TomTom & Esri’s MapShare Builder

Esri User Conference
Pete Moeykens
TomTom is the world’s leading supplier of in-car location and navigation products and services.

We have four business units: Consumer, Automotive, Licensing and Business Solutions.

We are headquartered in Amsterdam, The Netherlands, and we employ over 3,500 people worldwide.

We are listed on NYSE Euronext (TOM2) and we are part of Amsterdam’s blue chip AEX index. In 2010 we reported €1.5 billion in revenue and a net operating cash flow of €210 million.
TomTom History

1991 Founded
1996 First navigation software
2001 Focus on car navigation
2004 Introduction of the PND
2005 IPO; Launched fleet management
2007 Introducing connectivity - real time traffic information; set up Automotive BU; strategic deal with Toyota
2008 Acquisition of Tele Atlas
2009 Introduced in-dash solutions with Renault and Fiat; Acquired itlocal
2010 Focus on connected cars (LIVE services & Traffic)
2011 LIVE Services launched in US; 1 million Renault with Carminat LIVE
TomTom’s Links to Drivers

Consumer

Automotive

Business Solutions

Licensing

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Agility Means Competitiveness

Our world is always changing, therefore our maps and mapping technology must always change.
How Maps Get Made Today

Single, highly optimized production facility
Welcome to The Future

Globally distributed production facilities
Technology Choices

• In-house
• Open source/Off the shelf
• External service firm
Why Esri?

- Proven
- Flexibility
- Mobile technology
- Support
- Dedicated hosting
- Open API
The Esri Experience

• Seamless planning
• Effective kickoff
• Great communication
• Continued support
What We’ve Built
ArcGIS Server Site Architecture (MapShare Builder)
Introducing MapShare Builder

- Import existing geometry
- Add/Edit existing geometry layers
- Create shared editing environment
- Export to a ShapeFile
- Supports a TomTom data model
Thank you