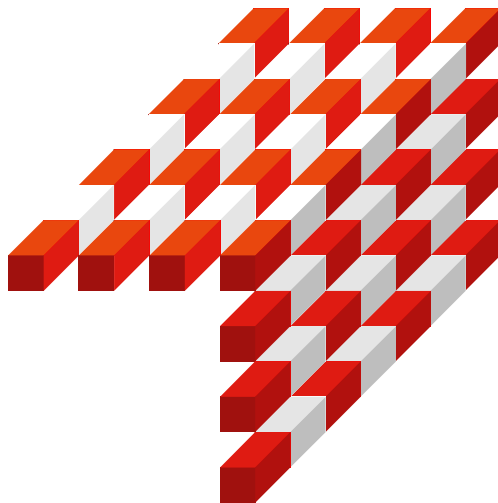


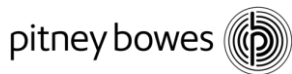
# Enterprise

TomTom 



Anders Truelsen

Managing Director BU Enterprise



**1 Billion**

# Go-to-Market

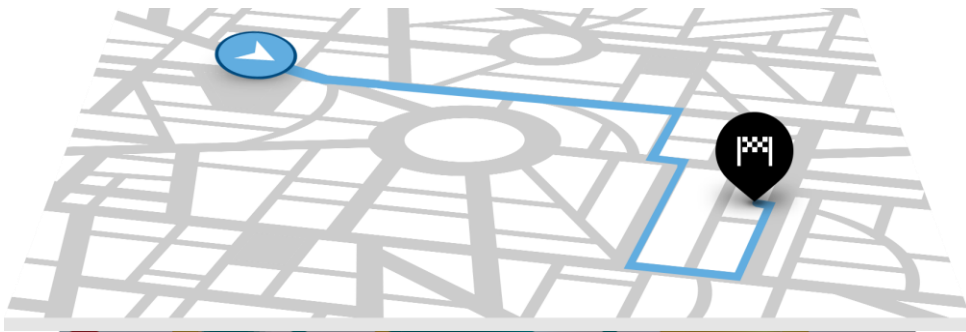
**Uncompiled Maps &  
Traffic Data**

**Maps APIs**

# Go-to-Market

**Uncompiled Maps &  
Traffic Data**

**Maps APIs**



**NAVIGATION**



**TRAFFIC**



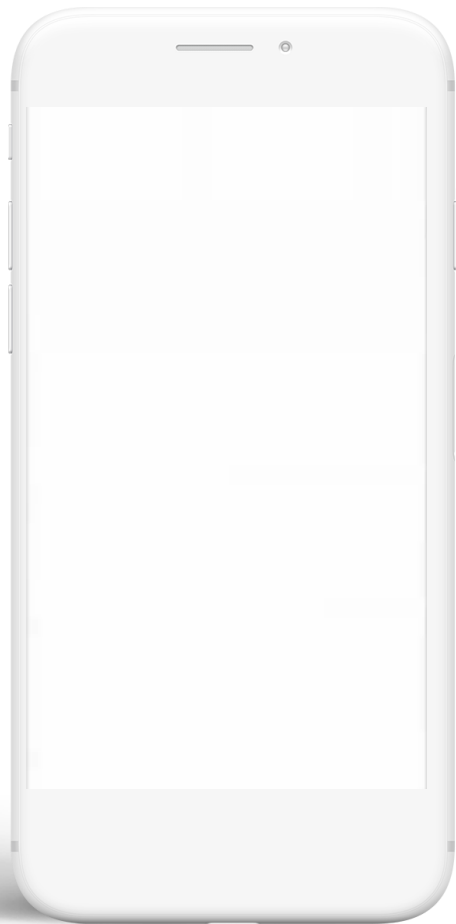
**POINTS OF INTEREST**



**STREET NAMES**



**BASE MAPS**



# 2.4 BILLION MODIFICATIONS PER MONTH



## Machine data sourcing

Our maps stay fresh through an automated data collection process that draws from government and private sources, aerial imagery, and field analysts.

