

## TomTom extends relationship with SAP to now deliver location-aware innovations globally



**Amsterdam, December 12 2016** – [TomTom](#) (TOM2) today announced that they have extended their partnership with [SAP SE](#) (SE: SAP) to provide global coverage of TomTom's location-based capabilities for SAP® applications.

This is the first agreement with SAP that sees TomTom collaborating with SAP to provide geocoding and address validation capabilities across SAP's product portfolio on a global basis. This partnership will allow SAP to further expand its geocoding and address validation offerings in the Cloud and on premise, including solutions from SAP's Enterprise Information Management portfolio such as SAP Data Services and SAP HANA-based applications.

"We are great that not only are we continuing our relationship with SAP, but that we are expanding it too," explains Anders Truelsen, Managing Director of TomTom's Licensing Business Unit.

"Benefiting from the new spatial capabilities in SAP applications, SAP's customers can now start investing in and leveraging the power of location with the confidence provided by TomTom's address and geo content."

"Location awareness provides important additional information to companies that want to drive new innovations and business models from technologies like the Internet of Things and Industry 4.0. SAP is investing in a significant opportunity to enrich and add value to existing data natively, within SAP's solutions, and this agreement helps us realize these goals," said Philip On, VP Product Marketing, EIM solutions, SAP.

"Partnering with TomTom, we are committed to delivering strategic location based innovations which will underpin business growth in the future."

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