tomtom

Products & Business Model

Johan Land | Chief Product Officer

Capital Markets Day 2022

1 Product portfolio

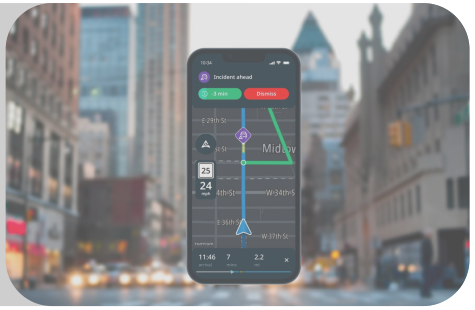
2 Business model

3 Ecosystem

Products for application developers

Product portfolio

SDKs



Services

Value-added data

Base map

> Basic features: roads, cities, countries, lakes, mountains

> Only 5 global base maps

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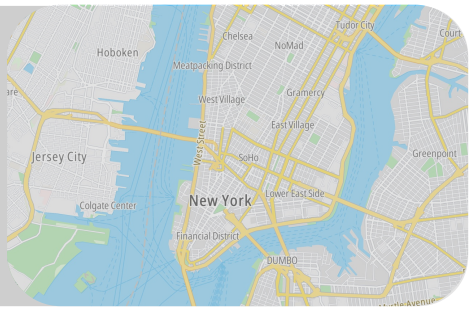
Product portfolio

SDKs

Services

Value-added data

Base map



> Rich features that are key to application developers: speed limits, one-way-streets, lanes, traffic, addresses, etc.

> Serving larger companies that integrate themselves

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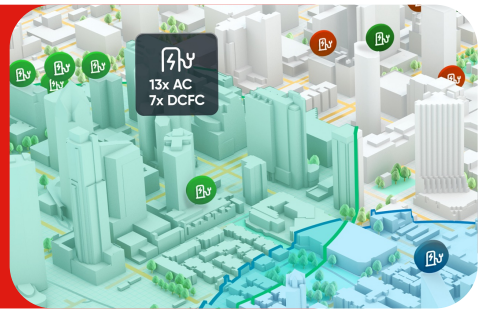
Product portfolio

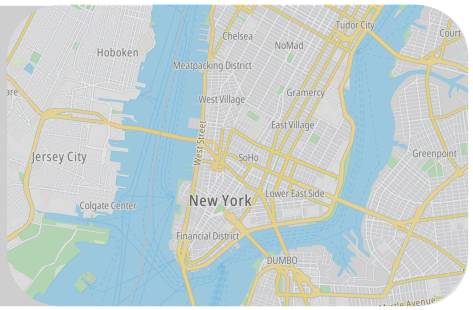
SDKs

Services



Value-added data

Base map



- Routing, Search, Display, Traffic, etc.
- Less friction for companies not able of developing the services themselves

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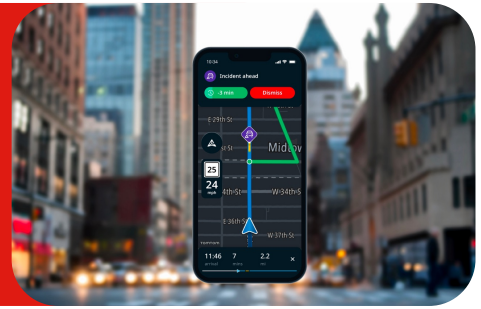
Product portfolio

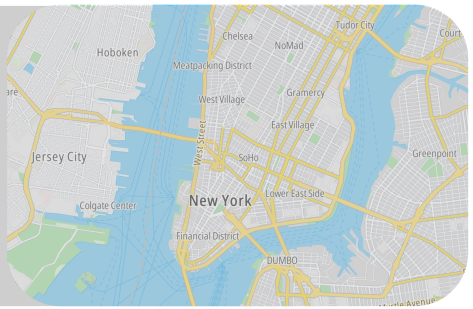
SDKs



Services

Value-added data

Base map



> "Building blocks" for application developers to bring in world class experiences with minimal investment

> Highest-value product tying together the full value of our portfolio

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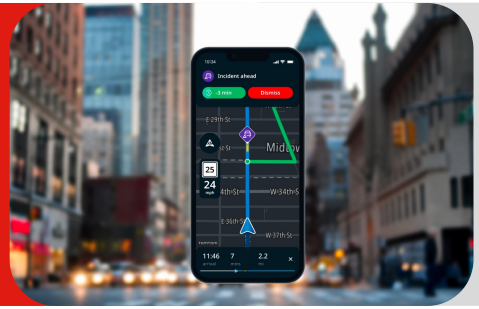
Business model

SDKs



> Self-service or custom built
> Fees for customization

Services

> APIs with pay-for-usage revenue model

Value-added data

> Proprietary data
> Packages by segment and geography
> Recurring revenue model

Base map

> Entry point with limited support

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Ecosystem

Better
products
More
customers
and
partners
Data
contributions

The flywheel is spinning ...
... creating the best map with a great business model

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