## Satellite imagery

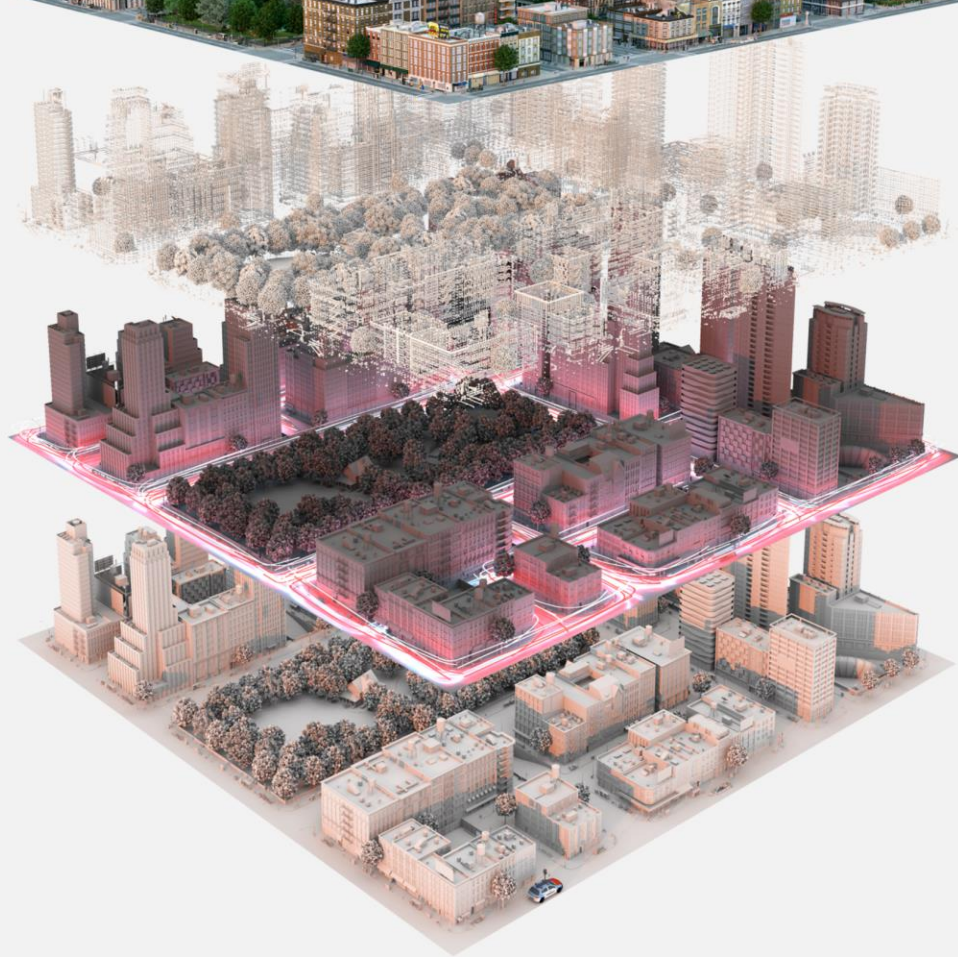
We use AI, machine learning and image processing to extract highly accurate map features from satellite images.

## Sensors

We collect 5B+ pixels per kilometer to validate real-world changes and deliver highly accurate positioning.

## Probe data





### **Sensors**

We collect 5B+ pixels per kilometer to validate real-world changes and deliver highly accurate positioning.

### **Probe data**

Thanks to more than 600M connected devices on the road, TomTom Maps reflect real-time, real-world conditions with up-to-date road and traffic information.

### **Mobile mapping imagery**

Our vans drive more than 3M kilometers every year to ensure our maps reflect the road and are accurate down to a few centimeters.

