



# Financial Services

How TomTom Geospatial Solutions help your business



maps & content | real time & historical traffic | lbs



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# Financial Services

Financial organisations better understand risk through the geographic distribution of loans and the specific risk associated with those areas. These can be high mortgage default rates, boundary changes, road histories and much more.

TomTom can help you understand the ideal location for a new bank branch or ATM based on proximity to customers, roads and businesses. With historical traffic data we can add unique value by providing information on accessibility, origin and even the destination of passing traffic.

## BENEFITS

<b>Site selection</b>	Include driving access and driver demographics in analysis
<b>Risk assessment</b>	Reduce exposure by utilizing our rich road, traffic and census information
<b>Future Proof</b>	Predict changes in customer needs with real time and historical data
<b>Cost Savings</b>	Increase profitability through more accurate quotations
<b>Marketing &amp; advertising</b>	Boost marketing efficiency based on desired risk profile
<b>Customer satisfaction</b>	Adjust estimates with the latest mapping tools



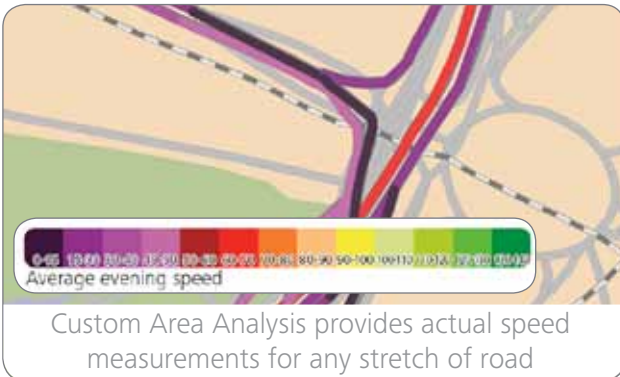
# Products

TomTom delivers a comprehensive range of high quality maps, route and traffic information to help manage public assets:



**High Quality Digital Maps** - provide the richest, freshest and most accurate global road network database. They integrate turn by-turn directions, road data including signage and intersections to get your business moving quickly and efficiently.

**Address Points** - TomTom 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** - These historical traffic products reveal the risks travellers face every day. Choose a specific route or area and they analyse the traffic information at any day or even hour of the year. Understand road usage in extreme weather conditions, when school lets out, and even the impact of holidays.

# 20 years of innovation and geospatial expertise available to the Financial Sector

We are a map making company with over 20 years' expertise. Continuous investment and over 2,000 persons help us provide the freshest and most accurate maps with best-in-class safety and attributed navigation.

Our unique 'hybrid' map-making delivers content of certified quality. We use an innovative approach which combines traditional sources such as satellite imagery, field surveys, mobile mapping vans and fleets with rigorously controlled community input.

Consequently TomTom has delivered industry leading traffic information to governments, enterprises and consumers since 2006. The following key assets will prove invaluable to your projects:

## **An exceptionally large number of live (community) input sources:**

- Millions of connected GPS devices + 80 million GSM probes + millions of government road sensors + thousands of journalists collecting incident information.
- This large number of data sources leads to greater accuracy, increased confidence in data from our users as well as a better customer experience.

## **Ability to publish data on any road:**

- Thanks to our OpenLR technology, TomTom can describe incidents or congestion on any road on any map, including secondary roads.

## **Mature and proven fusion engine:**

- Class leading traffic information.

## **Frequency of data:**

- Every second new road data is received
- Every 30 seconds the traffic status is updated
- Every minute (or less) all data is made available to our customers

## **CONTACT INFO**

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