

Business Domain

GIS and Geospatial

Project Type

Platform, CRM, website, App, ERP,
Dev Team, Tech Partnership

Collecting, Updating, Filling and Maintaining the POI Database for a Global Navigation Corporation

Client

The Client designed a smart platform with a portfolio of products and services. The customers are now able to combine innovative in-car features with a connected experience, producing a unique, personalized digital experience. Based on users' previous behavior and preferences, the platform offers them the content they most likely will need.

Project

The first goal was to establish verification, access, and improvement of the POI (Point of Interest) database of a navigation app. The second goal was to provide customers with thousands of newly opened POIs in order to obtain the database with the most relevant data.

Objective

A POI database should be updated for better geolocation. The data was initially collected at a certain distance from specific highways. The Client intended to collect and analyze POIs in a clearly defined radius to exclude any possible duplicates within the existing database. Since the process demanded constant maintenance to keep the database up-to-date, the project required the lowest cost model along with the highest accuracy of data.

Team Reinforcement

The Remote In-Sourcing Team® offered to run a fast-deployable data collection model by engaging remote database researchers. The model allows the number of team members to easily scale up and down. It required minimum involvement of the Client's management team in the process. Due to the increased number of remote engineers, the verification process was launched quickly. The remote experts validated data for a multiplicity of businesses, created new samples both for the Client's database, and performed different quality assessment operations of vendors' data.

Challenge

The Client has been at the forefront of delivering navigation and location-based services since 1999. Intetics was the first to introduce the Client to mobile devices over 20 years ago. The company has brought the same pioneering spirit to connected car solutions.

The Client's process demanded constant maintenance to keep the database up-to-date. The project required the lowest cost model and, at the same time, the delivery of the highest accuracy of data.

The Client wanted to launch the process quickly and with zero downtime. Because the Client couldn't manage the data collection in-house, the Intetics team offered to run a fast-deployable data collection model by engaging remote database researchers.

Quick Facts

- ✓ Data validation process cost - reduced by 60%
- ✓ Keeping the database up-to-dated allows the Client to maintain a leading position on the market
- ✓ The Client received a high-quality set of works, performed at a reasonable cost

Solution

★ 01

The Client managed to enhance the quality of services in North, Central, and South America, Europe, Africa, the Middle East, and Asia while working with data in different languages and identifying the correct location of POIs.

★ 02

POI data was collected from open Internet sources. The research specialists make the analysis of available data and validate its relevance and accuracy.

★ 03

The Remote In-Sourcing Team® processed data provided in several languages by:

- Searching for the information among various search engines
- Verifying and confirming information by phone
- Using maps and street views for determining the point location

★ 04

The model gives the opportunity to quickly scale the team. The working process includes:

- Forming a distributed team
- Integrating automation
- Customer database adherence
- Expert leadership
- Multi-step data check

★ 05

Intetics brought together the efforts of a distributed remote team and thus provided the Client with a cost-effective solution to their data processing challenge.



Client Reference



Intetics' team of qualified managers provides impressive scalability of performed work depending on the current demand. A wide variety of tasks is being done by the remote team with a high performance level.

Director

Benefits and Results

- ★ The well-established processes allow the Client to systematically and regularly obtain upgraded data for improving the quality of services they provide to millions of people.
- ★ Due to the constantly up-to-date database, the Client is able to maintain a leading position on the market.
- ★ Analysis and verification of various linguistic data were carried out to improve the work of the system's search engines.
- ★ The costs were reduced 3 times due to the synergy of process automation, Remote In-Sourcing Team model, and open source usage.