



# **Delivering Competitive Edge Through Improved 'Time to Market' and Superior Quality**

**CASE STUDY : CONTENT ENGINEERING**

## Delivering Competitive Edge Through Improved ‘Time to Market’ and Superior Quality

**As the number one reference brand in digital mapping our client is conscious of its obligation to raise quality consistently**

**During last 12 years of our association, we are a key partner in their endeavor to building better, fresher maps for their customers.**

### Business Case

Our client is the world's leading provider of location and navigation solutions. More than 45 million people use their solutions every day, in the form of dedicated portable navigation devices (PNDs), in-dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use their digital maps on the internet or mobile phone.

The main objective of the client was to develop and maintain their comprehensive map database through which they take navigation to the next level – not only accurately routing them to their destinations, but also helping them to choose the most efficient path. With a focus on accuracy, completeness and correctness, they needed a partner that could help them engineer the art of digital mapping by providing the most up-to-date and comprehensive data to their customers. The services were required for the creation and maintenance of data sets involving Street Mapping for the various cities across the globe.

### Expertise

Our client being a global leader in providing location and navigation solutions, there were a number of challenges related to the complexities of scale, timelines and the need for continuous improvement in quality and productivity. We leveraged and continue to leverage many years of our experience in managing large and complex geospatial databases by offering scale, process and quality excellence to exceed our client's expectations. Scale, innovation, skills, quality and process improvement have been some of the hallmarks that led to achieving the operational excellence improving the “time to market” for the client.

**We helped our client achieve cost savings year on year – approximately one million Euros during 2006-2010 timeframe**

### Benefits

Improved “time to market” with planned and aggressively scheduled availability of accurate, complete, updated and consistent data for their customers.

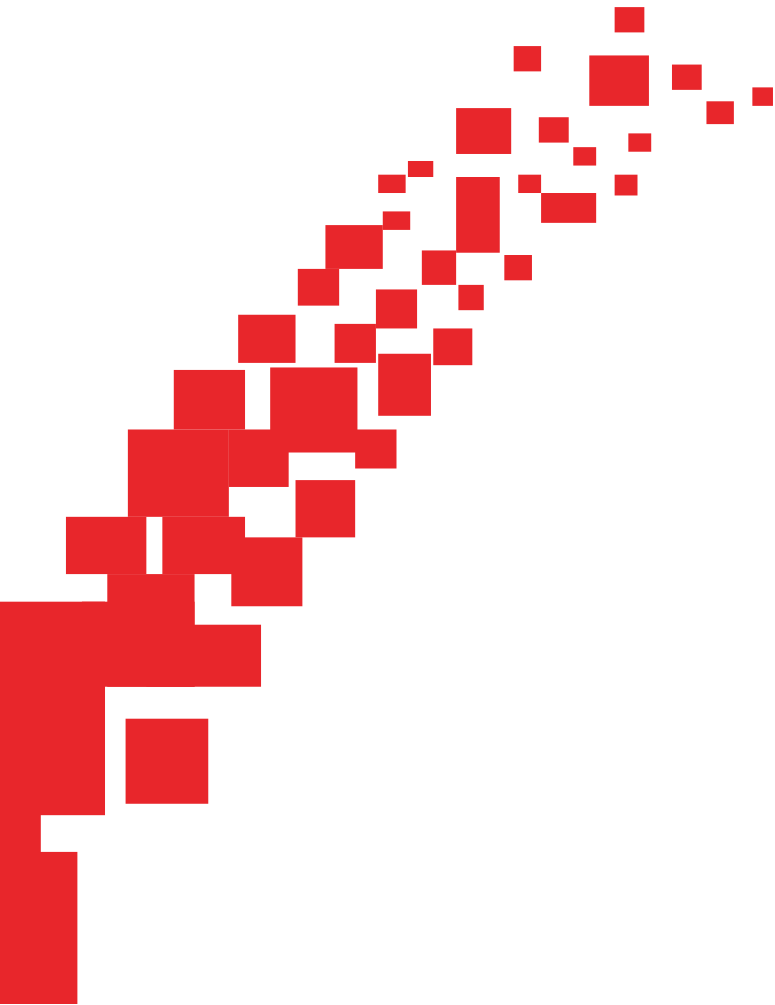
Value added services like global help desk for content operations, call centers for customer support, help setups and single channel for all TIF deliveries helped improve product deliveries and support.

Competitive advantage through cost reduction for per enhancement every quarter through continuous improvement and operational efficiency.

### Project Details

Infotech provides content engineering services delivering digital database production support for their navigational products. Data is received on a daily basis for updating and attaching attributes to it. The process involves capturing of missing streets, modification of address information; capturing and correcting street names and related information in a highly efficient and accurate manner. Software development services are delivered for providing application testing, verification & validation, production tools, efficiency improvement tools and first line support services.

Continued with a 100% ‘on time’ delivery and ‘first time right’ delivery record, Infotech was awarded the ‘Supplier Operational Excellence Cup’ in 2009 after a competition held amongst the suppliers of our client.



## About Infotech

Infotech Enterprises provides leading-edge engineering solutions, including product development and lifecycle support, process, network and content engineering to large organizations worldwide. With nearly two decades of continuous growth and profitability, we leverage our "Global Delivery and Collaborative Engineering Model" to achieve measurable and substantial benefits. We help you for our clients, right from day one of any engagement.

To put it simply, whether you need to design innovative products faster, optimize your R&D costs, increase your market-share, enhance your operational efficiency or maximize the return on investment in your networks, Infotech Enterprises is the ideal partner.

Headquartered in Hyderabad, India, Infotech Enterprises is a leading global engineering services and solutions company with 8,000+ associates across 30 global locations. We adopt a consultative and proactive approach to serve our clients worldwide with our best-in-class delivery centers in North America, Europe, Middle East and Asia Pacific regions. Our clients operate in different industrial verticals such as Aerospace, Rail, Heavy Engineering, Semiconductors, Telecom, Utilities and Energy and include 22 'Fortune 500' and 27 'Global 500' blue chip organizations across the globe.

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