

The Business Case for Integrated Navigation

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Abstract

NAVTEQ regularly undertakes market research to provide our partners with tools to help them developing their market understanding. A recent focus for us has been on understanding the actual business case for the integration of navigation with enterprise solutions. It was always felt that by integrating navigation based telematics with Enterprise systems for tracking, resource optimisation or dispatch that an organisation would realise some considerable business benefits but these had never been quantified.

This presentation will provide a summary update of NAVTEQ's current database offerings and will introduce the market research that we have carried out looking into the business case and return on investment for integrated navigation in both the service and delivery industries.