



TomTom solutions for geospatial analytics

Empowering businesses with powerful location intelligence

Why TomTom?

TomTom’s comprehensive mapping and traffic solutions empower retail, geomarketing, telecom and risk assessment industries with reliable insights for smarter, data-driven decisions. Businesses leverage TomTom to power AI-driven solutions that optimize operations, enhance market strategies and address geographical challenges effectively.

Why do businesses choose our industry-leading solution?

- 235+

Countries and territories covered
- 5B

Eyes on the map
- >650k

Organisations use our data directly or via partner solutions

Key challenges

Geospatial analytics providers struggle to deliver actionable insights in a fragmented data landscape. They require high-quality, standardized location data to overcome gaps and inconsistencies, enabling more accurate insights and competitive advantage.

- ✓

Estimating new site business potential
- ✓

Competitor location analysis
- ✓

Designing trade/catchment areas
- ✓

Customer segmentation and analysis
- ✓

Planning sales territories
- ✓

Choosing ideal marketing locations/routes
- ✓

Precise rooftop geocoding
- ✓

Address cleansing and verification
- ✓

Accurate tax assessment
- ✓

Telecom and utility network planning
- ✓

Deploying field service

Use Cases

Site selection
Find optimal new locations for your business and drive revenue using mobility patterns, competitor location and demographic analysis.

Sales and marketing territory planning
Optimize sales and marketing with rich location data by defining geotargeted customer segments, sales territories and trade areas.

Geocoding
Use our extensive address point data for geocoding and address verification to enable risk modeling, tax estimation and more.

Telecom network planning
Create a digital twin of your network to enable optimal network planning, maintenance, operations and field service allocation.

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TomTom Orbis Map

A global, interoperable map packed with rich features to supercharge your location analytics, TomTom Orbis Maps is built on an open standard, allowing you to seamlessly integrate your data. Unlock powerful analytics, drive smarter decisions and maximize business value with a scalable, future-ready mapping solution.

220M+ Global POIs

2.3B+ Building footprints globally

Stable IDs (GERs IDs)

TomTom Traffic

Offers rich real-time and historical mobility data to power AI and ML models, uncovering valuable insights and driving impactful business outcomes.

>1 in 5 vehicles on road

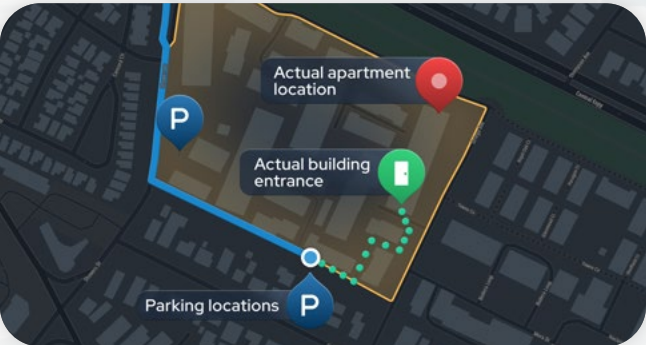
80+ countries

All Road classes (0-7)

3 Key product highlights

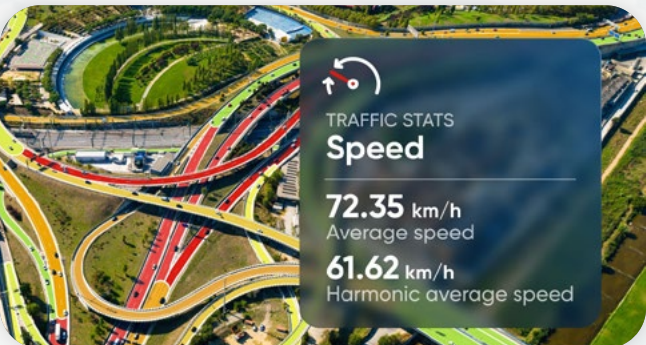
Search and geocoding

Rich Points of Interest and Address point data, along with road network-aligned administrative, census and postal boundaries, enabling advanced geospatial analysis.



Traffic analytics

Provides in-depth data on vehicle movement patterns, traffic density and congestion for data-driven decision-making, helping uncover new business expansion and marketing opportunities.



Buildings

Extensive Building footprints and 3D Buildings coverage along with the complete road network to enable complex modeling scenarios.



Leading organizations turn to TomTom

With 30+ years of expertise and partnerships with global leaders, geospatial solution providers and retail chains around the world trust TomTom tech.



Ready to get started?

Whether you’re looking to expand your retail footprint, enhance geomarketing strategies, optimize telecom networks, improve sales planning, or strengthen risk assessment, TomTom delivers the insights you need. Discover what you can do with TomTom’s market-leading solutions for Geospatial analytics.

Get in touch