligned with the company's growth trajectory. The goal was to create a scalable, intuitive GIS tool that integrated seamlessly with the SaaS platform, enabling users to visualize asset locations, track performance metrics, and leverage spatial data for decision-making. This required balancing technical innovation with the constraints of a growing startup, while ensuring the product could evolve alongside the company.

Action. It began with collaborating with stakeholders to define the GIS application's core functionalities, focusing on integration with the existing SaaS platform and real-time data visualization. Given the small team size, a modular architecture was designed using open-source GIS libraries to keep the system lightweight and scalable. CI/CD, automated infrastructure provisioning,

and monitoring tools were also implemented to ensure reliability. As the team expanded, new engineers were mentored, cross-functional collaboration facilitated, and user feedback prioritized to refine the application iteratively. Over time, the GIS tool evolved from a basic prototype into a sophisticated platform, incorporating advanced analytics and custom dashboards to meet customer demands.

Result. The GIS application became a cornerstone of the SaaS platform, driving a 10x increase in revenue through upsells, data licensing, and new customer acquisitions. Its ability to visualize green energy assets in real time improved operational efficiency for clients, while the tool's continuous refinement positioned it as a primary data asset. The success of the project not only solidified the company's reputation in the renewable energy sector but also demonstrated the value of a multi-disciplinary approach in a fast-paced startup environment. By combining technical expertise with strategic vision, the GIS application became a key differentiator, fueling long-term growth and innovation.

Bring this experience to your project

Use "Led a GIS map application to 10x revenue growth" as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. Somebody on your side of the table when a supplier, a budget or an architecture decision needs a second informed opinion.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Led a GIS map application to 10x revenue growth — 10x revenue growth, led from the map product

Explore our services Get in touch →

Turning a technical product into real revenue?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: GIS Software Development Team Lead. It draws on Platform Architecture, Solution Architecture, Full-Stack Development, DevOps, Reliability & Backups, GIS / Geospatial, Team Leadership, Technical Leadership, Mentoring & Coaching and Product & Requirements. And while you are here, we are rather good at Platform & Solution Architecture, Full-Stack Product Development, GIS & Geospatial Solutions, Technical Leadership & Consulting and Product Strategy & Requirements.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Bring the decision, the people affected and the options already considered. We can make the tradeoffs explicit and leave a documented recommendation.

See what it costs Get in touch →

Turning a technical product into real revenue?

Ask about the decisions behind “Led a GIS map application to 10x revenue growth”. You will speak with the people who can explain the work and assess your own project.

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