

One Size Does *Not* Fit All: The Benefits of Surdex's Custom Orthoimagery over Subscription Services



Subscription imagery services are a popular option that serves the imagery needs of some entities, but these services have critical limitations. There are many reasons why a Surdex orthoimagery project, which is always customized to meet user and project needs, may be a better fit for a given project. When you buy an off-the-shelf leased product, it is "as is," and there are ongoing costs and notable use limitations. When you purchase orthoimagery through a project with Surdex, you are buying a customized product with unlimited, unrestricted usage. The table below compares some key differentiators between these two options.



Feature	Subscription Service Imagery	Surdex Project Imagery
Ownership / distribution	Imagery is licensed / not owned by user; use by other entities will require the purchase of an additional license	Imagery is not licensed; client retains all ownership and distribution rights
Additional fees	Includes recurring fees (in addition to any initial setup/download fee)	No recurring fee after project is complete
Ability to have multiple users	May have restricted number of users (or require additional fees to increase number of users)	Unlimited number of users
Data resolution / accuracy specifications	Resolution and accuracy are determined by vendor's priorities and the requirements of their own content programs	Resolution and accuracy are designed specifically to meet client's specifications
Data acquisition conditions	Variable acquisition conditions permitted including seasonality, clouds, shadows, overcast skies, and flooding	Data acquisition limited to conditions specified by the client (e.g., leaf-off, 30-degree sun angle)
Data access timeline	Released for use based on license schedule	Custom delivery schedule designed to meet client-defined timeline
Software / data format	Limited software platform access and final data formats	Data provided in client-selected, standardized formats