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Accelerating the Availability of Map Data for Oracle's Technology Stack

Steve Lytle
NAVTEQ

Session

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- Steve Lytle, Americas Enterprise, NAVTEQ, Inc.
- Steve Lytle is the NAVTEQ Global Account Manager for Oracle and interfaces with numerous Oracle product teams and customer groups.
- Steve Lytle, with undergraduate and graduate degrees in geography from UCSB and Columbia University, has been advocating the use of map data content in enterprise location solutions since 1980.

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The Tipping Point: Map Data Content

- Location Intelligence is emerging as a "must have" in enterprise solutions.

- Oracle 10g/11g Spatial technology stack has matured both in functionality and availability to meet 90% of location intelligence requirements for enterprise solutions.

- Oracle product strategy is for Oracle Spatial technology stack, embedded and as an add-on option, to be the standard location intelligence platform across most, if not all, Oracle technologies and applications.

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The Tipping Point: Map Data Content

- NAVTEQ and Oracle have a successful business and technology relationship since 2002.

- Acknowledging the Tipping Point, NAVTEQ and Oracle signed a 7 year agreement in October 2006 enabling accelerated access to NAVTEQ map data by Oracle and Oracle customers for implementation on Oracle products.
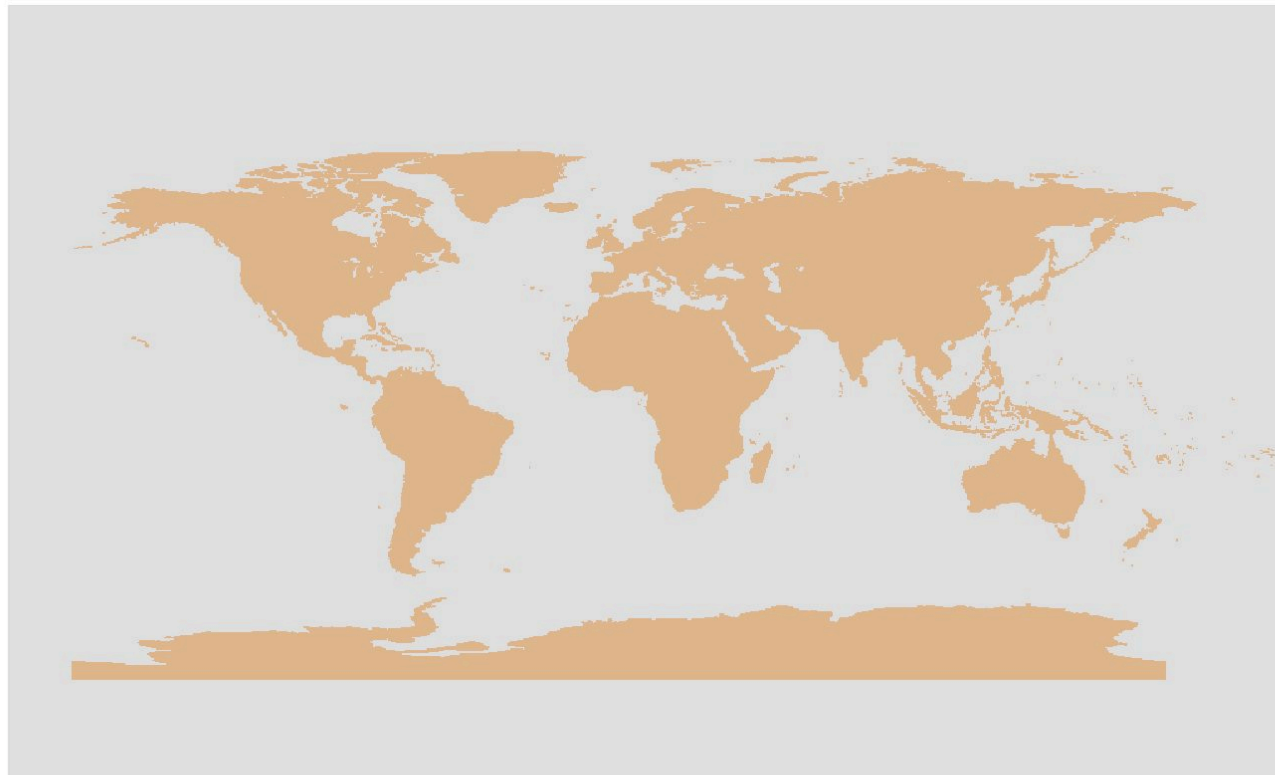
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Map Data Availability

- Global NAVTEQ Boundary and road network data became available via the Oracle Technology Network (OTN) in Q1 2007.

