

Retail

How TomTom Geospatial Solutions help your business



maps & content | real time & historical traffic | lbs



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Retail

For the retail industry, an accurate spatial perspective is crucial to selecting the best sites, as well as in targeting the right customer base relative to store locations. Using the data TomTom uniquely provides changes the way retailers of any size can improve and better understand their selection.

TomTom delivers the most accurate and freshest digital mapping in the world. It is built upon global road networks, the very threads which tie the world together, and since 2006 we have collected anonymous GPS measurements from our tens of millions of users. To date over Four Trillion GPS observations have been compiled a number which is growing by the billions each day.

This makes TomTom uniquely placed to lead the evolution of the modern Internet and the sole source of such powerful observation-based products.

BENEFITS

Risk assessment

Reduce exposure by utilizing our rich road, traffic and census information

Future Proof

Predict changes in customer needs with real time and historical data

Cost Savings

Avoid spending waste by using TomTom data to avoid mistakes

Marketing & advertising

Boost marketing efficiency based on desired risk profile

Customer satisfaction

Pinpoint areas where customers lack retail requirements



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 Retail 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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