



NTM Technologies drives innovation with Google Maps API Premier



At a glance

What they wanted to do:

- Integrate up-to-date mapping data with powerful features into the company's GPS tracking and tracing, mobile security, navigation and location-based services.
- Grow the company's market beyond The Netherlands by integrating a broader range of global maps and features.

What they did:

- Implemented integration of Google Maps API Premier to access worldwide mapping material with features like geocoding, without time-consuming management and maintenance.

What they accomplished:

- Saved time and money by implementing Google Maps API Premier.
- Devoted more resources to the development of new and innovative Tracking & Tracing solutions for monitoring and protecting people and objects.

The Company

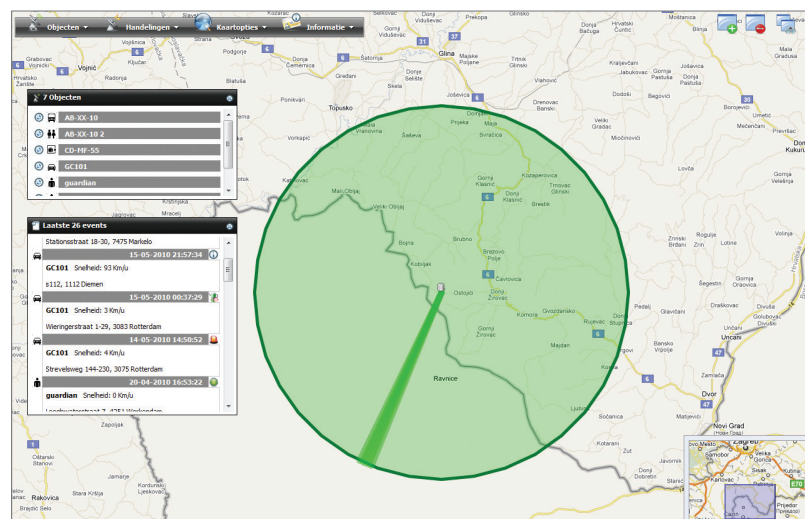
Based in the Netherlands, NTM Technologies develops innovative solutions for GPS tracking and tracing, mobile security, navigation and location-based services. Underlying all these solutions is a dedication to safety and insights into the location and movements of people, vehicles and objects. NTM Technologies, which develops its own solutions as well as customizing solutions for government institutions and companies, has created products that range from a system for localising patients by care institutions, to a solution that helps protect social service employees when visiting clients.

The Challenge

"The demand for development of a mobile GPS tracking solution emerged from the government a couple of years ago. They wanted a compact item of equipment, which was able, without an Internet connection, to determine the position of a person or object. This location then had to be visible on a map using a mobile phone or a PC," explains Marco van der Hoorn, general manager of NTM Technologies.

"That sounds like a simple request, but finding a good solution involved a few challenges," van der Hoorn notes. Though combining a GPS tracker and a SIM-card was fairly easy, they then had to translate the location information messaged from the tracker into a concrete address or position on a map. "Alongside the right data conversion," van der Hoorn explains, "that action demanded extremely detailed and up-to-date maps."

"We had topographical maps of the Netherlands, but our clients wanted more details like street names. We also wanted to introduce GPS Monitor to the market outside the Netherlands," says van der Hoorn. Yet NTM Technologies' ambitious approach didn't end there. "With GPS Monitor we had developed a great product, but it's difficult and expensive to keep maps up-to-date. There was also a lack of good mapping outside Western Europe. All of this limited our product's growth potential," van der Hoorn notes.



About Google Maps API Premier

Google Maps API Premier helps customers and employees make the right business and purchasing decisions by easily visualizing important location-based data. Google Maps API Premier also makes it easy for businesses to include fully interactive Google Maps on their websites.

For more information, visit:
www.google.com/enterprise/maps

"With Google Maps we can devote ourselves fully to expanding our innovative Tracking & Tracing solutions portfolio."

—Marco van der Hoorn, general manager, NTM Technologies

The Solution

In building its online GPS Monitor platform, NTM Technologies had the option of either developing its own mapping materials or finding a partner that could effectively support this far-ranging initiative. After investigation, NTM Technologies decided that implementing Google Maps API Premier was the best solution. "Google Maps offers us global mapping material which is guaranteed to be up-to-date. This strongly improves scalability for our products," van der Hoorn explains.

"We were also able to expand our services with all the features that Google Maps offers. Alongside standard maps with street names, clients also have access to Google Earth and Google Street View modes. They can zoom into a location and view the immediate environment." In addition, van der Hoorn notes, "clients determine the level of detail they want to see. This enables us to offer our clients extra services in a very intuitive, familiar way."

The Google Maps API Premier Reverse Geocoding feature offered additional advantages: "Previously we ourselves translated the GPS coordinates the tracker sends into readable address details, which required the maintenance of complex databases," van der Hoorn says. Now, with the geocoding feature in Google Maps API Premier, the company saves time and technology. "We no longer need any extra databases and hardware ourselves."

Google Maps API also supported another important product requirement: Connection and transmission security. Working with Google, NTM Technologies arranged for map access to be run only on HTTPS, to ensure the security of the connection and of the data being transferred.

The Results

NTM Technologies has fully integrated the Google Maps API Premier with its GPS Monitor product. "This means all our users have easy access to current mapping and Google's services. The locations our tracker provides can be viewed incredibly quickly on a PC or mobile device," van der Hoorn explains. "On the monitor, clients can choose exactly what information should be shown, for example at the street name level or for a defined area. Using Google Earth or Street View, this location can also be displayed in a variety of ways. All this has made GPS Monitor a far richer solution."

The advantages of Google Maps API Premier for NTM Technologies go beyond the immediate benefits of the product integration, van der Hoorn says. "Using Google Maps we now have access to maps of the entire world. This means that in a very short time we have expanded the market potential of our solutions to the entire world without having had to invest a lot of our own time in it."

In the past, things were extremely different, recalls van der Hoorn. "Now we no longer maintain our own mapping, and that management and maintenance does not put pressure on our organisation. Google hosts all this securely in the cloud. This lets us devote all our time and capacity to developing the innovative solutions our clients request."

Van der Hoorn points to a recent example of how this shift has positively impacted NTM Technologies' product development process. Working with Google, the company was able to build a GPS tracking and emergency communication solution for a major Dutch municipality's social service employees. "With Google Maps we can devote ourselves fully to expanding our innovative Tracking & Tracing solutions portfolio," van der Hoorn says.