- The premise was, and remains, that enabling easy access to map data content will stimulate and increase the exploitation of the hidden value of location in enterprise data bases.

- This NAVTEQ-Oracle vision, targeted at the emerging business intelligence user community, has proven successful and has led the way for other suppliers to contribute to the Oracle location ecosystem.

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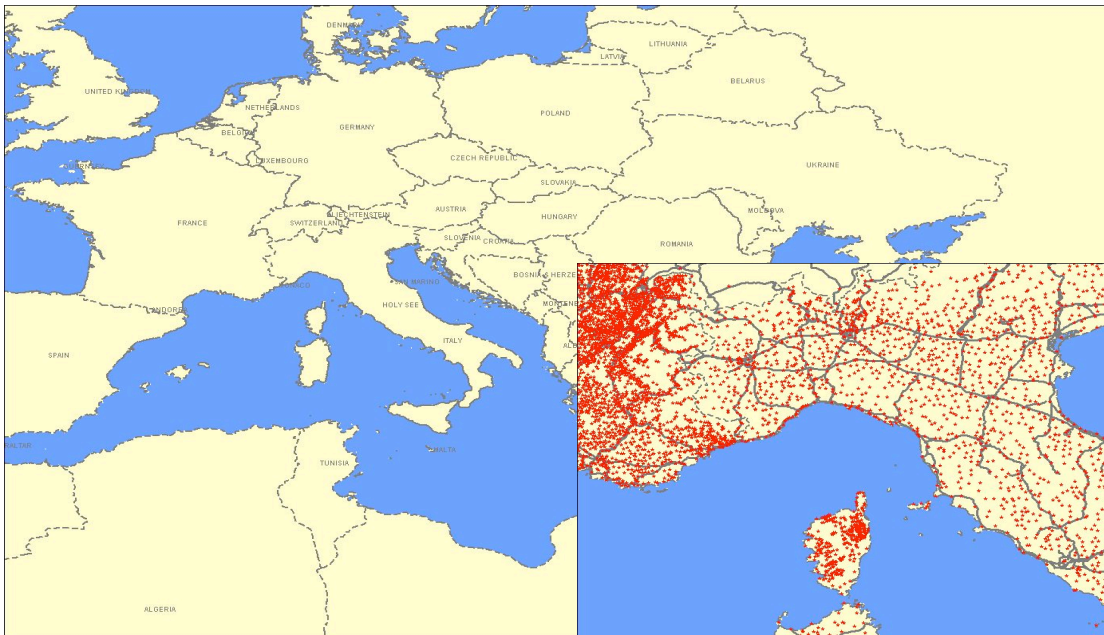**Boundary Data Bundle: World map Overview**

