Company
In 2008, Athanus Partners GmbH with headquarters in Frankfurt am Main was founded by experienced managers, who, as executive board members and managing directors, had led companies and managed projects with network operators, manufacturers and investors. Athanus Partners supports and advises communities and communal enterprises, network operators, carriers as well as industrial and utility companies on questions relating to the optimization of processes and costs as well as on creating IT and telecommunication resources. Their services range from strategic consulting, M&A and restructuring up to and including process optimization, product development and introduction, as well as the preparation of sales concepts. The company has a core team of approximately 20 employees as well as various external technical advisors.

Challenge
Athanus Partners GmbH must continuously visualize large volumes of addresses for its clients in a rapid and uncomplicated manner. It also often conducts estimates of route lengths. The company was met with the challenge of finding a software solution that not only imports and renders planning data, but also permits data exchange with any clients without having to install any additional specialized software. With its comprehensive service portfolio, Athanus Partners focuses on intense interaction with the respective client. For this reason, it was also important to find a map solution that makes it possible for the planning data to be easily read, edited or commented on by the client.

“\textit{The universal exchange of planning data with clients that the solution offers is particularly useful, and its navigation speed is largely unmatched by other systems.}”
—Gunnar Gröschel, partner at Athanus Partners

Solution
As the map solution previously used by the company lacked flexibility with respect to rendering and did not offer satellite maps, Athanus Partners decided in favor of the version of Google Earth that was specially developed for businesses. Google Earth Pro makes it possible to import layout plans, property lists or locations of clients and to pass the resulting view on to clients or colleagues. For Athanus Partners, Google Earth Pro offered decisive advantages in the form of comprehensive CSV import functions for individual properties and overlay functions. Another key reason for the company's decision was the high navigation speed, up-to-date map inventory and the attractive cost-efficiency of the solution. “The universal exchange of planning data with clients that the solution offers is particularly useful, and
its navigation speed is largely unmatched by other systems," explains Gunnar Gröschel, partner at Athanus Partners. Google Earth Pro also permits the export of high-resolution images of up to 4800 x 2969 pixels, which can also be scaled accordingly up to A0. "This is one of the key features that we use for short presentations and work meetings," explains Gröschel.

“Our ERP infrastructure was built with mobility in mind as it is crucial that our employees are able to access their emails and documents via their smartphones or tablets, regardless of their location. Google Apps has made that vision a reality for us today,” Graham said.

### Results

Google Earth Pro was implemented at Athanus Partners within minutes and without complication. Many employees, who already used the geoinformation service of Google Earth privately, required no extra training for the application. The use of Google’s map solution was positively received by employees and clients alike. Google Earth Pro made it possible to interact with the respective client during the project planning phase and take that client’s wishes into account. With the KMZ / KML files, which are similar to widely known ZIP files, Athanus Partners was able to easily visualize planning data for its clients. “Our clients are ecstatic. Similar geoinformation systems that deliver results of remotely comparable quality cost much more," adds Gunnar Gröschel. Using Google Earth Pro not only offers attractive financial benefits, it has also significantly boosted internal productivity. According to Gröschel, relevant projects, from the initial draft to handover of the turn-key solution to the client, are completed in much less time. For example, the consulting company used Google Earth Pro to conduct a supply analysis, network optimization and network design for an association of five municipalities in Rhineland-Palatinate. Rough network planning and visualization were also performed for a project involving the expansion of an entire county with 29 communities and 161 suburbs in Hesse. Google Earth Pro was also used to depict various synergies and construction activities of different network operators in order to prepare a feasibility study.

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**About Google Earth Enterprise**

Google Earth Enterprise helps companies incorporate high-performance Google Earth tools for processing images, terrains and vector data within their organizations. The information can be visualized, researched and extrapolated upon an interactive 3D globe or browser-based 2D maps. Google Earth Enterprise can significantly improve the ability of company employees to cooperate and make decisions and allows them to act on the basis of geographical information more efficiently and competently.

For more information, visit 
[www.google.com/enterprise/earthmaps/earth_enterprise](http://www.google.com/enterprise/earthmaps/earth_enterprise)