

# Business Intelligence

TomTom brings location intelligence to your business



maps & content | real time & historical traffic | lbs



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# The TomTom Advantage for Business Intelligence

Location perspective, it is at the heart of business intelligence and improvement. It is the skill of compiling data to analyse an area's relationship to its surroundings and there is no better way to view this than on a map.



KEY BUSINESS ADVANTAGES	
<b>Analysis</b>	Move away from rows and columns to a map where performance can be analysed at a glance
<b>Efficiency</b>	Plan the quickest route to your customers on any given day at any time
<b>Location Identification</b>	Map your future site locations to align with the ideal customer profile
<b>Future Proof</b>	Predict changes in business climate with real time traffic and the freshest data
<b>Customer Satisfaction</b>	Meet the needs of your customers by routing them to the nearest Point of Interest (POI)

Whether analysing by region, distribution, customer demographics, fraud detection or store revenue imbalances the value of a location-based perspective cannot be overstated. When searching for the ultimate business rewards, why wouldn't you want the ultimate map?

# TomTom Products: Improving Business Results on a Global Scale

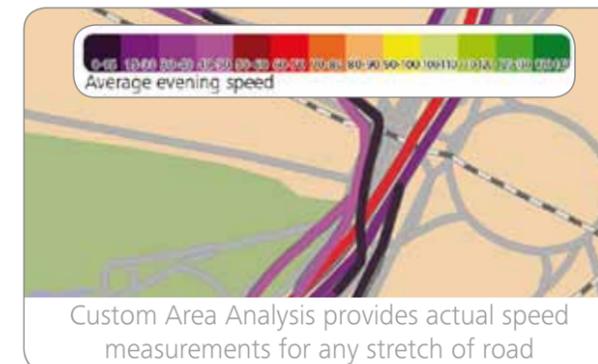
TomTom delivers a comprehensive range of map, route and traffic products to assist every aspect of your business. Highlights include:



**MultiNet** provides the richest, freshest and most accurate global road network database. It integrates turn-by-turn directions, road data including signage and intersections to get your business moving quickly and efficiently.



**Address Points** delivers the ultimate in geocoding accuracy for your business by pinpointing discrete, actual street addresses to physical buildings or property parcels. By constantly seeking and incorporating address data from many private and government sources TomTom is delivering a highly relevant and high resolution dataset for address geocoding.



**Custom Travel Times** and **Custom Area Analysis**, both historical traffic products, reveal the risks travellers face every day. Specify the route or area you require and analyse it at any hour of the day, and any day of the year. Understand road usage in extreme weather conditions, when school lets out, and even the impact of holidays.



**Enterprise Traffic** provides real time congestion information solely for road stretches experiencing delays. This improves the accuracy of fastest route calculations and ETA forecasts. Accuracy is ensured with data aggregated from multiple sources.

# Connect with the Location Intelligence Experts

Innovation drives the future of location awareness. This innovation starts with the map and evolves to incorporate real time and predictive traffic information. Through innovation, TomTom keeps pace with the ever-changing world by delivering products which improve your business, drive efficiency and reduce costs. Partner with TomTom and you will have access to:



## The freshest map

TomTom coverage is updated daily using multiple sources. It extends over 200 countries and territories and encompasses more than 3 billion people and 34 million kilometres globally.



## The most accurate real time traffic information

TomTom real time traffic products create a vivid picture of traffic conditions as they evolve, keeping drivers in control of their journeys.



## The largest resource to predict traffic flow

With a database of over 3 trillion anonymous GPS measurements, TomTom historical traffic products provide analysis to predict driving behaviour across the road network.

Find out how our location intelligence can benefit you. Contact TomTom today.



## About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of location and navigation products and services focused on providing all customers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has 3,500 employees and sells its products in over 40 countries.

TomTom Licensing is the division of TomTom dedicated to delivering relevant, fresh and high-quality digital maps, and dynamic content, to a wide range of business customers. Our product portfolio includes the world's freshest digital maps covering over 200 countries and territories globally, as well as the most accurate real time and historical traffic products.

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