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Boundary Data Bundle: Country Boundaries
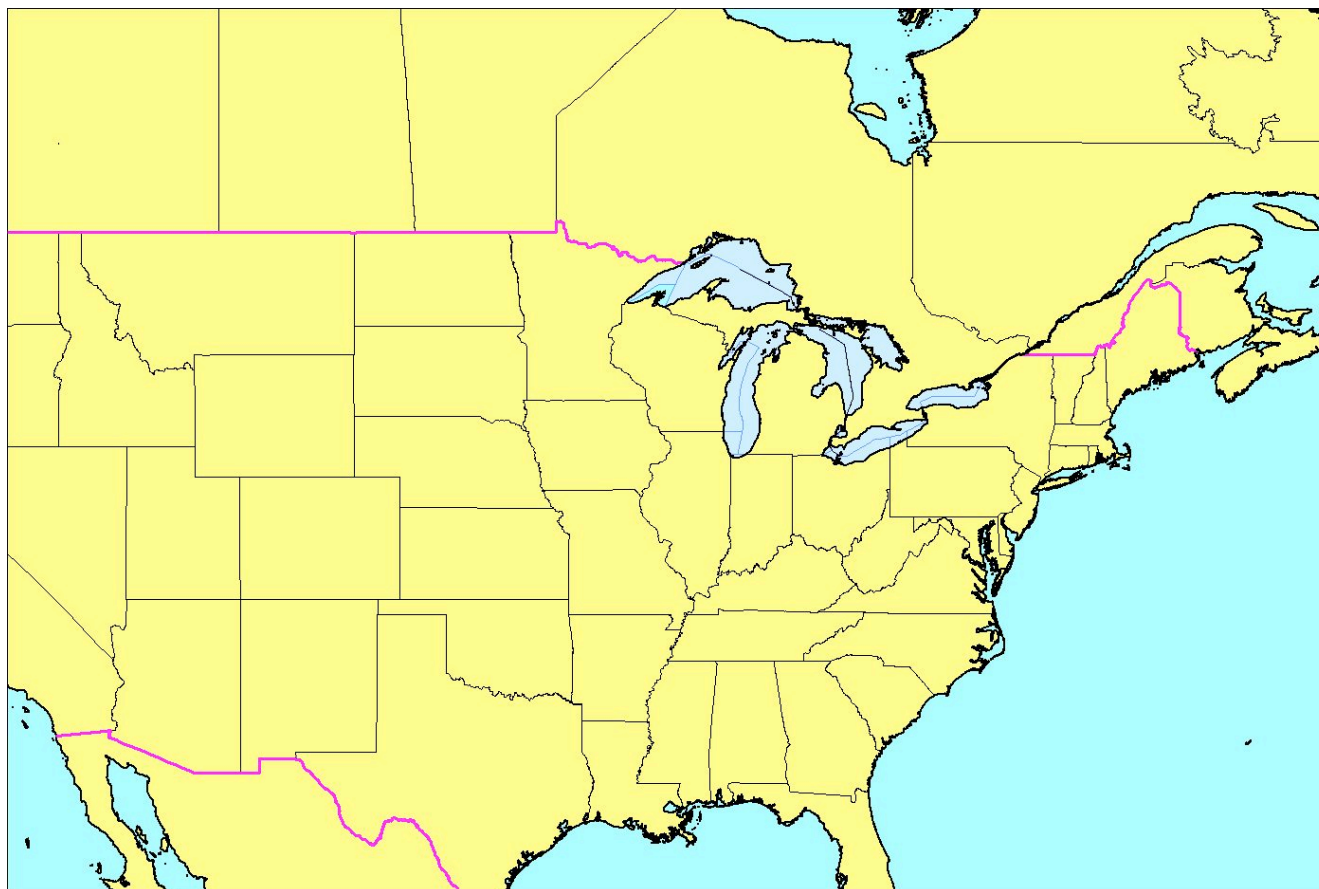
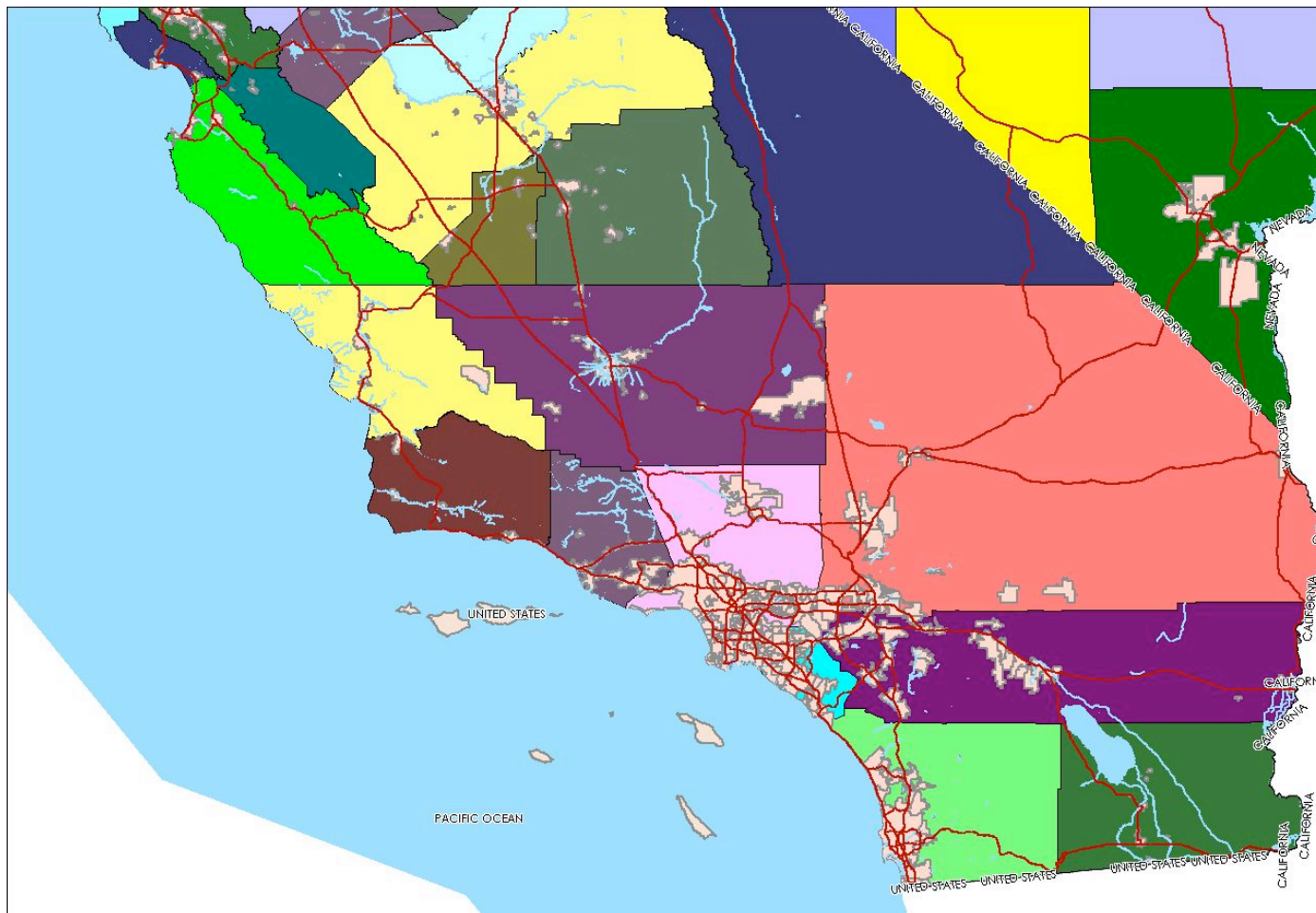# Oracle Spatial

