



Google Maps/Earth nas empresas

Cases das geotecnologias da Google nas empresas

Alex Torres

Enterprise Product Marketing Manager

- Introdução ao Google Enterprise
- Posição da Google no mercado Geo-Espacial
- Cases
- Inovação nos produtos da Google

Sobre a Google



Faturamento

\$21B em 2008

Lucro

\$5B em 2008

Empregados

20.000 sendo 50%
em engenharia

Inovação

É parte de
nosso DNA

Prêmiações

Melhor empresa para
trabalhar 2007-2009

Global

Interface em 117
idiomas

Buscas

67.5% de
marketshare

Anúncios

70% da
publicidade online

Apps

100s de milhões
de usuários

Plataformas

Chrome, Android,
App Engine

Desenvolve tecnologias corporativas **inovadoras e focadas nos usuários**

Suportado pelo time central de **pesquisa e desenvolvimento** da Google

1000+ pessoas dedicadas ao Enterprise

25,000+ clientes ativos de Search

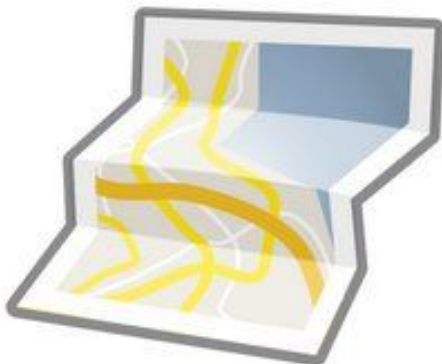
1.75M de organizações já usam o Google Apps

14M de caixas de e-mail corporativas usam os serviços Postini (AV/AS)

Search



Maps & Earth



Postini



Apps



A maior base de dados combinada da superfície da Terra



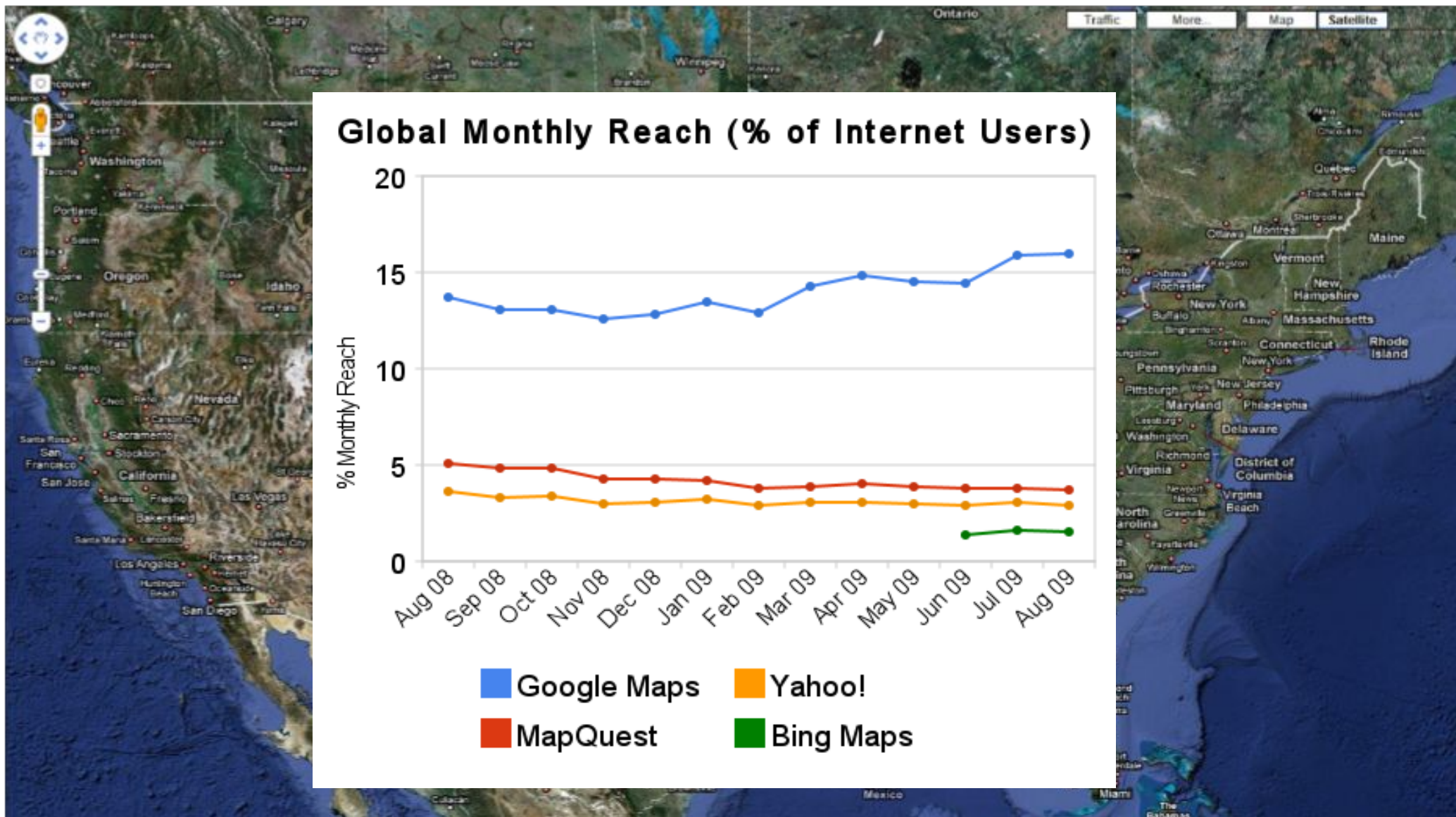
A maior base de dados combinada da superfície da Terra



