



Chris Pendleton
Head of Azure Maps

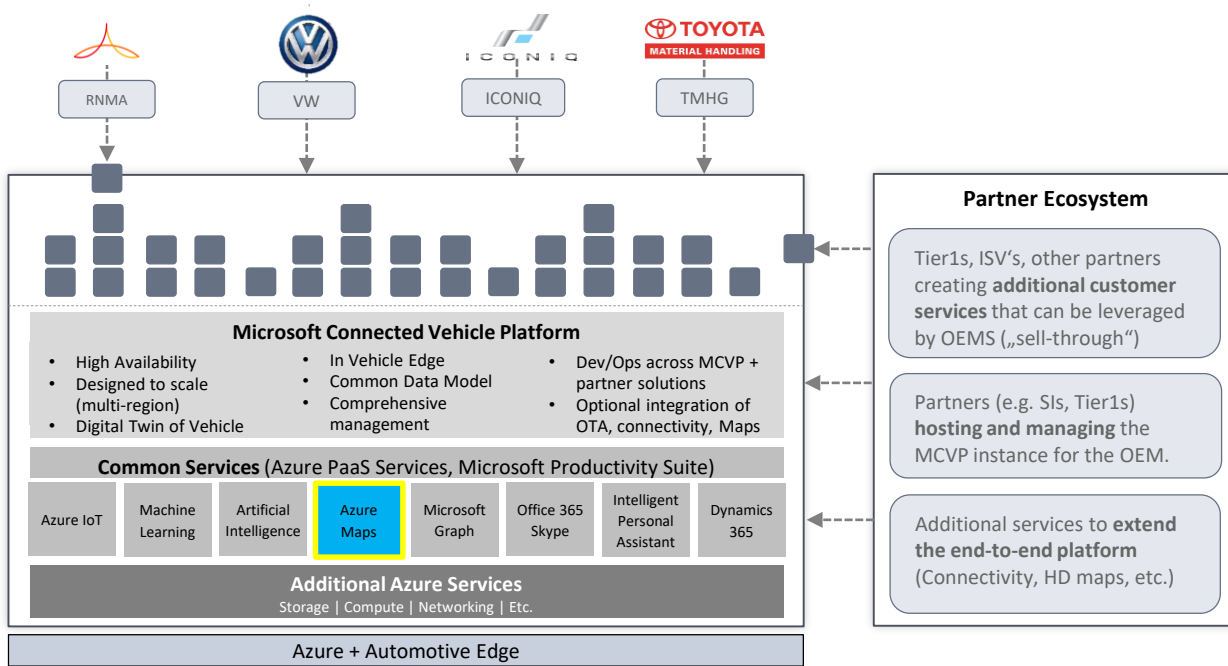


Azure Maps

What is Azure Maps?

Azure Maps provides developers from all industries, powerful geospatial capabilities, packed with the freshest mapping data available to provide geographic context to web and mobile applications. Azure Maps is an Azure One API compliant set of REST APIs for Maps, Search, Routing, Traffic, Mobility, Time Zones, Geolocation, Geofencing, Map Data, and Spatial Operations accompanied by both Web and Android SDKs to make development easy, flexible, and portable across multiple platforms.

MCVP: Digital Chassis for the modern ecosystem



- **OEMs:** Targeting automakers that are willing to leverage an open platform to let other ecosystem partners deliver their services to the OEM's car/customer.
- **Mobility providers:** Including car-sharing, ride-hailing, rental, fleet companies.
- **Tier1s:** Innovative Tier1 suppliers that are seeking to enrich their existing automotive products with digital services to offer a higher value to the end-customer.
- **ISVs (Independent Software Vendors):** Software-native companies that enrich the MCVP platform with 3rd party services that bring value to the OEM, end-customer or other partners of the ecosystem, often taking advantage of heterogeneous hardware in the car.
- **SIs (System Integrator):** Companies that are able to build and run the OEM's or Tier1's version of the MCVP instance and deliver additional services on top.
- **Cloud Solution Provider:** Companies that offer operations and support for the OEM's automotive cloud based on MCVP

PRINCIPLES:

Partner Led Approach

Microsoft brings top partners and innovation to the solution to accelerate digital transformation

DATA & Privacy

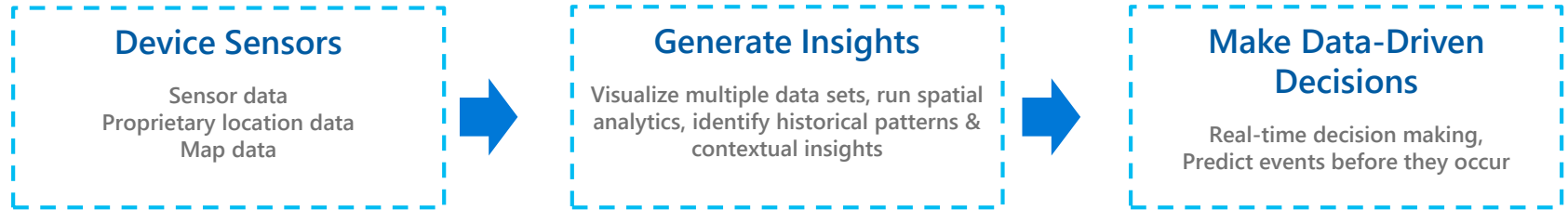
The OEM/Partner OWNS the DATA

Customer Experience

The OEM/Partner DEFINES the customer experience for their solution

The Rise of the Location of Things

Real-time location intelligence & geospatial analytics are critical for modern enterprise applications



