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PTV Group and TomTom Announce Enhanced Partnership

TRB 2016, Washington, DC, January 14, 2016 – PTV Group and TomTom (TOM2) today announce an extension to their partnership, providing TomTom's full global mapping and traffic content for use in PTV's newest Logistics and Traffic product suite.

Mapping and traffic data have become 'big data', as its scale and dynamic nature have grown over the course of the last few years. With big data, the demand for easy-to-use visualization, simulation and optimization tools grows. PTV provides a solution to this challenge, aiming to support GIS specialists and transportation professionals by bringing these teams closer together.

"Using visualization, simulation and optimization tools of PTV, we close the gap between GIS and modelling teams providing users with a quick and efficient data aggregation and data processing engine", says Miller Crockart, Vice President Traffic Sales & Marketing at PTV Group.

"TomTom is excited to further enhance our already strong relationship with PTV Group. By using TomTom's vast map and traffic database, PTV Group is raising the bar when it comes to 'big data' utilization" states Darren Cottage, VP Sales and Marketing, TomTom Geospatial and Traffic.

TomTom is a global leader in map and traffic information, with global map coverage and navigable maps for 134 countries and a traffic database which has collected 13 trillion GPS-based probe points, while adding billions of new measurements a day.

The PTV Group provides software and consulting for traffic, transport logistics and geo-marketing. Be it transport routes or distribution structures, private or public transport – PTV plans and optimizes everything which moves people and goods worldwide.

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