- 100+ países com detalhes de ruas
- Imagens em **resolução sub-métrica** para 30% da superfície terrestre e **60% das áreas urbanas do planeta**



O serviço de mapas mais popular do mundo

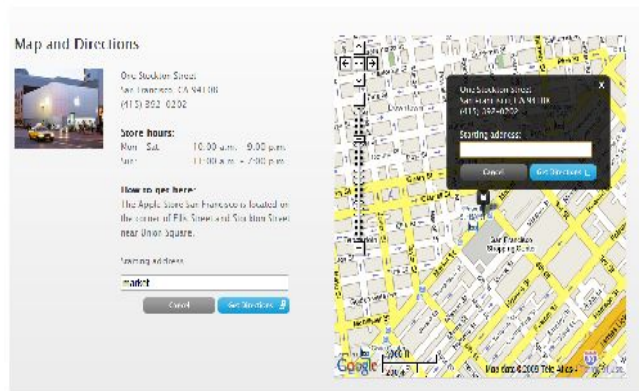


Source: comScore, August 2009

Familiar para os Usuários + Fácil uso + Confiável

Google Confidential and Proprietary

Recursos que permitem aos usuários encontrar o que procuram

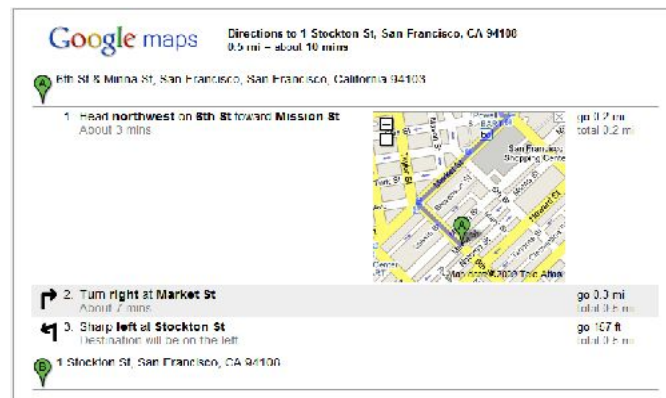


Customize com a sua marca
Sua marca nos marcadores e janelas
Adicione as suas informações



Google Street View

Passeo virtual pelas ruas
Em breve 1a fase cobrindo Belo Horizonte, São Paulo, Rio de Janeiro.



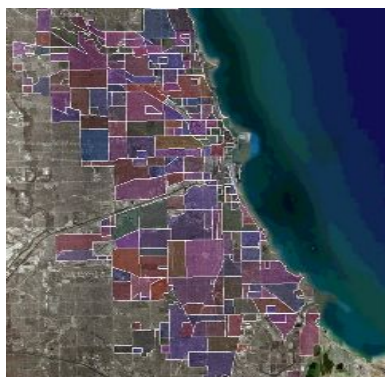
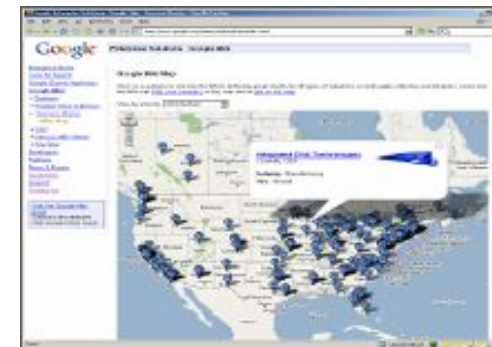
**Rotas para deslocamento de
carro, a pé e via transporte
público**

Produtos Google Enterprise: Maps e Earth



Google Maps API Premier

- Solução Web Hosteada de Mapas
- API para integração com soluções web
- Versão Premier com suporte Empresarial

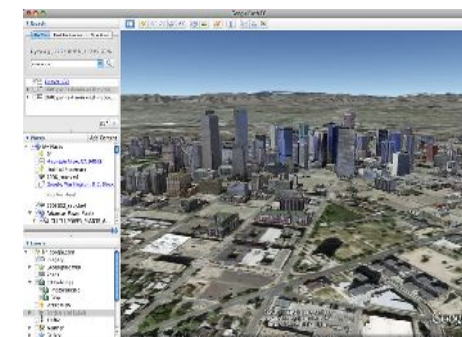


Google Earth Enterprise

- Build custom earth with large geospatial datasets
- Conecta com o Globo interno ou pela internet
- Suporta milhares de usuários internos

Google Earth Pro

- Acesso à base geoespacial da Google
- Impressão e exportação em alta resolução
- Importa dados de GIS com capacidade temática

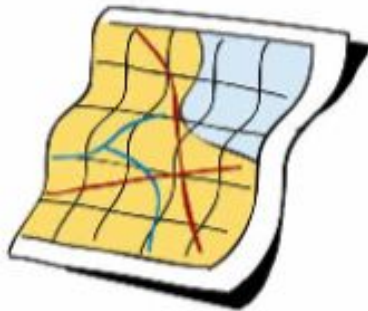


Rápido e confiável



“ I haven’t seen ANY downtime for Google Maps and we pay a lot of attention to stability and scalability overall. Google Maps has certainly handled all of the traffic we’ve thrown at it.”

NYTimes.com



“ It’s reliable... and it’s scaled with the company. The product just works.”

