

What's in Store for Geothermal Energy Industry in 2014?

Geothermal energy is more promising in 2014 as more companies use the timely online mapping tools to create a map and understand the data.

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/EINPresswire.com/ -- Energy industry admits that the year 2013 is an eventful year for the global geothermal sector. One major reason for this is because a growing number of companies in geothermal energy industry were able to maximize the use of mapping tools to identify risks and problems and work their way out to find solutions by understanding their data through maps. [Mapline](#) is one of the most trusted when it comes to providing timely solutions in data analysis and visualization. Since it went to the business, it now serves almost 35,000 users, the majority of which belongs to the energy sector.

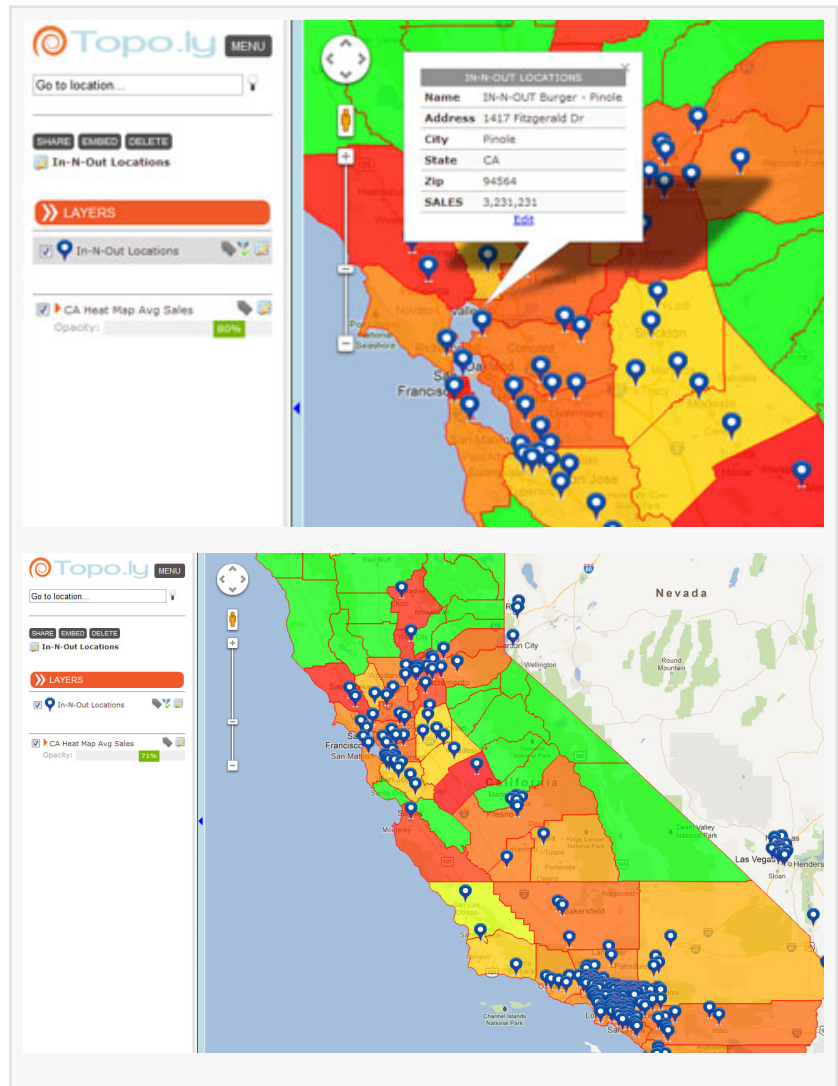
The following are the top 5 trends for the global geothermal industry where Mapline [online mapping](#) tools can be used:

Understand Regional Growth Markets

Mapline makes it easy for geothermal companies to understand regional growth markets. It offers a wide range of territory sets that can be used not only in the US but internationally. Energy sectors are aware that developments concerning new geothermal energy can be seen in Asia and Europe which topo.ly offers.

Explore New Markets

Exploration services have always been crucial in bringing value to geothermal industry. There are new territories to be tapped. This year, African countries are seen to be one of the most promising. Interestingly, Mapline also offers territory sets in Africa which geothermal companies can readily use to [create a map](#) and understand what and how they can explore.



Market the Industry

2014 is a new challenging year for geothermal energy industry to get more public attention. How can new and existing companies deal with this challenge? Mapline answers this question by allowing its users to utilize the heatmapping feature. This is exceptional in identifying risks to the business. When risks are pinpointed, companies can go through the process of creating realistic and timely business models to follow more prepared.

Public Engagement

In 2014, Geothermal industry is expected

to participate more in public engagement for geothermal development and activities in general. Public engagement involves PR work, marketing, and regular engagement to different stakeholders in communities and regions. This helps in promoting and educating the public on what geothermal energy has to offer. Different sectors' address locations can be plotted on a map to clearly identify new methods that will work to pursue this goal in half the time. Hence, Mapline users can create a map even in just less than 3 minutes. When maps are processed, data analysis of different sectors can be fully understood.

Industry Associations

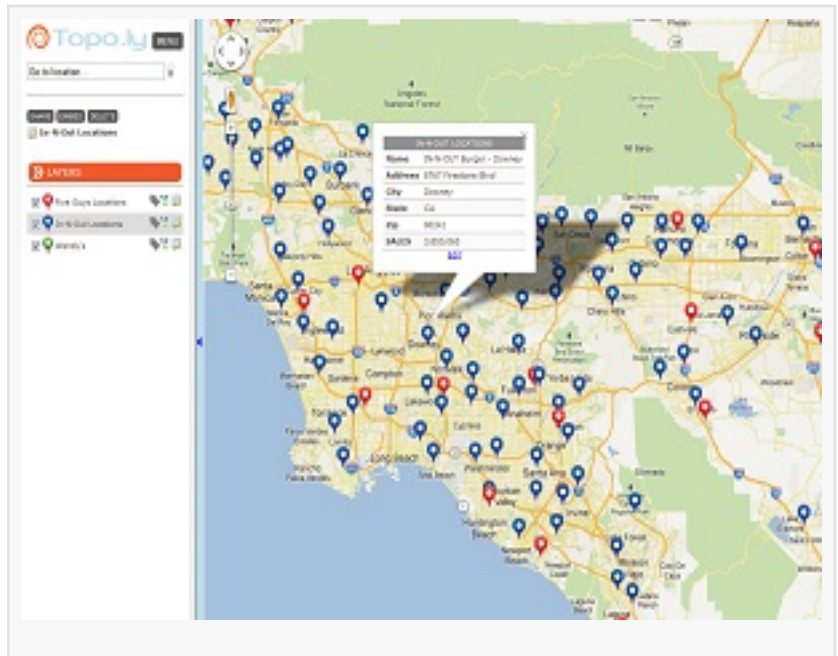
Industry associations continue to play an important role this year in promoting the geothermal industry. Mapline users can add up to 100 different data sets on a map. They can try adding data sets from different energy sectors, users, suppliers, and distributors. When these are plotted on the map, they can see the connections easily and how they affect the geothermal business.

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