Boundary Data Bundle: EU Boundaries & Cities

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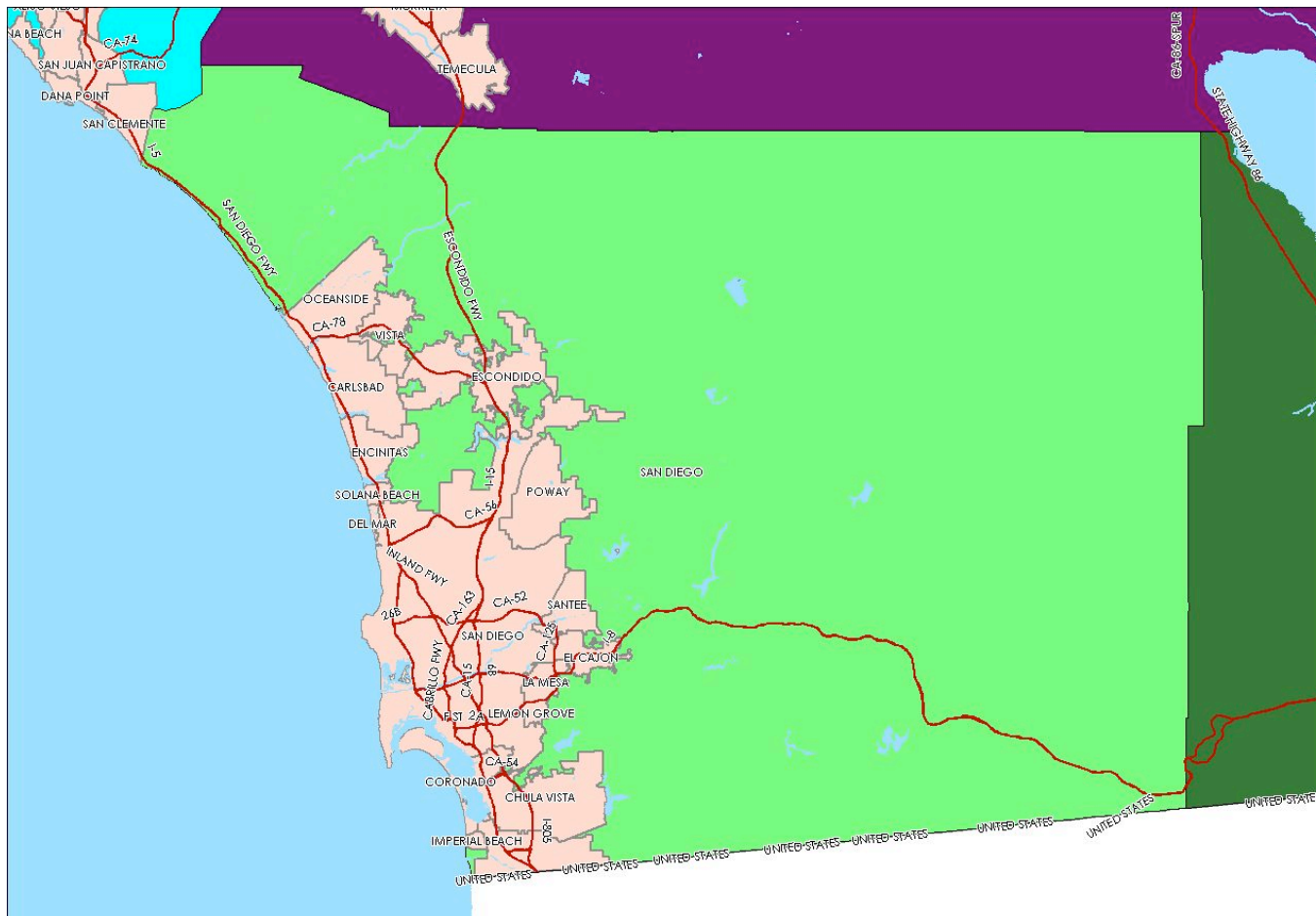## Boundary Data Bundle: US State Boundaries

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Boundary Data Bundle: Southern CA Counties

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Boundary Data Bundle: San Diego County

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Boundary Data Bundle: City of San Diego

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What Others Are Contributing

- DigitalGlobe and Oracle announced on October 18, 2007 that sample imagery of the city of San Francisco is now available and is downloadable through the Oracle Technology Network (OTN)

- NAVTEQ and Primus Geographics have collaborated to make available 33 consumer and business data variables at the US county level for download by Oracle and Oracle customers for use with Oracle products at http://navmart.com.

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Sample Consumer and Business Variables

- Population
  - 2000 Census, Current Year, 5-Year, 10-Year

- Risk
  - Quake, Hurricane, Tornado, Weather

- Business Establishments
  - Total, Total Employees, Banks & Financial, Insurance

- Income
  - Median, Average, 7 Income Tiers

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Access to Map Data Content Has Never Been Easier

- Unlocking the hidden value of location in enterprise data bases will accelerate the deployment of detailed map data content in enterprise location solutions

  - The Tipping Point has occurred.

  - Useful map data content downloads are available today.

  - Combining application specific content with the boundary downloads provides a fast-track method for real use case deployments. Proven example is US Zip Codes.

  - Detailed Map Content is available to complement the downloads.

    - Streets for display, address processing, and routing.

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Questions?

- How many know about these map content downloads?

- How many have used them in some manner?

- What other types of map and location content would you have an interest?

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Thank You!

- Please complete the evaluation form
- Steve Lytle, session name and session#
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