CRITICAL FOR APPLICATIONS IN



Mobility & Logistics



Internet of Things (IoT)



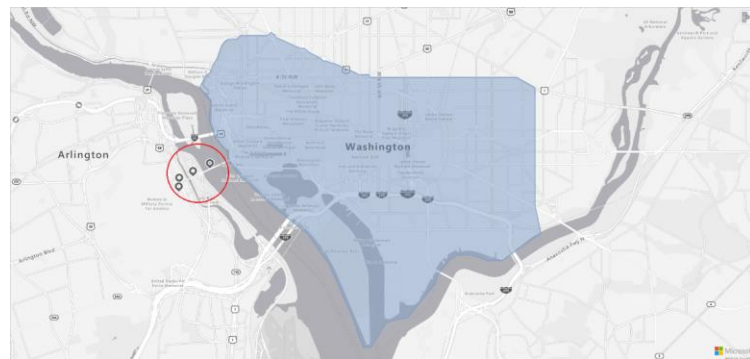
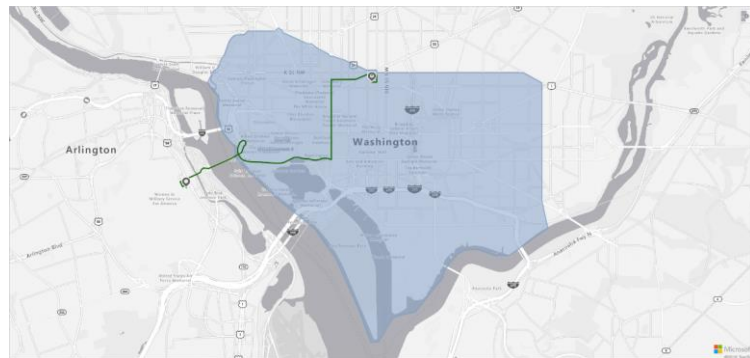
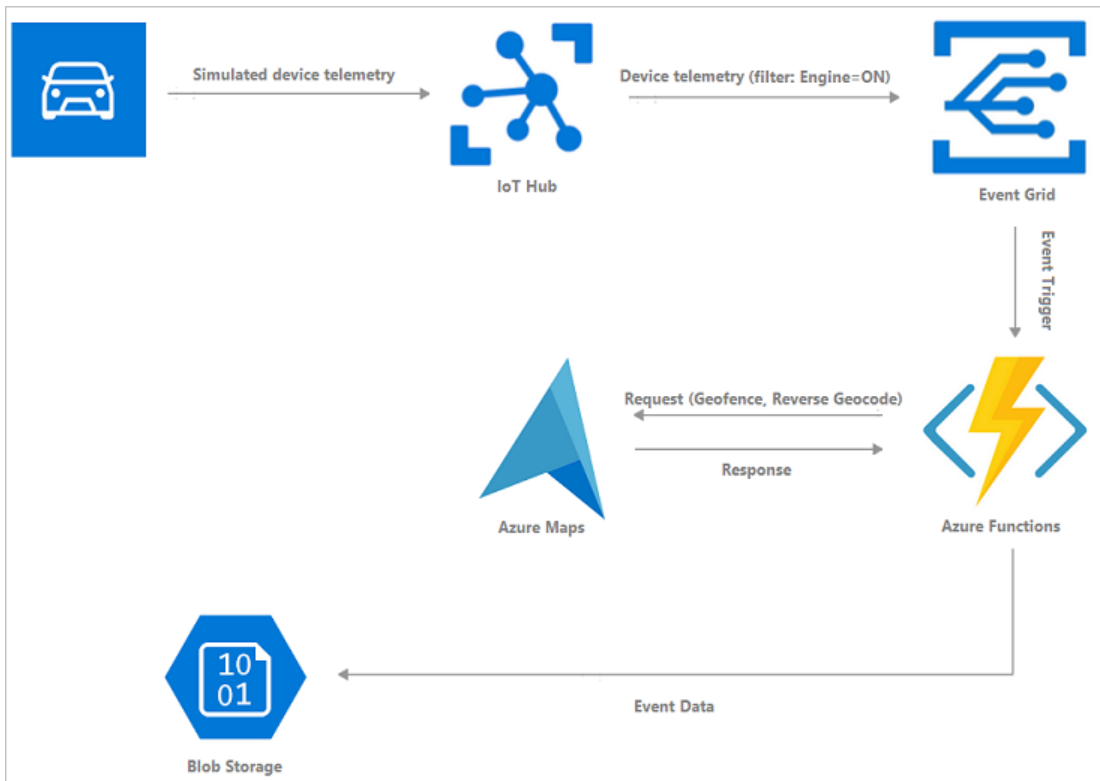
Cloud, Mobile & (IoT) Edge



Spatial Analytics & Artificial Intelligence

The Location of Things

Azure IoT with Azure Maps



A platform of geospatial APIs for the enterprise



What is Azure Maps?