# MAP EDITING PARTNERSHIP





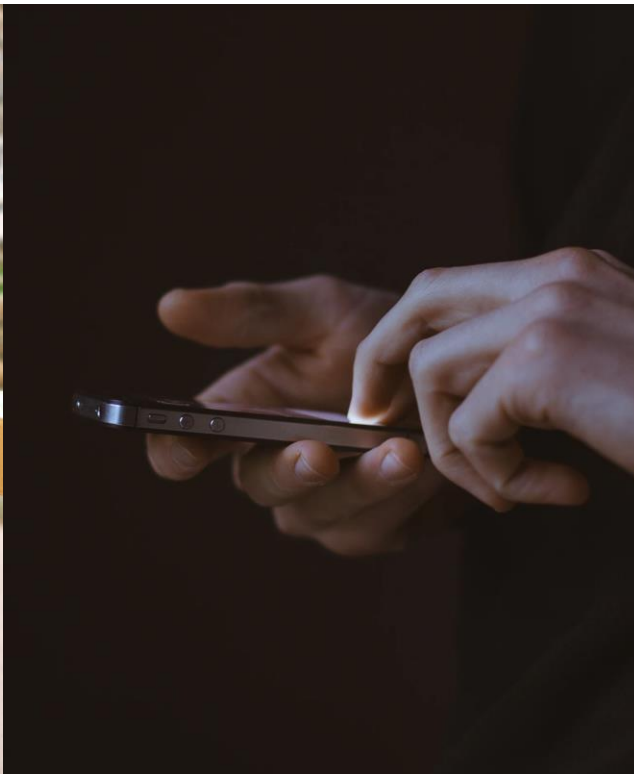




# MARKET SEGMENT EXAMPLES



Fleet & Logistics



Web & Mobile Apps

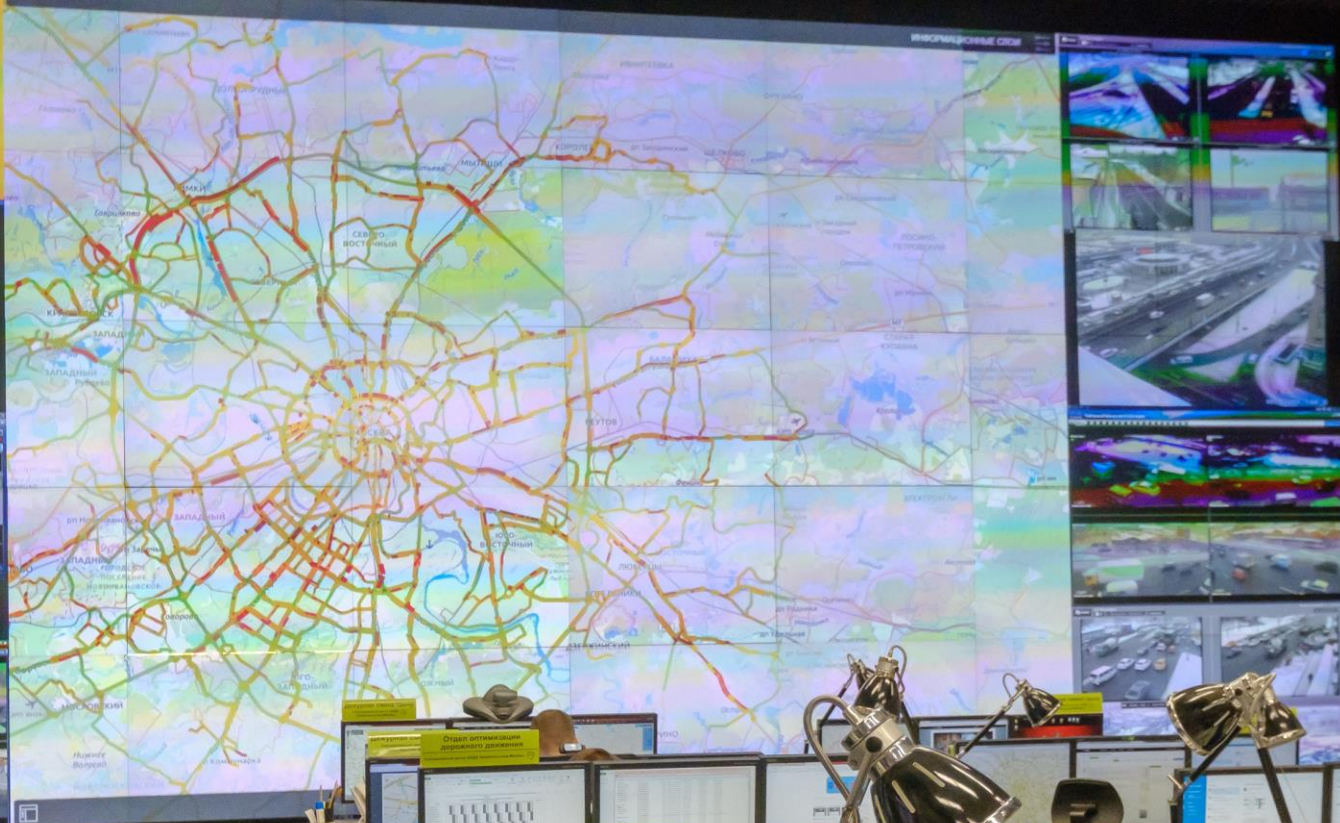


Analytics

февраля  
09:36:37

5↑

баллов

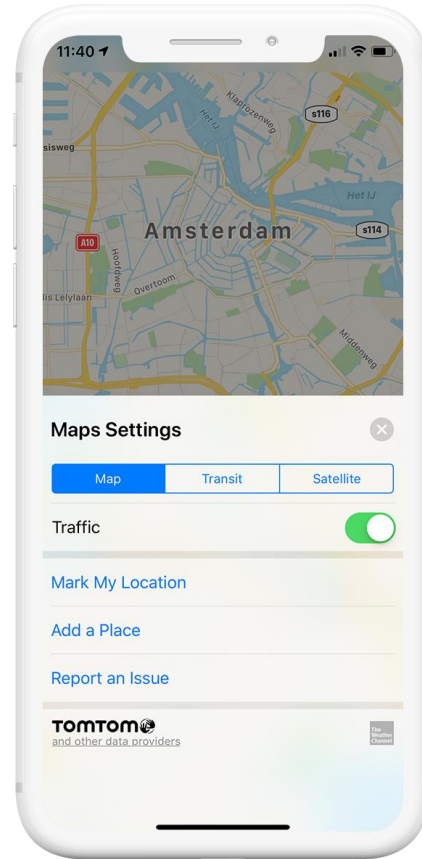
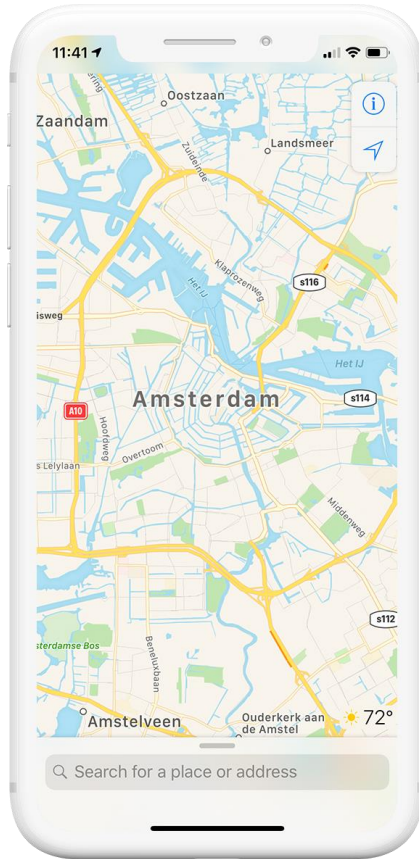


Отдел оптимизации  
дорожного движения

Дежурная смена | Юг  
Ситуационный центр ЦОДД  
Правительства Москвы

Дежурная смена | Восток  
Ситуационный центр ЦОДД  
Правительства Москвы





Product Categories ▼

Search for...



## Geocoding Directories

**Keep customer data accurate, up-to-date, augmented and complete**

These data files contain geocode information (latitude and longitude) you can use to cleanse and standardize your data records as part of an overall data quality improvement process. Data is available for locations across the globe. Each directory is sold as an annual subscription with all updates and support included.

