Google™

ITmobile helps improve customer operations with Google Maps API Premier

ITmobile
Smart Mobility Management

At a Glance

What they wanted to do
• Access the latest maps and benefit from a comprehensive reporting functionality
• Integrate more mapping and tracking functionality into its customer solutions

What they did
• Implemented Google Maps API Premier, guaranteeing the latest maps and features such as speed registration and Points of Interest

What they accomplished
• Developed new and innovative smart mobility solutions that provide a clearer picture of vehicle movements and business operations
• Enabled customers to improve safety, fuel consumption and other operations

"Google Maps API Premier provides us with all the information and functionality to continue innovating and leading the way in our field."
—Harald Treur, CEO, ITmobile

Business

ITmobile **(http://www.itmobile.eu/)** develops solutions for smart mobility management that go beyond traditional fleet management and tracking. The company's detailed reports on the movements of objects and people offer an array of benefits to customers, from ways to reduce fuel consumption to insights into planning and staffing optimisation. To provide a complete picture of customer mobility, ITmobile integrates its solutions with its customers' Enterprise Resource Planning (ERP) system. This approach helps customers improve operations and conduct business in a more sustainable manner.

Challenge

"Our R&D team noticed that the graphic display and user-friendliness of our service did not quite match the growing expectations of our customers," says Harald Treur, CEO of ITmobile. "Planning and service departments depend upon information on the locations and movements of vehicles. They often monitor these in real-time in order to anticipate any changes and to be able to make the right decisions. This data has to be available quickly and in a user-friendly manner to be able to make ad hoc decisions, and afterwards as basic data for invoicing or costing."

Treur is also seeing a growing market demand for more sophisticated mapping and tracking functionality. "Simply following a dot on the map is no longer sufficient in our market," he says. "Customers want direct access to information on speed and timing. We have to support our customers precisely in these areas and to proactively provide access to the latest functionality."

Solution

ITmobile chose to integrate Google Maps API Premier into its solutions, in part because of its ease of use and strong brand recognition amongst customers. Treur explains, "Not only are the maps provided by Google always up to date, but the geographic coverage is also good. This is important because we work across Europe and West Africa. It is also an advantage that end- users can easily zoom in and switch between various views, such as Google Earth and Google Street View. Many users are already familiar with Google Maps, and that makes the acceptance of our products easier."

Treur notes that his customers also benefit from the additional functionality provided by Google Maps API Premier. "Points of Interest are a good example. This option is crucial to service and transport companies. When planning service appointments or journeys, many companies create Points of Interest. As soon as a vehicle arrives in an area, all sorts of registrations and reports start. This allows activities to be monitored closely and enables real-time responses."

According to Treur, features such as Points of Interest also help customers review causes for delays afterwards, and make plans to avoid these problems in the future. "Using the planning and data from the ERP system, Google maps can automatically create Points of Interest. This saves companies a great deal of time," Truer says. "The complete benefits of Google Maps thereby directly improve the return of investment on our solutions."

About Google Maps API Premier

Google Maps API Premier helps customers and employees make the right business and purchasing decisions by easily visualizing important location-based data. Google Maps API Premier also makes it easy for businesses to include fully interactive Google Maps on their websites.

For more information visit
www.google.com/enterprise/maps

"The functionality, flexibility and user-friendliness of Google Maps API Premier help us to support our customers better."
—Harald Treur, CEO, ITmobile

Results

"With Google Maps we are responding to increased interest in safety," Treur notes. "We now offer more reports about the driving behaviour of staff. Google Maps allows clear information on the speed on specific stretches of road, including maximum speed. Information at this detailed level is highly relevant and can be used to check whether drivers adequately stick to the regulations."

Driver behaviour information is also useful in helping customers reduce fuel consumption, Treur says, adding, "Google Maps API Premier reporting makes the project management easier because time and cost information is always available. We acquire this extra level of information directly from Google Maps and translate it into effective solutions without having to maintain and update any systems ourselves."

ITmobile hopes to fully integrate its smart mobility solutions with its customers' operational processes. "Mobility management is frequently still an isolated function within a business," Treur explains. "As a result, customers do not get the complete picture that is necessary in order to realise potential improvements and savings. The functionality, flexibility and user-friendliness of Google Maps API Premier help us to support our customers better. Customers determine their own information needs and receive automatic customised reports."

As an example of this approach, Treur describes a new ITmobile project with the police department in the Belgian city of Antwerp. "For this organisation we are developing a complete incident room solution that allows reported emergencies to be immediately localised and presented clearly on a screen at various levels. This screen also shows, for example, the nearest available vehicles, which can then be navigated to the incident automatically. This project requires, of course, up-to-date maps," Treur says. "What's more, Google Maps API Premier provides us with all the information and functionality to continue innovating and leading the way in our field."