Jeremy Stoppelman
CEO, Yelp.com

Fast response times
Guaranteed 99.9% uptime

Google Maps API Premier

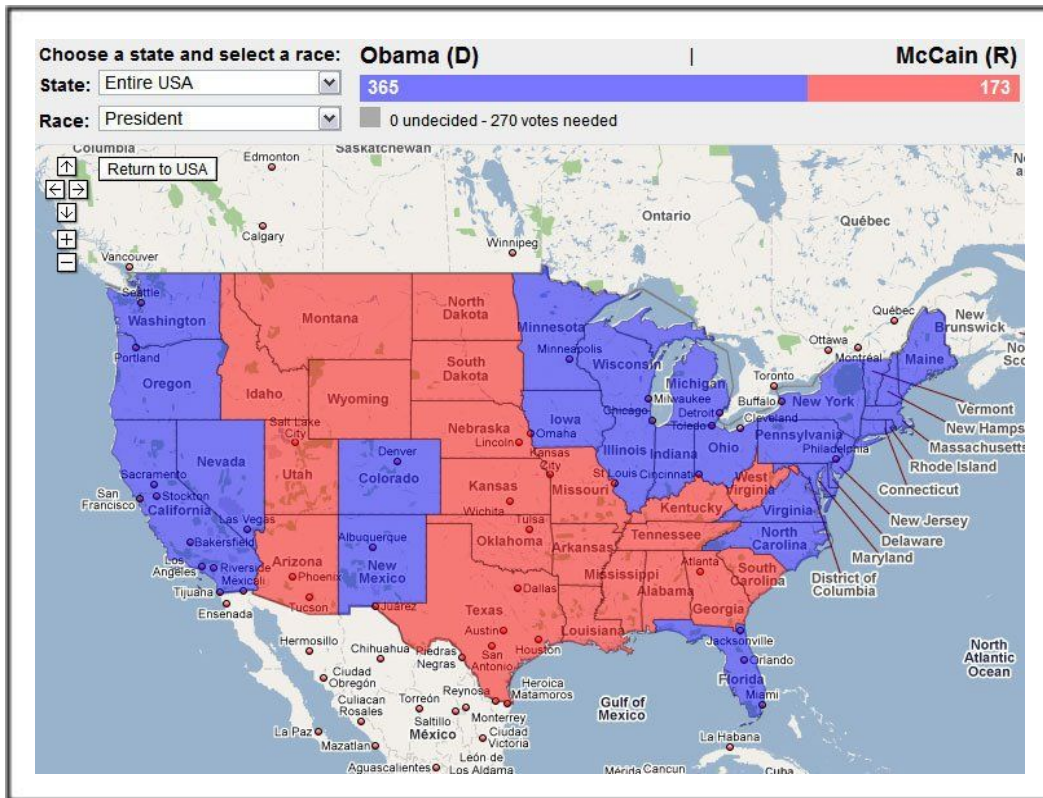
A **web-based service** that allows you to add Google Maps to your website or web application. For businesses and organizations that want:

- **Business Terms of Use**
- **Enterprise Technical Support**
- **Enhance Features**