**From EUR 2,800.00**

unit / year

*Taxes calculated during checkout*

**Buy Now**

Prices vary by country and directory type



Contact Us

**Partnership:**







# Go-to-Market

**Uncompiled Maps &  
Traffic Data**

**Maps APIs**

# Go-to-Market

## Maps APIs

**Uncompiled Maps &  
Traffic Data**

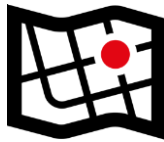
# Maps APIs Product Portfolio



SEARCH



ROUTING



MAPS



TRAFFIC



SOFTWARE  
DEVELOPMENT  
KITS



BMW i3



BATTERY

Current Charge

60 kWh

Plug

IEC 62196 Type 2 Outlet

ROUTE



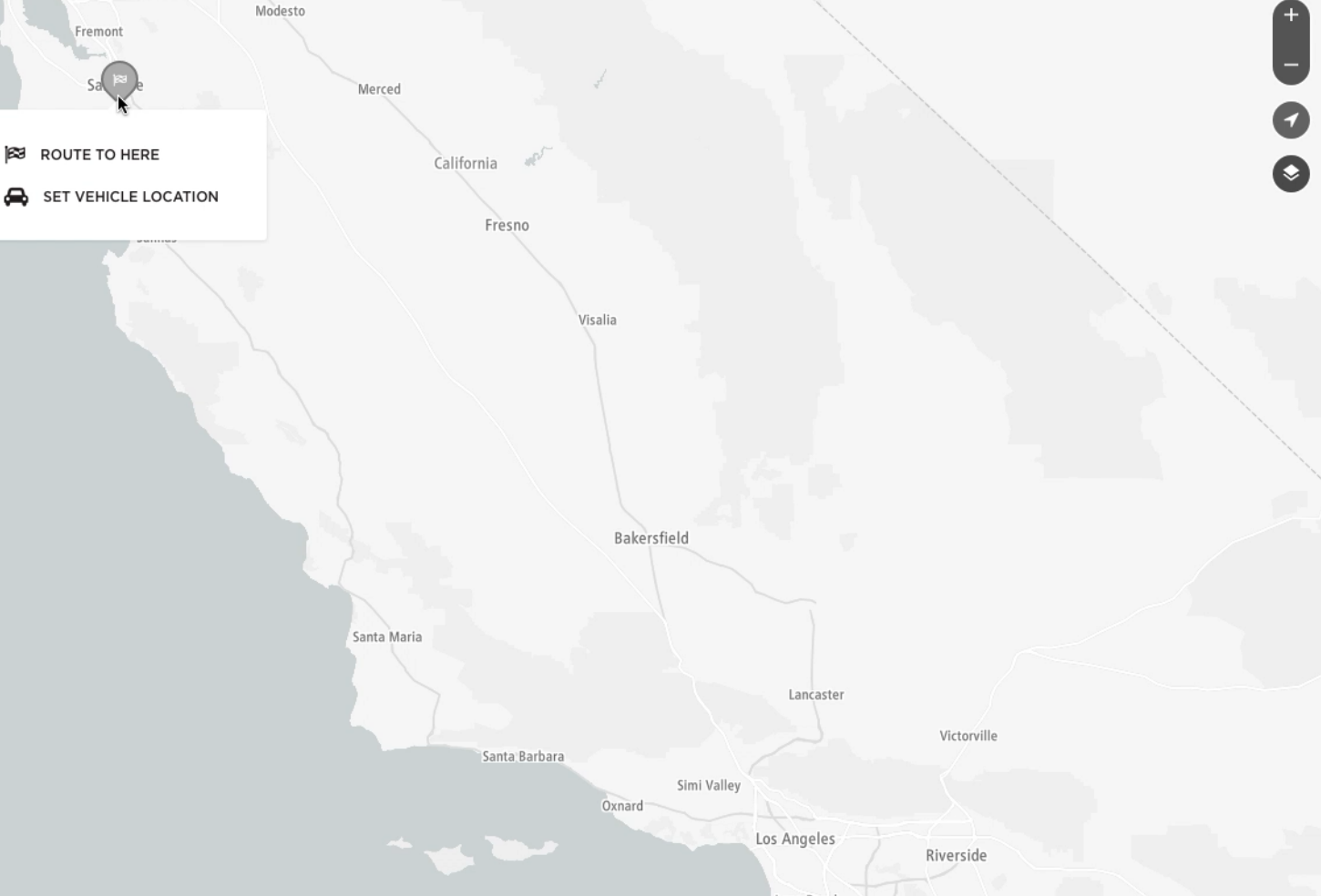
Search



ROUTE TO HERE



SET VEHICLE LOCATION



**Maps APIs Channels**

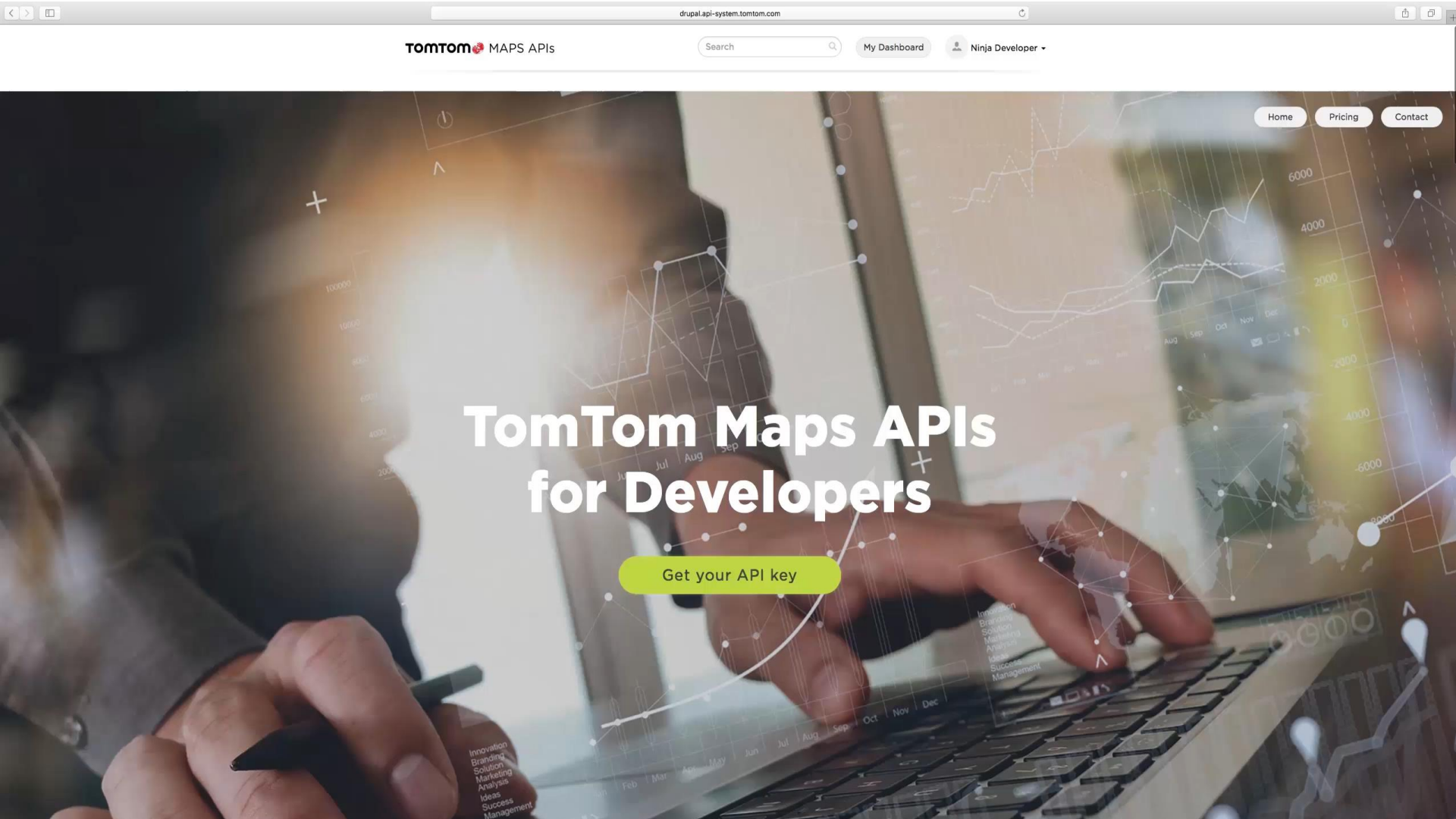




**Developer Portal**



**Enterprise Sales Unit**



# TomTom Maps APIs for Developers

Get your API key

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management





# Important Notice

## DISCLAIMER

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# Thank you

TomTom 

