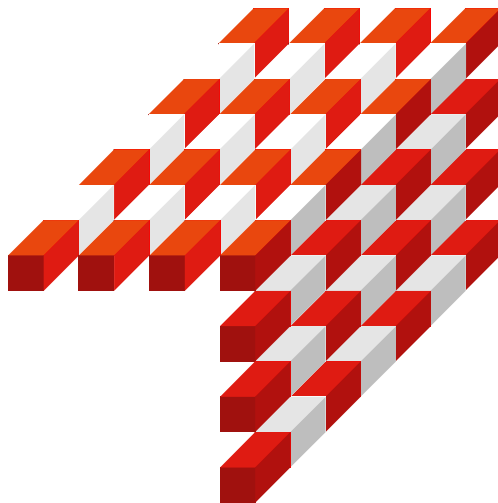


MAPMAKING IN THE ERA OF BIG DATA

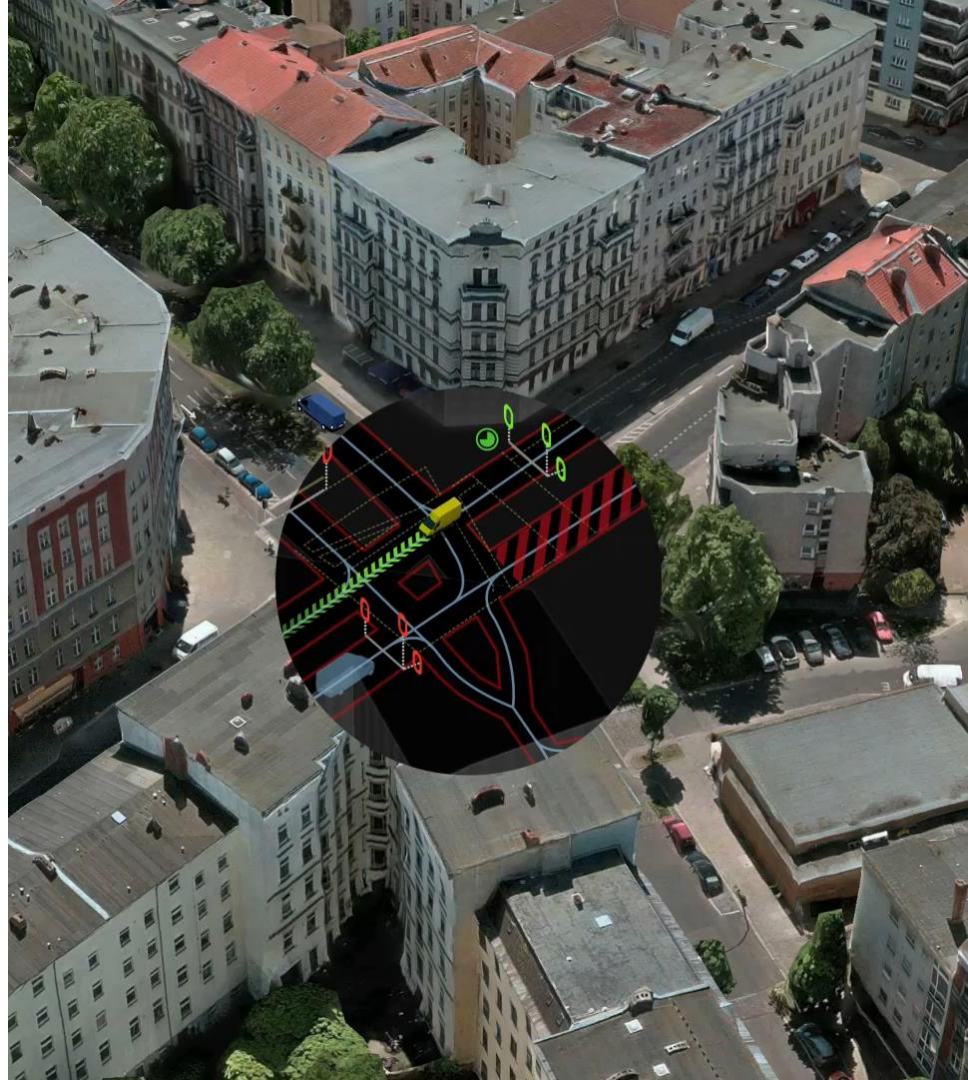


Alain De Taeye

Member of the Management Board
& MD Maps



We are mapmaking
experts, building the **map**
of the future, today



Mapmaking
is **complex**



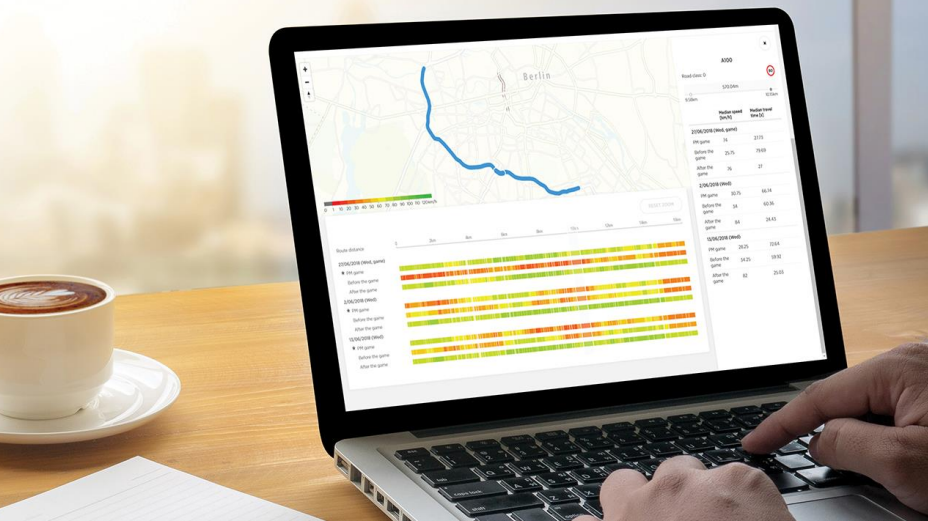
**Collaboration
with partners** is
imperative

