

Bluedot Innovation delivers over 20 times the precision of traditional mobile location services using Google Maps APIs



At a Glance

What they wanted to do

- Enable clients to define precise locations using their platform.

What they did

- Used Google Maps APIs to deliver and visualise the Bluedot Innovation Point SDK.

What they accomplished

- Achieved location precision for smartphone applications down to a five-metre range.
 - Created an intuitive and engaging user interface.
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Started in Australia in late 2012, Bluedot Innovation provides location-based services and a solution for transport related payments, including tolls and parking, for companies and cities around the world. In August 2014, Bluedot Innovation began developing and licensing software to power location-based commerce and social apps, delivering value to its clients while prioritizing privacy for end users.

Challenge

Bluedot Innovation found that geoservice providers for smartphone apps lacked accuracy and could only show geofencing boundaries down to 100 metres – not precise enough for many of its clients' needs. The company needed a mapping platform that would visualise the advanced geofencing of its Bluedot Point Software Developer Kit (SDK) with a high level of accuracy.

Bluedot Innovation tested a number of leading maps providers and found that most lacked detailed levels of satellite imagery for pinpointing specific locations, such as the parking lot of a building or a specific pedestrian walkway. These mapping APIs were also subject to limited international coverage and low resolution. Since Bluedot Innovation focuses on delivering a global solution for enterprise clients, it was crucial to have a mapping platform that could handle high volumes of locations – tens of thousands of times in a short period – with the best possible coverage and resolution. Google Maps APIs was the only solution that met these needs.

"We need fidelity of satellite imagery across the globe. Other mapping providers have good imagery in a certain locations but terrible quality in others. Only Google Maps provided that uniform performance."
—Filip Eldic, co-founder of Bluedot Innovation

Solution

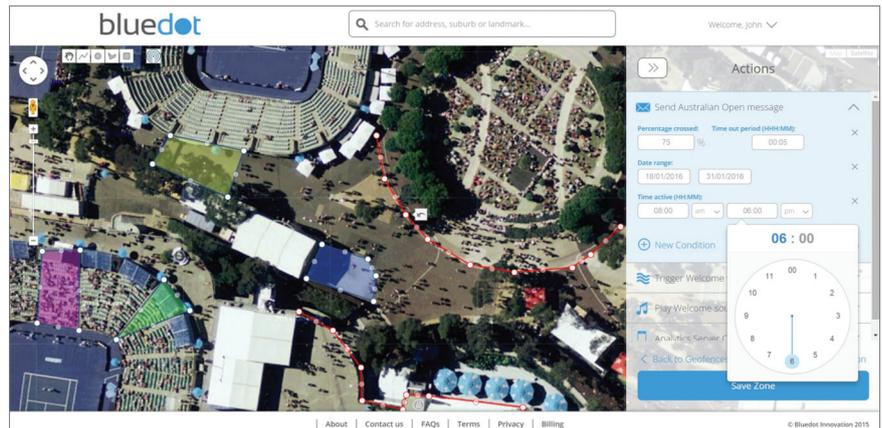
Google Maps APIs provide the resolution and precision needed for apps in mobile commerce and advertising, banking and payments, transport, ticketing and events, among others. Using Google Maps APIs and the Point SDK, Bluedot Innovation clients can visualize the exact point where a transaction needs to take place – for example, a building's entrance rather than a satellite image of the building's roof.

The Point SDK, supported by Google Maps Javascript API, Street View API and Places API, supports businesses to set geofences as precise as five-metres wide – 20 times more accurate than other providers – in complex and customizable shapes that can cover even the most complicated commercial environments.

About Google Maps for Work

Google Maps APIs makes it easy for companies to include fully interactive Google Maps on their public and internal websites. The Maps API helps your customers and employees make the right business and purchasing decisions by visualizing important information on a familiar map.

For more information visit
www.google.com/work/mapsearch/



Benefits

Scale and precision

With Google Maps APIs, Bluedot Innovation has been able to achieve the granular location data its clients expect. The Street View API, in particular, provides precise information about property boundaries and specific topography. Because Google Maps provides rich and reliable data, including points of interest and transit routes, for locations across the world, Bluedot Innovation can serve international clients on an enterprise scale.

“We need fidelity of satellite imagery across the globe,” says Filip Eldic, co-founder of Bluedot Innovation. “Other mapping providers have good imagery in a certain locations but terrible quality in others. Only Google Maps provided that uniform performance.”

Bluedot Innovation has recently taken this level of precision even further. A new technology, Geolines, allow clients to draw a line (rather than a geofence) on the Google Maps interface to trigger a specific action for an end user.

Familiarity

Because the Point SDK is a self-serve SaaS platform, ease of use was a priority. Google Maps’ familiarity among consumers has enabled Bluedot Innovation to create a highly intuitive and engaging user interface. For instance, its clients can search for and validate locations using the Google Places API through Bluedot Innovation’s platform and have the same experience that they would through Google Maps.