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Business Domain

Digital Mapping, Location Intelligence, Mobility & Navigation Solutions

Project Type

Field Data Validation, Geospatial QA, Dedicated Team

Ground Truth Validation Enhanced POI Data Accuracy Across 6 Countries for a Global Mapping Provider

Client

A global digital mapping company that powers POI data services for major clients in the retail, mobility, and navigation sectors. With operations in over 40 countries, the client maintains one of the world's largest commercial databases of real-world locations.

Project

To verify the real-world status of POIs in different regions through field data collection and update the database accordingly:

- Field surveys to confirm the presence, accuracy, and to capture photo documentation of POIs
- Verification and update of attributes such as business name, location precision, operational status, and signage

Objective

To maintain the reliability of its commercial location data, the Client needed to validate and refresh existing Places and Addresses entries in selected international markets. Therefore, a targeted field verification was required to ensure the data remained accurate, up-to-date, and ready for B2B distribution.

Team Reinforcement

A mixed team of 30 local field staff and 5 in-house GIS specialists was quickly assembled, operating under the direction of an experienced project manager with a strong background in international POI validation.

Challenge

With rapid changes in urban infrastructure and business landscapes, the Client needed a scalable way to confirm the real-world accuracy of POI and address records across diverse international markets. Instead of managing in-house validation efforts, the Client sought reliable external partners to handle execution end-to-end with minimal internal coordination.

The Client needed to maintain accurate POI data across multiple international markets to ensure the quality of its location-based services. This required ongoing validation at scale, complicated by geographic and language diversity in fast-changing urban areas.

Managing global field validation internally would require major operational effort. To avoid this, the Client chose trusted service providers capable of delivering results independently and efficiently.

Quick Facts

- ✓ Countries covered: Mexico, Australia, India, Italy, Spain, United States
- ✓ Cities surveyed: 10+, including major urban and secondary locations
- ✓ Verified data: 17,000+ places and addresses
- ✓ Project duration: Phased execution over 3 months

Technologies

ArcGIS Pro / ArcPy / QGIS / PostgreSQL / Custom QA Scripts

Solution

★ 01

Workflow aligned with Client's principles

Intetics followed the Client's operational standards to ensure seamless integration into existing data validation processes. The approach emphasized consistency, scalability, and minimal internal coordination on the Client's side.

★ 03

Comprehensive field supervision and quality control

We ensured full oversight of the distributed field team, handling daily coordination, tracking, and monitoring. Continuous QA and internal reporting supported accurate, standards-compliant data collection.

★ 02

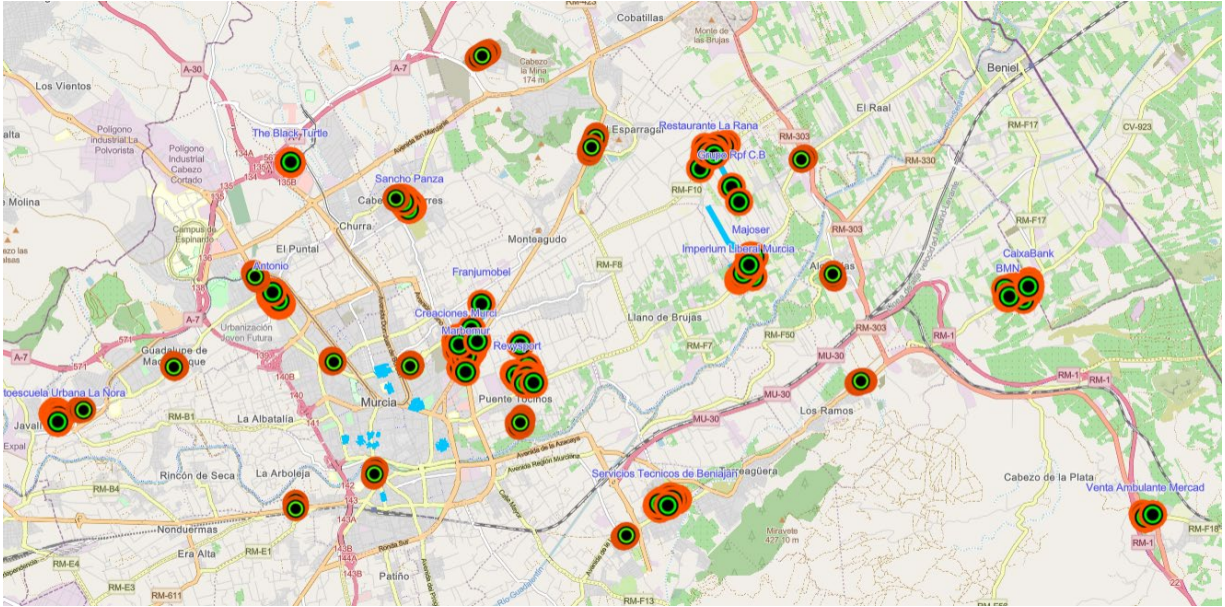
Full ownership of field execution

Intetics managed recruitment, onboarding, and training of local field teams across countries, as well as daily supervision and tracking. Thanks to time zone coverage, near 24/7 continuity was maintained, reducing delays and eliminating client overhead.

★ 04

Post-processing and structured data delivery

All collected data was reviewed, validated, and formatted according to the Client's specifications. Intetics delivered clean, ready-to-use outputs with full traceability and minimal need for rework or clarification.



Client Reference



We appreciate the Intetics team's ability to quickly mobilize and manage a complex, multi-country field validation project. Their structured approach, clear communication, and reliable delivery helped us stay focused on strategic goals while trusting that operational execution was in good hands.

Benefits and Results

- ★ 17,000+ Places and addresses verified across six countries with consistent quality.
- ★ 100% of field validation and coordination outsourced, freeing the Client from recruitment, supervision, and logistics.
- ★ Up to 40% reduction in internal management effort compared to previous in-house attempts.
- ★ 35–45% cost savings through optimized workflows and localized resources.
- ★ The project revealed low data quality in the cities, giving the Client a clearer understanding of the current POI data state and prompting a broader verification campaign across other markets.

Techstack:

ArcGIS Pro, Python, Python Toolboxes, QGIS, PostgreSQL, PostGIS, Custom QA Scripts, Street-level imagery

Team: 21

Project Manager,
Geodata Analysts,
Geodata Engineer,
2 Geodata Technicians