Uso de mapas online decolou entre os consumidores

2008 U.S. Presidential Election

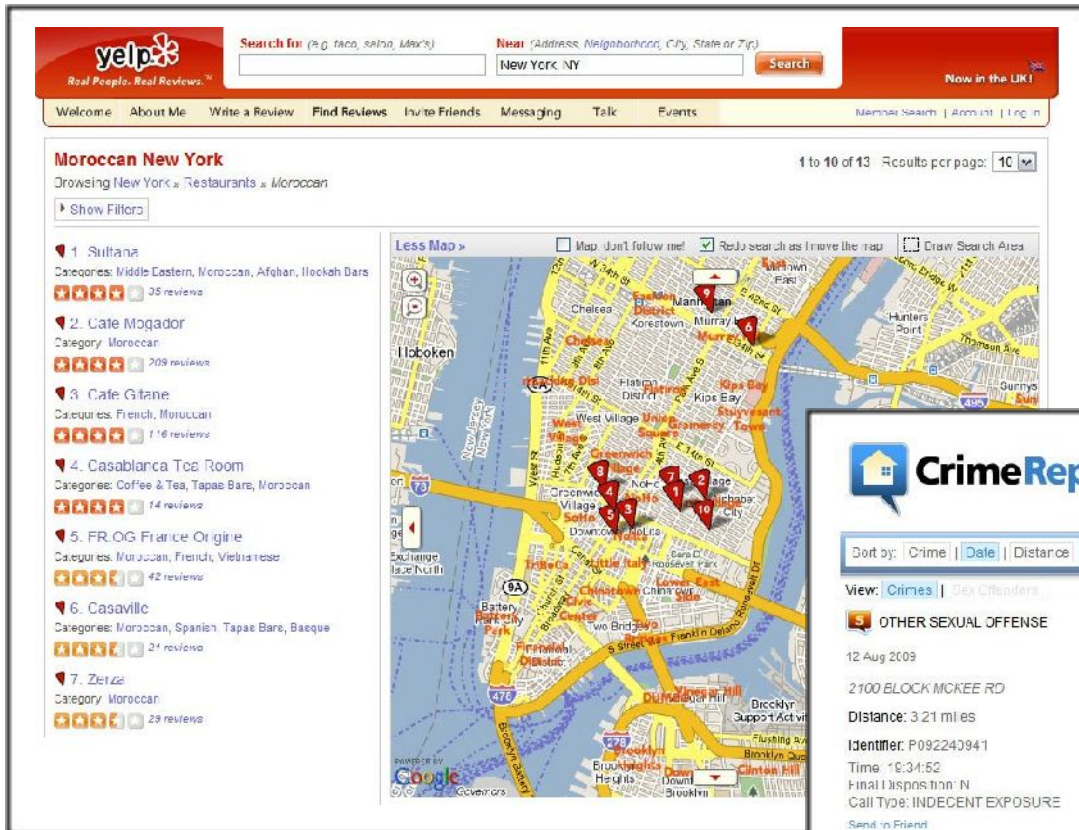


2008 Olympic Torch Relay Path



Uso de mapas online decolou entre os consumidores

Restaurant & business listings



The screenshot shows the Yelp website interface. At the top, there's a search bar with "Search for (e.g. taco, salsa, Mex's)" and a location field set to "New York, NY". Below the search bar, there's a navigation menu with links like "Welcome", "About Me", "Write a Review", "Find Reviews", "Invite Friends", "Messaging", "Talk", "Events", "Member Search", "Account", and "Log in". The main content area is titled "Moroccan New York" and shows a list of restaurants. On the left, there's a list of 7 restaurants with their categories and review counts. On the right, there's a map of New York City with red pins indicating the locations of these restaurants. The map is labeled "Less Map" and has a "Map don't follow me" checkbox.

Yelp
Real People. Real Reviews.™

Search for (e.g. taco, salsa, Mex's) Near (Address, Neighborhood, City, State or Zip) New York, NY Search

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Events Member Search Account Log in

Moroccan New York
Browsing New York's Restaurants » Moroccan

Show Filters

1 to 10 of 13 Results per page: 10

1. Sultana
Categories: Middle Eastern, Moroccan, Afghan, Hookah Bars
★★★★ 25 reviews

2. Cafe Mogador
Category: Moroccan
★★★★ 209 reviews

3. Cafe Gitane
Categories: French, Moroccan
★★★★ 116 reviews

4. Casablanca Tea Room
Categories: Coffee & Tea, Tapas Bars, Moroccan
★★★★ 14 reviews

5. FROG France Origine
Categories: Moroccan, French, Vietnamese
★★★★ 42 reviews

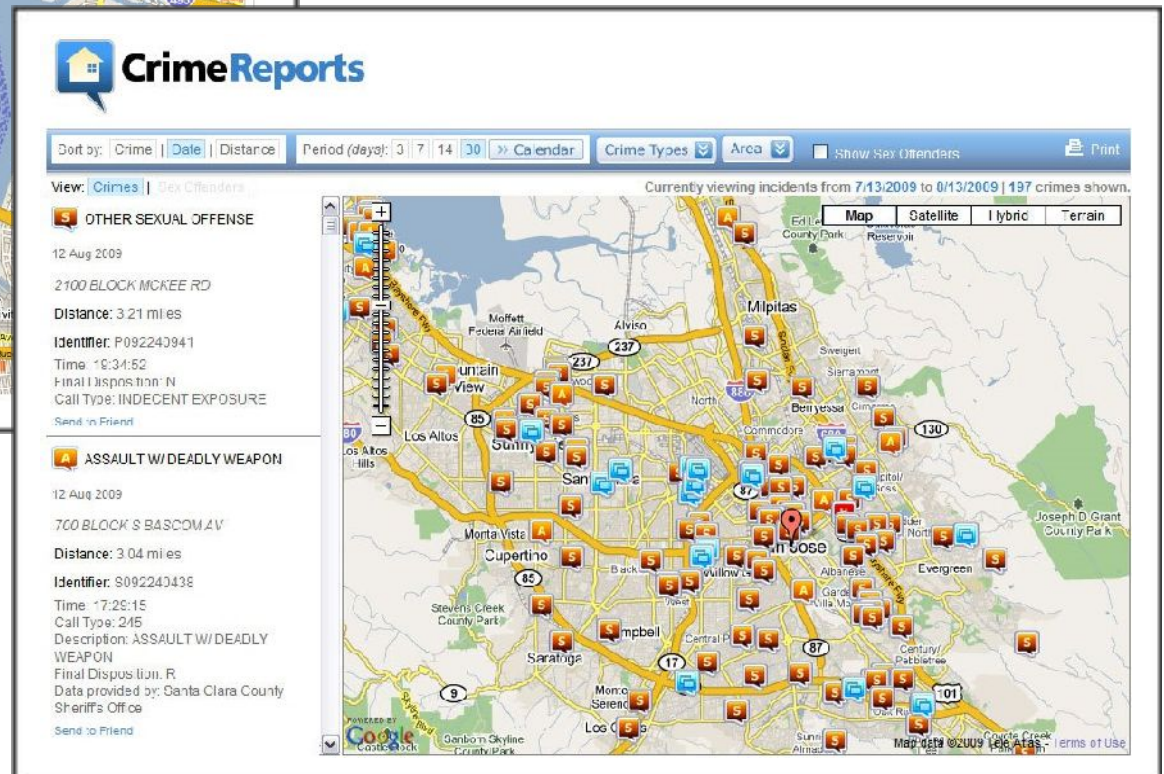
6. Casaville
Categories: Moroccan, Spanish, Tapas Bars, Basque
★★★★ 24 reviews

7. Zetzi
Category: Moroccan
★★★★ 29 reviews

Less Map

Map don't follow me ☐ Redo search as I move the map ☒ Draw Search Area

Crime data provided by local agencies



The screenshot shows the CrimeReports website interface. At the top, there's a "CrimeReports" logo. Below it, there's a navigation bar with links like "Sort by: Crime | Date | Distance", "Period (days): 3 | 7 | 14 | 30", "Calendar", "Crime Types", "Area", and "Show Sex Offenders". The main content area is titled "OTHER SEXUAL OFFENSE" and shows a list of crime incidents. On the right, there's a map of San Jose with red pins indicating the locations of these incidents. The map is labeled "Map", "Satellite", "Hybrid", and "Terrain".

