

# 5 ways drones are transforming business



Drones are quickly becoming a part of everyday reality across the world. The drone market is predicted to balloon to 42.8 billion USD by 2025, and with that comes greater technology, and a wider variety of job creation. And as economies re-open post COVID lockdowns, we are seeing drones being deployed ahead of humans as 'robots are immune'.

**Here are 5 ways drones are transforming business.**

## **IMPROVING SAFETY**

As the quality of drones continues to develop, the safety of operations will continue to improve. Over time, we will see drones replace the dangerous aspects of many jobs, including asset inspection, mine mapping and search & rescue operations. This increases the safety of operations and reduces the exposure to the business of human accidents and injuries.

## **IMPROVING ECONOMICS**

Drones are being aggressively deployed because for many use-cases the economics are unassailable. For instance for a company that currently performs powerline inspections with a manned helicopter will pay around \$3000/hour. Whereas a drone can be deployed for the same task for around \$300/hour. business economically. Deploying the drone is not only safer, but is materially less expensive to perform the same job.

## **WORKING ALONGSIDE EXISTING ASSETS**

A drone, flying above the operation, does not interfere with current operations. It can simply be used in conjunction with current assets, supplementing existing processes. For instance, drones can be used to visually inspect construction or port cranes instead of having a person climb and perform an inspection.

## **EXPANDING BUSINESS CAPABILITY**

Drones have been touted for their ability to conduct a multitude of operations, from photography and video work, to agriculture, to even delivery. With the simple change of a camera, an individual drone can go from mapping crops, to taking photos of the coastline for a travel brochure, or to taking a video for a television program. The capacity of drones are such that their application and impact is economy-wide.

## **CHANGING THE NATURE OF BUSINESS**

Drones will have a material impact on business operations. What this will do is change the nature of employment: it will create new jobs such as Drone Pilot, data analysts, and regulatory and enforcement roles. Today every company in transportation, logistics, energy, infrastructure, construction, mining, and media & entertainment are all deploying drones.

Over time, employees will shift away from dangerous and dirty work, and as drones fill the gap. This will create space for people to work with the technology to identify more cost-effective business outcomes. The adoption of drones will change the way business works, for virtually all industries.

As drone technology continues to improve, it is likely to significantly impact society and commerce. Firms are aggressively adopting the technology today to gain cost and data advantages over their competition.