

Streamlining Services: A Case Study on TomTom's Use of Delta's API and G-NAF Live

Highlights

Geoscape's custom data solution for TomTom, developed using the Deltas API and G-NAF Live, allowed the company to reduce its cycle time for getting new addresses into its location technology and services. This streamlined process has allowed TomTom to access and incorporate new and updated address data more efficiently and effectively while improving the accuracy and timeliness of its location technology and services.

Challenge

As a leading geolocation technology company, TomTom is dedicated to improving the accuracy and timeliness of the address data used in its location technology and services. With decades of driver insights and a focus on shaping the future of

mobility, TomTom is committed to solving issues like road accidents, emissions, and traffic congestion.

However, the company faced challenges in accessing the most accurate address data and maintaining consistency in data format and timeliness. The team at TomTom also struggled with the time and effort required for data updates every quarter for map products.

To address these challenges, TomTom partnered with Geoscape. Geoscape developed a custom solution for TomTom tailoring a specific G-NAF Live solution delivered through the Geoscape Deltas API, which allowed the company to reduce its cycle time for getting new addresses into its location technology and services. This streamlined process has resulted in more accurate and current data for TomTom's customers, as well as a reduction in effort and errors.

By working with Geoscape, TomTom has been able to overcome the challenges it faced in accessing and maintaining high-quality address data, allowing it to continue its mission of creating a world that moves better together.

Solutions

To ensure that TomTom's specific requirements were met, Geoscape worked with TomTom through a detailed discussion and built a solution using G-NAF Live data. The custom schema that fit into existing schemas reduced loading effort and the need for transformation. Additionally, through the capability in the Geoscape platform a custom delta was calculated to reflect a change of address that was important to TomTom. This was then published via the Deltas API allowing for programmatic access to the updated address. This allowed for minimal manipulation of TomTom's internal ingestion processes.

The team at TomTom was able to provide direct feedback to Geoscape's Product Manager as needed, to improve the service and address any issues that arose.

The result of this partnership was a reduction in effort and errors thanks to the automated process with a weekly update of API changes.

Benefits

Thanks to the customised solutions using Geoscape's Deltas APIs, TomTom's customers can now access new and updated addresses in the company's location technology and services much more quickly. This is made possible with automated processes that pick up weekly delta records available through Geoscape's API, incrementally improving the TomTom product with each update.

This means that TomTom's customers can stay up to date with the latest and most accurate address data, improving the overall efficiency and effectiveness of the

company's location technology and services.

In general, the partnership between TomTom and Geoscape has been successful in improving the accuracy and timeliness of TomTom's location technology and services.

About Geoscape Deltas API

Geoscape's Deltas API is a powerful tool that allows the user to programmatically access weekly address data changes, or "deltas" in order to keep their address dataset up to date with fresh address data. With this API, users can access addresses in G-NAF Live (Geocoded National Address File) at a frequency up to and including daily changes if required.

In addition to adding, deleting and modifying records, the Deltas API can include other data about addresses and based on their needs, a tailored output can be created allowing for added context and accuracy.

Overall, Geoscape's Deltas API and G-NAF Live are valuable resources for businesses and organisations looking to

maintain a current and accurate address dataset.

About Geoscape

Geoscape Australia is a reliable provider of national location data, backed by the governments of Australia. The company's trusted data offers a clear and detailed picture of Australia's complex cities, regional centres, and rural communities, allowing for a better understanding of how these areas change over time.

To create this data, Geoscape combines information from both satellite and aerial imagery with data from private and public sources, including the governments of Australia. This data is then continually updated to ensure its accuracy and relevance.

Additionally, it is available in a variety of formats to ensure easy integration and flexibility of use.

Generally, Geoscape's location data is a valuable resource for businesses and organisations looking to stay informed about the changing landscape of Australia's cities and communities.