CrimeReports

Sort by: Crime | Date | Distance Period (days): 3 | 7 | 14 | 30 Calendar Crime Types Area Show Sex Offenders Print

View: Crimes | Sex Offenders

OTHER SEXUAL OFFENSE

12 Aug 2009
2100 BLOCK MCKEE RD
Distance: 3.21 miles
Identifier: P092240941
Time: 19:34:52
Final Disposition: N
Call Type: INDECENT EXPOSURE
Send to Friend

ASSAULT W/ DEADLY WEAPON

12 Aug 2009
700 BLOCK S BASCOM AV
Distance: 3.04 miles
Identifier: P092240438
Time: 17:29:15
Call Type: 245
Description: ASSAULT W/ DEADLY WEAPON
Final Disposition: R
Data provided by: Santa Clara County Sheriff's Office
Send to Friend

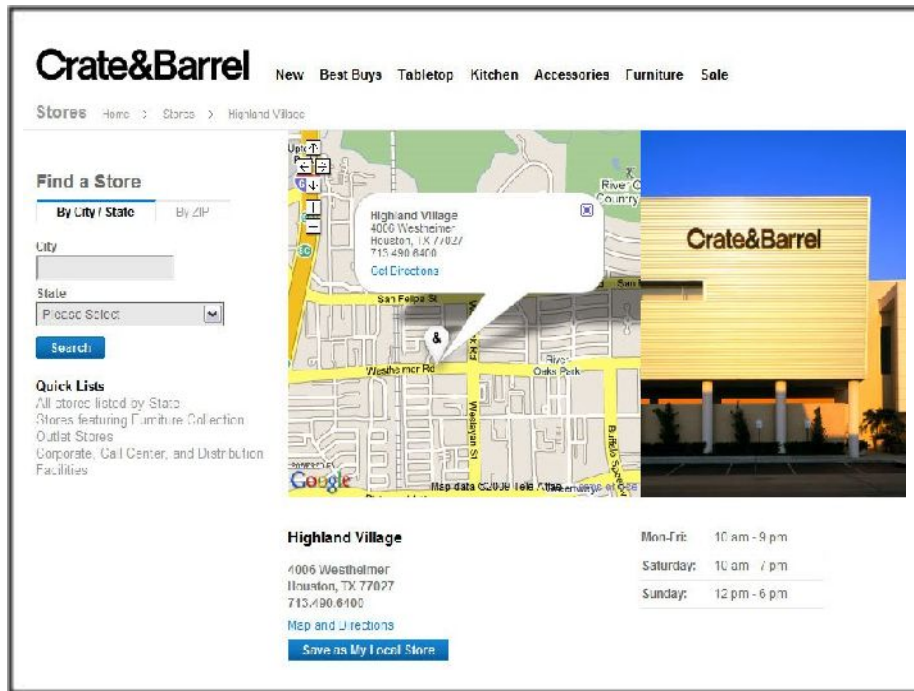
Currently viewing incidents from 7/13/2009 to 8/13/2009 | 137 crimes shown.

Map Satellite Hybrid Terrain

San Jose

Map data ©2009 Google, Inc.

Locators drive customer interaction and sales



“It’s clear that people very readily interact with Google Maps and know intuitively how to zoom, pan, and get driving directions.”

Dave Widmer
Sr. Manager of Internet
Crate&Barrel



“We had a 35 percent increase in conversion rates for our United Kingdom and Denmark sites immediately after launching Google Maps.”

Steve Sullivan
Manager of Web Reservations
InterContinental Hotels Group

Mapping applications, not just embedded maps

ACE
The helpful place.

Advanced Filters

Location: Distance: [SEARCH LOCATIONS](#)

Enter Your Street Address, City, State OR Your ZIP Code.

Only Show: (what's this?)
☐ Ace Rewards ☐ Computerized Paint-Color Matching ☐ Propane
☐ Benjamin Moore Paint ☐ Key Cutting ☐ Rental

[SEE ALL OPTIONS](#)

96 STORES
IN YOUR AREA

[PREVIOUS](#) [NEXT](#)

Clark St. Ace Hardware
4.1 miles
3011 N Clark St
Chicago, IL 60657
773.348.3333
[Show on map](#)
[Get driving directions](#)

Gillman Ace Hardware
4.5 miles
2118-20 N Milwaukee Ave
Chicago, IL 60647
773.252.5886
[Show on map](#)
[Get driving directions](#)

Lakeview Ace Hardware
5.4 miles
3921 N Sheridan Rd
Chicago, IL 60613
773.525.1700
[Show on map](#)
[Get driving directions](#)

Map **SATELLITE** **HYBRID**

ADDRESS **HOURS**

Lakeview Ace Hardware
3921 N Sheridan Rd
Chicago, IL 60613
773.525.1700
[See Details](#) [Get Directions](#)

Branded Icons and Bubbles

Map
integrated
with site

Maps power internal sales tools

Details about this ad panel

Outdoor ad panel (billboard)

Overlay external information such as car parks and schools

Stellendaten

Panel position 36443

> ClearView

Stellen-Nr.	36443
Strasse	Alfred Fischerstr. v.a.v. 26
PLZ	8002
O.	Zürich
Kanton	ZH - Zürich
Format	F200
Typ	Normplakat
Position	Rechts
Objekt-Nr.	22194
Wu	13
Agulo	A0261
Preis/141	575.00

