



## Business Intelligence

Unlocking the hidden value of enterprise databases with NAVTEQ® map data.

**DISCOVER THE POWER OF NAVTEQ'S ACCURATE LOCATION DATA.** Imagine adding a new and valuable dimension to your business intelligence solutions—NAVTEQ map data. Gain greater insight into customers, markets, operations and opportunities by utilizing mapping and location information to quickly analyze data and make decisions based on changing conditions.

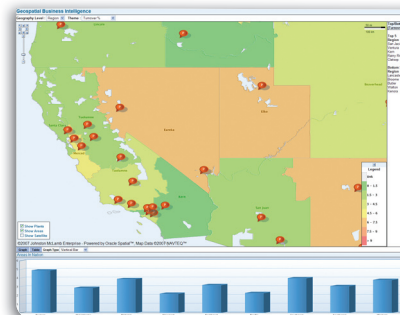
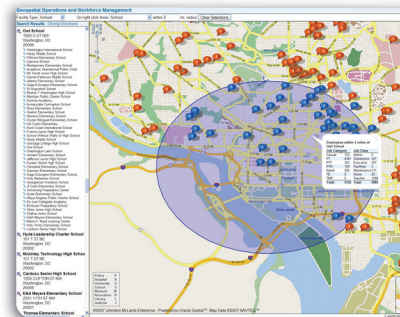
**DERIVE GREATER BENEFITS FROM BUSINESS INTELLIGENCE.** Business intelligence solutions help improve operational efficiency, enhance sales and marketing programs, and gain a competitive advantage. With the addition of geographic information, a common foundation for disparate data sources across the enterprise is gained.

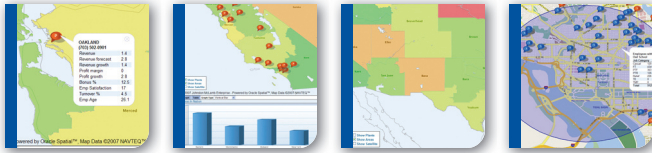
CRM, ERP, inventory and even external databases when combined, create an integrated view of your business. Relationships and trends among customers, vendors and transactions are unearthed. This comprehensive understanding is a vital benefit of location-enabling enterprise and business intelligence solutions.

How NAVTEQ data is used within a business intelligence solution:

- Create intuitive dashboards delivering location insight to end users
- Geocode address records with latitude/longitude coordinates for geographic analysis
- Clean and verify address databases for more accuracy during Extract Transform Load (ETL) operations

**GAIN A USER-FRIENDLY, INTUITIVE SLICE OF DATA.** When you add NAVTEQ to business intelligence solutions, user queries can produce maps showing locations and relationships. The map can also serve as an interface for the data. Users can click on data points and regions to drill down into the dataset and discover important details. Maps are intuitive and easy to understand, and reveal patterns and trends in data that other graphical or tabular representations cannot.





**DESIGNED WITH INTEGRATION IN MIND.** Whether your platform is Oracle, IBM, Business Objects, SAP, Cognos or another, the NAVTEQ database is designed with developers in mind:

- NAVTEQ delivers single-specification map data for 69 countries in 6 continents, making it easy to deploy applications in any market or business office around the world.
- The NAVTEQ database is available in popular formats, including Oracle, ESRI, MapInfo and others.
- NAVTEQ plays a leadership role in industry standardization organizations, including ADASIS, ISO, ITS, Open LS and others, helping promote interoperability and industry-standard specifications.
- NAVTEQ closely supports customers and developers with our innovative and experienced Technical Customer Support and Customer Program Management teams. Additionally, developers can take advantage of the NAVTEQ Network for Developers™, which provides the tools, people and support to build the next generation of location-enabled business intelligence solutions.

**THE MOST ACCURATE, COMPREHENSIVE LOCATION DATA.** NAVTEQ is committed to building quality street data and constantly enhances its database. More Points of Interest (POIs) and addresses are available than any other offering. Built for the demanding requirements of in-vehicle navigation systems, NAVTEQ® map data provides the utmost coverage and accuracy to support business intelligence.

More than 700 geographic analysts located around the world drive the roads collecting and verifying data to build maps that are rich, reliable and accurate.

Location-based business intelligence and NAVTEQ—it's a road you can trust.

## Developer and Customer Support Programs

Dedicated programs designed to promote and support the development, integration and use of NAVTEQ map data in business intelligence solutions:

- NAVTEQ Network for Developers
- NAVTEQ Technical Customer Support
- NAVTEQ Customer Program Management
- NAVTEQ Connections—Partner Portal

## Enhanced Data Layers for Enterprise Business Intelligence

NAVTEQ offers the following data layers that deliver greater business intelligence beyond the core map:

- Administrative Boundaries
- Postal Boundaries
- Census Boundaries
- U.S. Telecom Boundaries
- U.S. Parcel Boundaries



### CORPORATE

NAVTEQ  
425 West Randolph Street  
Chicago, Illinois 60606  
United States of America  
T 312 894 7000  
F 312 894 7050

### EUROPE

NAVTEQ B.V.  
De Run 1115  
5503 LB Veldhoven  
The Netherlands  
T 31 (0) 40 2981 414  
F 31 (0) 40 2981 410

### ASIA PACIFIC

NAVTEQ PTE LTD  
152 Beach Road  
#20-01/04 Gateway East  
Singapore 189721  
T 65 6303 8400  
F 65 6303 8401

