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Business Domain

GIS and Geospatial,
Automotive

Project Type

Data Collection, Data Processing,
Data Analysis

Benchmarking Platform Halves POI Validation Costs for Automotive Leader

Client

The Client is a global leader in location-based services, providing advanced mapping and geospatial solutions. Headquartered in the Netherlands, Client's platform powers navigation, autonomous driving, smart cities, and supply chains across 200+ countries.

Project

The project benchmarks POIs by comparing real-world data from online sources with a mapping provider's dataset. It involves **automated** data acquisition, validation, and comparison of attributes like location, name, and category, ensuring comprehensive coverage across business categories and locations.

Objective

The Client's goal is to evaluate the completeness and accuracy of their map data and compare it with competitors. They also aim to reduce costs by using online data sources while maintaining the same quality as ground truth testing and field data collection.

Team Reinforcement

The team includes a Project Manager, Software Developers (API integration, automation), and GIS engineers (spatial data analysis, QA). The project operates on a fixed price model, with costs based on the number of validated POIs.

Challenge

The Client needed an external, impartial validation process to ensure unbiased comparison and assessment of their data against competitors.

- Ground truth testing, while effective, was expensive and resource-intensive, making it hard to scale across regions or handle large datasets.
- The process delayed data updates, limiting real-time accuracy, especially in fast-changing environments.

The Client's internal resources were focused on core business activities, leaving limited capacity to manage the benchmarking project.

Quick Facts

- ✓ The platform prototype delivering satisfactory results was developed in just one week
- ✓ A customizable sampling approach ensured reliable and accurate benchmarking, selecting POIs from various categories and locations
- ✓ Three key benchmarking metrics – completeness, accuracy (both spatial and attribute) and competitiveness – provided a clear assessment of the Client's map quality and its comparison with competitors

Technologies

Python / APIs / ArcGIS / Custom Automation Tools / PostgreSQL / QGIS

Solution

★ 01

The Solution improved the accuracy and competitiveness of the Client's map data, enhancing navigation and location services for millions of global users.

★ 02

Intetics designed the Solution that directly addressed the Client's challenges in maintaining data accuracy and reducing costs.

★ 03

Intetics combined automated and manual validation to benchmark the Client's data against competitors, keeping them competitive in the market.

★ 04

Delivered detailed reports with insights on data quality, benchmarking metrics, and competitor analysis, helping the client improve decision-making.



Client Reference



Working with Intetics helped us improve our POI data benchmarking with a more efficient and cost-effective approach. Their expertise in automation and detailed reporting provided valuable insights for our decision-making. We're pleased with the progress made and look forward to continued collaboration.

Head of Data Processing Department

Benefits and Results

- ★ Validation costs were reduced by 50% compared to traditional ground truth testing.
- ★ The speed of validation and benchmarking improved by 27%, accelerating project timelines.
- ★ The automated solution enabled the client to validate over 500 POIs per city within 60 hours, significantly speeding up large-scale data validation.
- ★ The Client's internal ground truth testing team was freed to focus on high-priority core projects.

Techstack:

Python, ArcGPython, APIs, ArcGIS,
Custom Automation Tools,
PostgreSQL, QGIS

Team: 5

Project Manager,
Software Developers,
GIS Engineers