Car Park

Bus

Tram

Railway

Gastronomy

Bar

Cafe

Hotel

Restaurant

Public buildings

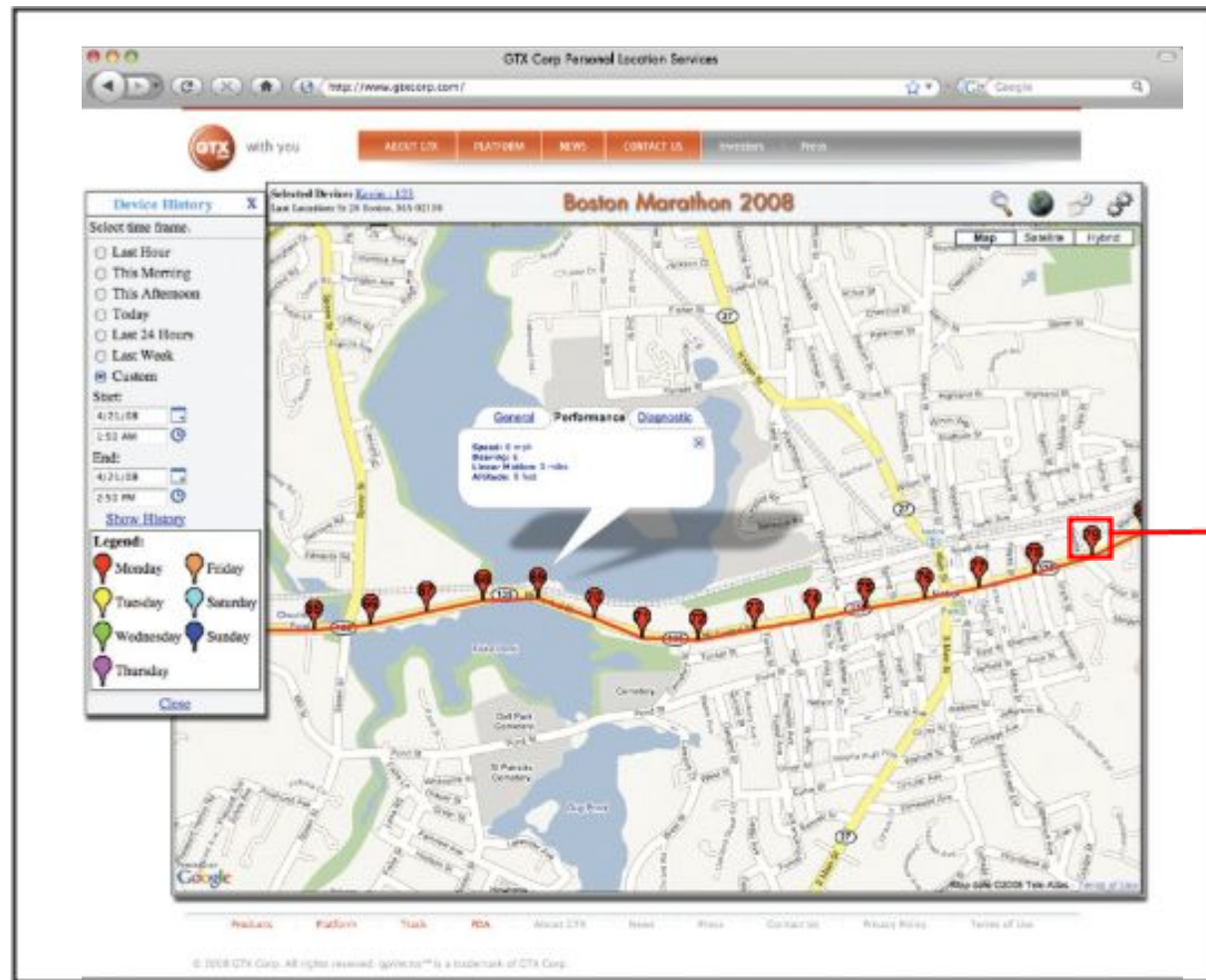
School / University

Hospital

Shopping / Service

Clear Channel Outdoor's application displays advertising opportunities on the map