We created
**future proof
technologies**





We live in a world
driven by **big data**





Daily changes are
detected globally

Mumbai

New York

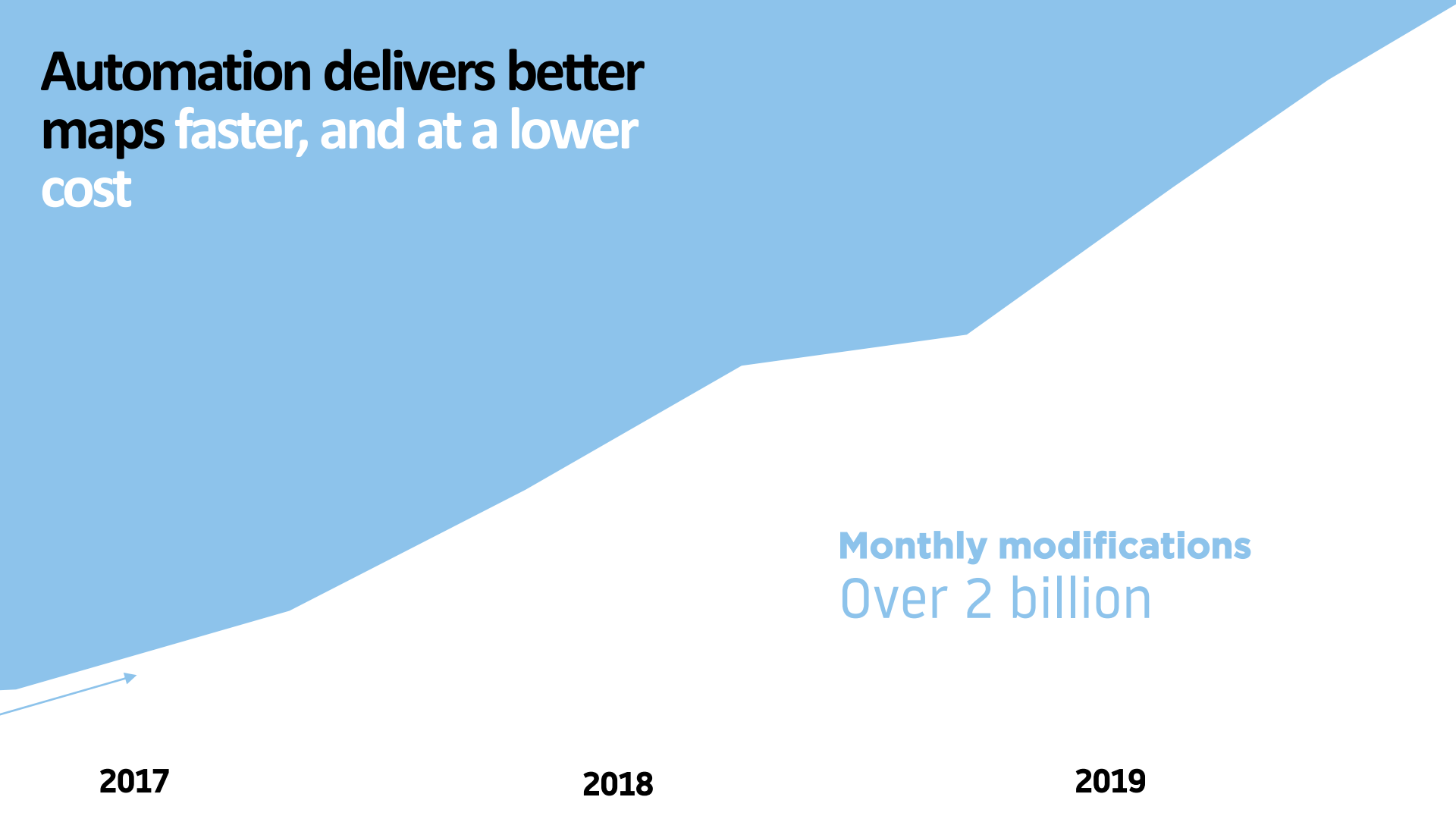
London

Singapore



Transactional map making system

