



# Utilities & Telecommunication

How TomTom Geospatial Solutions help your business



maps & content | real time & historical traffic | lbs



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# Utilities & Telecommunication

Spatial information is vital to cost saving decisions for planning, deployment and maintenance of large scale transmission and distribution infrastructure. It is particularly important in metro areas and provides substantial benefits for pipe, wire and tower operations amongst others.

TomTom helps customers manage extended networks and new facilities as well as locate the optimal path and distance to connect widespread users.

## BENEFITS

### Alerts and notifications

Required by law and invaluable in disaster management

### Infrastructure planning

Make smart decisions using the freshest and most accurate maps

### 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

### Customer satisfaction

Pinpoint areas where customers lack infrastructure



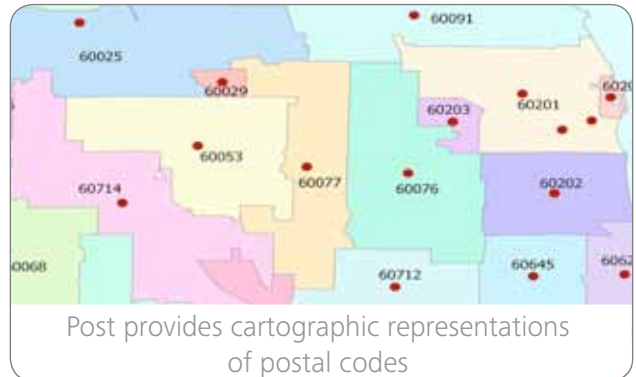
# Products

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.

**Post** - drives enterprise efficiency with cartographic representations for postal codes in the United States and Canada. It extends the functionality of MultiNet by providing detailed point and boundary representations of postal districts, linking to municipal coverage and providing for additional analytical capabilities.

# 20 years of innovation and geospatial expertise available to the Utilities & Telecommunication 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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