Identify, track, and locate assets and people

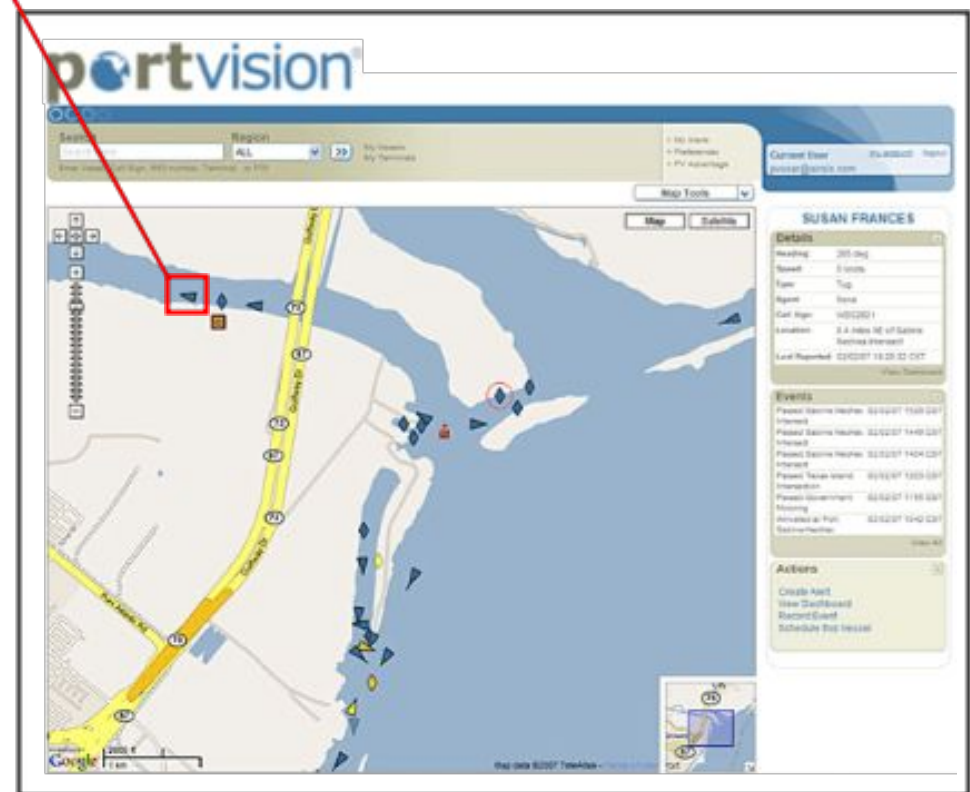
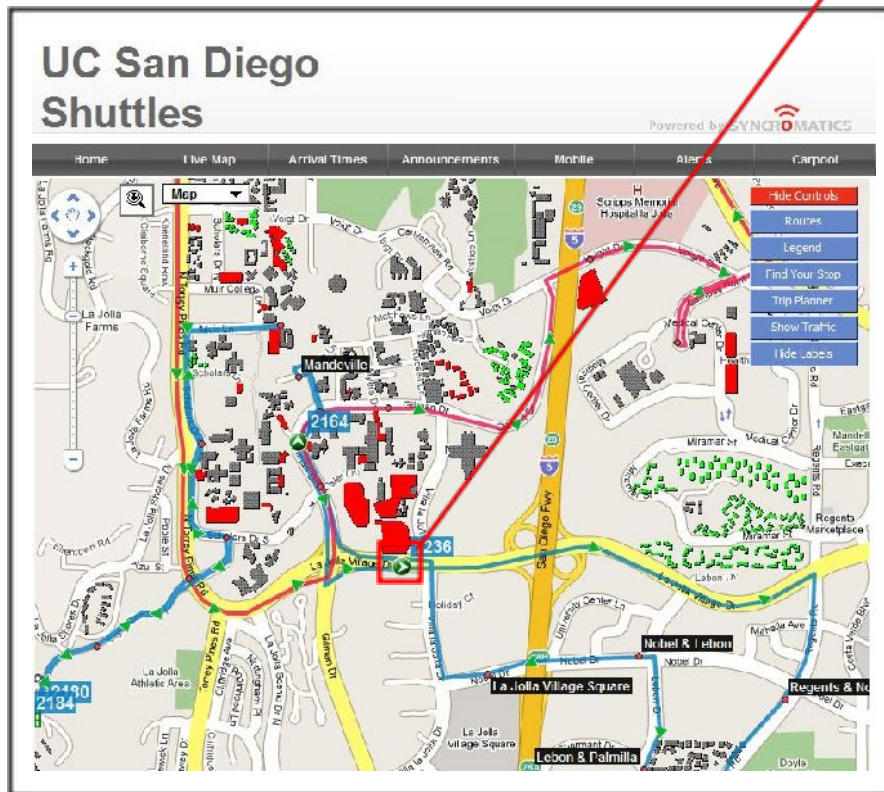


Monitoring
athletes
during a
race

Enables the real-time GPS tracking of people or high-value assets

Track your fleet in real-time – on land or water

Real-time GPS
Monitoring



Monitor commercial fleets including vessels, trucks, and cars.

Maps are critical to real estate websites

Redfin

Location: Search Listings

Price: No min to No max Beds: No min More Options

177 results (1 unmapped) Email Me New Listings Laurel Stats & Trends Remove Outline

MLS listings, MLS-listed foreclosures, exclude: un...

Reservoir

Redfin's offices will be closed this Friday, August 14th for our annual company meeting.

13701 VANDERBILT Way LAUREL RIDGE \$362,990 3 2.5 1,680 \$216 149

13306 VANDERBILT Way DPH LAUREL RIDGE \$424,900 4 2.5 2,400 \$177 241

7634 GREENSTABLE GATE LAUREL RIDGE \$479,900 4 2.5 3,640 \$132 241

14352 VISTA Dr #68 THE VISTAS \$191,900 2 2 904 \$212 43

14352 VISTA Dr #69 THE VISTAS \$169,900 1 1 1,005 \$169 144

8316 S'RUCE HILL Dr OAK CRESI \$374,900 4 3 - - 333

DOWNLOAD SAVE LISTING STATS: \$234,900 3.0 2.2 1,383 \$379 127

realestate.com.au the biggest address in property

Buy Rent Share Renovate Build Sell Retire

Homes For Sale Open For Inspection Auction Times Auction Results Land For Sale New Land Estate New Apartments Rural Properties Good Properties

View Results as a List View Results on a Map

Homes for Sale in (REGION) INNER WEST

Click on a property marker to view a photo and property summary.