**Automation delivers better
maps faster, and at a lower
cost**



Monthly modifications
Over 2 billion

2017

2018

2019

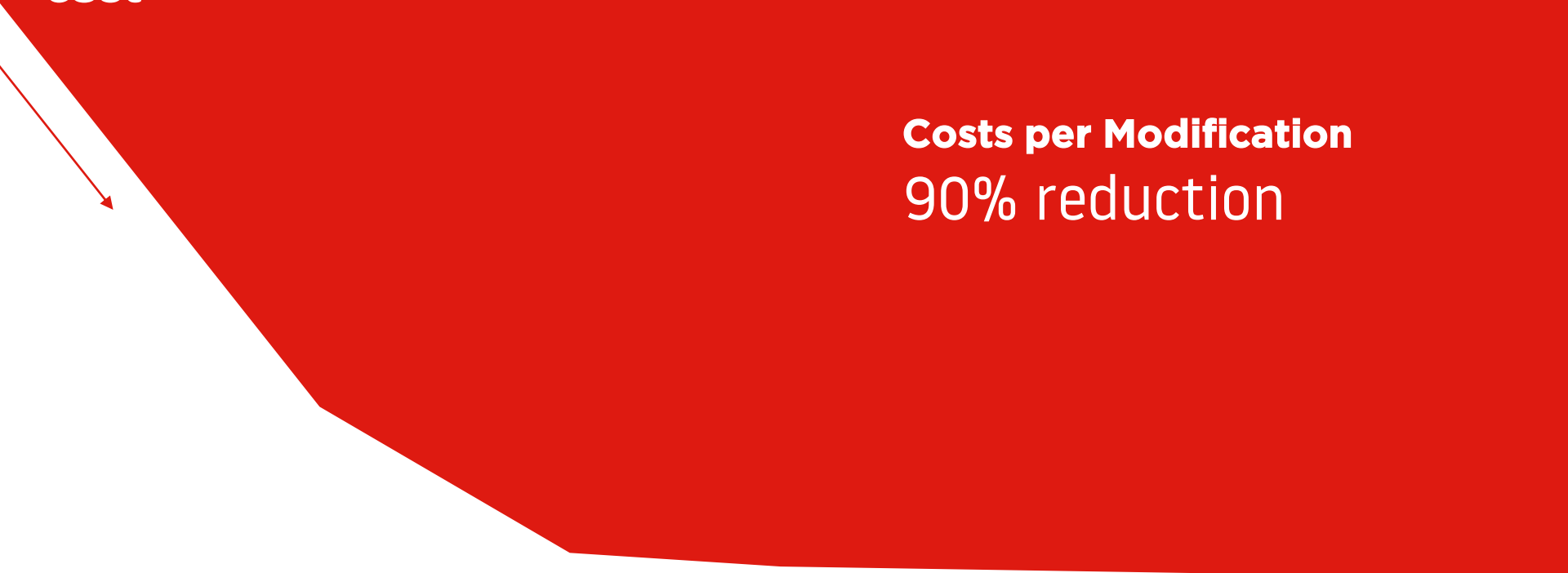
**Automation delivers better
maps faster, and at a lower
cost**