Maps

Render maps and satellite imagery across many geographies in several styles



SDKs

Web and Android SDKs to integrate Azure Maps into applications



Routing

Multi-algorithmic routing, batch routing and matrix routing



Search

Find addresses, points of interest, landmarks, using a multitude of search algorithms or in batch



Spatial Operations

Create Geofences, measure great circle distance, closest point and point in polygon



Traffic

Real-time traffic flow and incident detail, measuring distance to back or front of the line



Time Zones

Obtain time zone and current time information from any location



Geolocation

Query for the location of an IP address



Mobility (Public Transit)

Get real time intelligence on public transit services



Data Storage

Host your private map data in Azure Maps

Applications of Location Intelligence



Mobility & Logistics

Fleet management

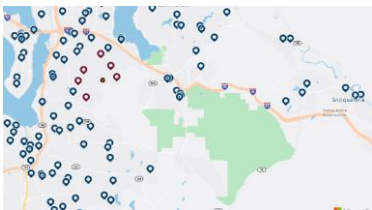
Delivery alerts

Electric vehicle routing

Public transit planning & alerts

City management dashboards

Field service planning

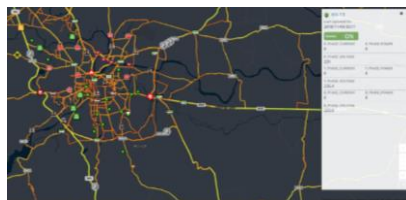
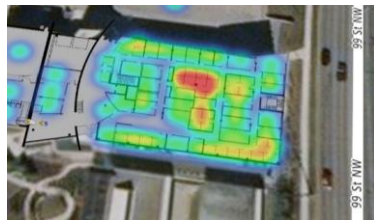


Internet of Things (IoT)

Asset management

Store & facility mapping

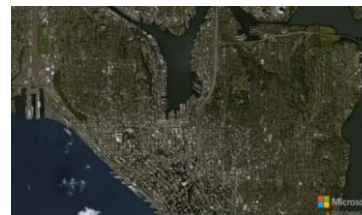
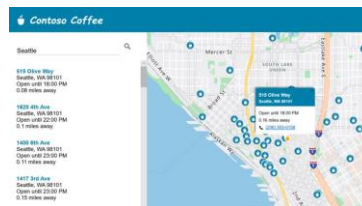
heatmaps



Cloud, Mobile & Edge

Store locator

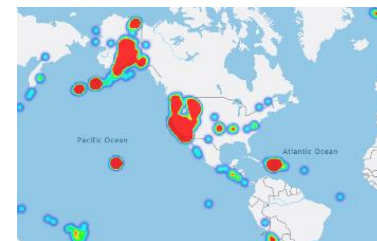
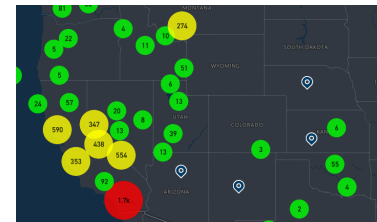
Consumer web & mobile applications



Spatial Analytics & Artificial Intelligence

Satellite & aerial imagery analysis

Location/facility planning

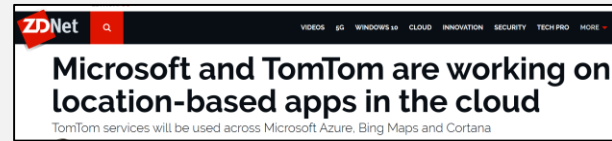


Microsoft's increasing investment in building 1st party location intelligence with leading mobility partners



Moovit partners with Microsoft to provide public transit data for Azure Maps

CHRIS O'BRIEN @OBRIEN NOVEMBER 6, 2018 7:30 AM



CAR INDUSTRY
Microsoft partners with TomTom for smarter maps, smarter mobility

It will implement some of TomTom's know-how into its Azure cloud platform.

BY ANDREW KROK | DECEMBER 15, 2016 11:28 AM PST



ET Auto.com
From The Economic Times

Microsoft Connected Vehicle platform integrates TomTom navigation

The navigation and diagnostics data can be sent to the Microsoft Azure from vehicles.

ETAUTO | September 10, 2019, 11:20 IST



Azure Maps

Built for the
Enterprise

Enterprise Ready

- Enterprise Scale
- Global Availability
- Web and Mobile SDKs
- Integrated with other Azure Services

Trusted Security Services

- Azure Security Complaint
- Azure Active Directory Tenancy
- GDPR {Azure Privacy} Compliant
- Azure Accessibility, Usability, Globalization and Localization Compliant

Competitive, Flexible Pricing

- 1st party Microsoft Azure Pricing
- Leverage Azure Enterprise Agreement Commitments
- Or, pay as you go - no commitments
- Multiple pricing tiers for your specific needs
- No upfront cost

