

Geo-Marketing

How TomTom Geospatial Solutions help your business



maps & content | real time & historical traffic | lbs



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Geo-Marketing

Retail, Financial Services and Health Care are some examples of markets that profit or lose billions of dollars per year from on judgments using geo-analysis. Applied incremental improvements only yield minor benefit, with TomTom enjoy parametric advances which can make a world of difference.



BENEFITS

Analysis

Move away from rows and columns to a map where performance can be analysed at a glance

Efficiency

Plan the quickest route to your customers on any given day at any time

Location Identification

Map your future site locations to align with the ideal customer profile

Future Proof

Predict changes in business climate with real time traffic and the freshest data

Customer Satisfaction

Meet the needs of your customers by routing them to the nearest Point of Interest (POI)



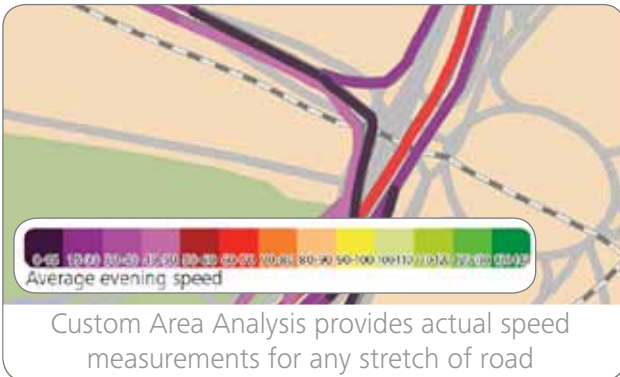
Products

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 Geo-Marketing 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

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