Costs per Modification
90% reduction

2017

2018

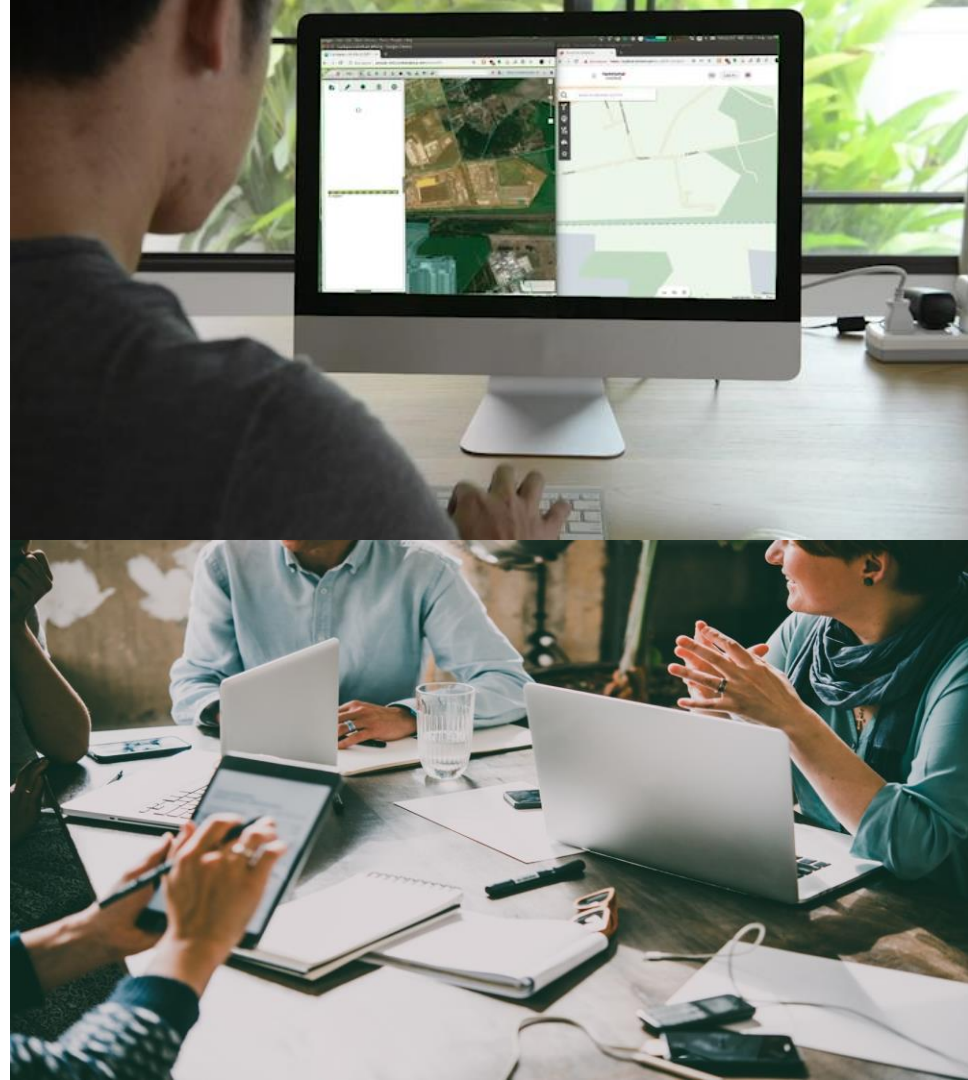
2019





**Mapmaking transformed
through
Artificial Intelligence**

**Map editing
partnerships enable
shorter cycle times**





Making **better** maps
faster, and at
a **lower cost**

Thank you

TomTom 