\$710,000 2 2 1

Roy White

C15, 1 DUCIANAN STREET

Zoom in View Property Details

13701 VANDERBILT Way LAUREL RIDGE \$362,990 3 2.5 1,680 \$216 149

13306 VANDERBILT Way DPH LAUREL RIDGE \$424,900 4 2.5 2,400 \$177 241

7634 GREENSTABLE GATE LAUREL RIDGE \$479,900 4 2.5 3,640 \$132 241

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14352 VISTA Dr #69 THE VISTAS \$169,900 1 1 1,005 \$169 144

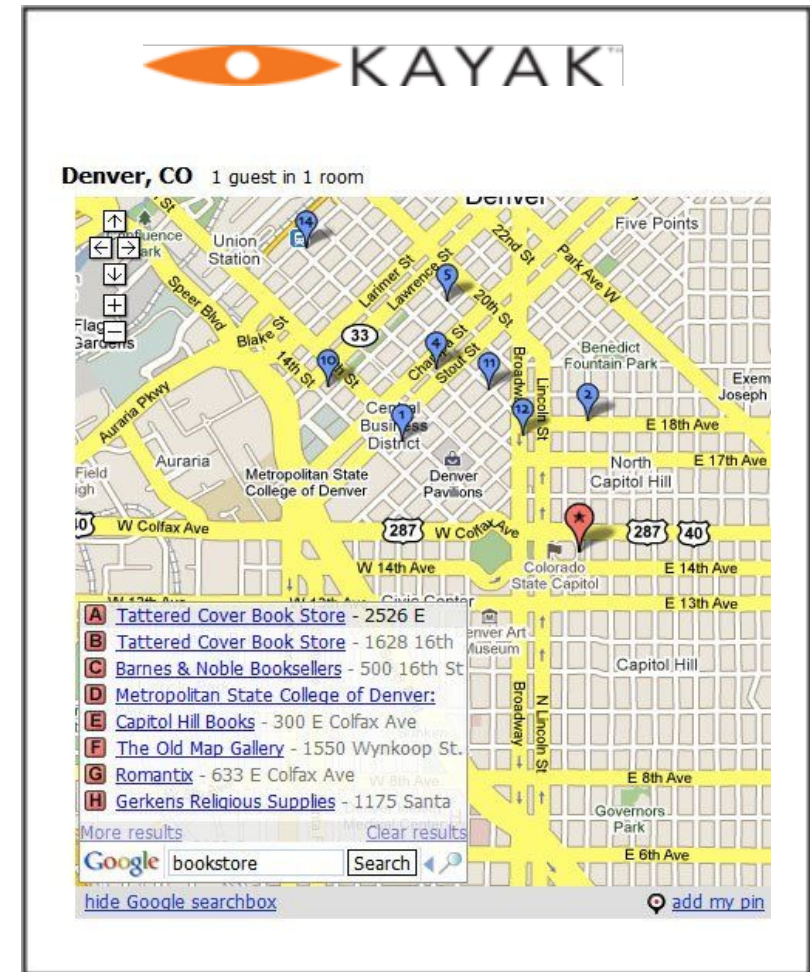
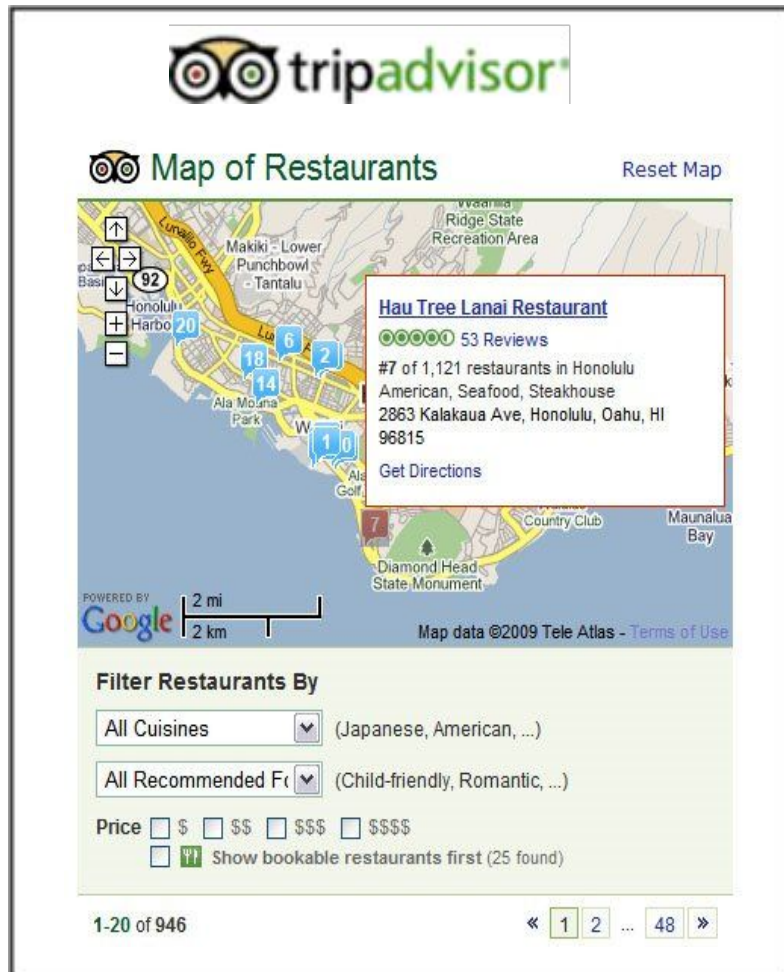
8316 S'RUCE HILL Dr OAK CRESI \$374,900 4 3 - - 333

DOWNLOAD SAVE LISTING STATS: \$234,900 3.0 2.2 1,383 \$379 127

“ With the mapping technology from Google, we're able to enhance the user experience, increase site stickiness, and improve the quality and accuracy of the data being displayed.”

Simon Baker
CEO, REA Group

Maps power travel websites



“ So many people in the company were fans of Google Maps already, because it was just clearly the best... Even at the time of our launch, Google Maps had practically worldwide coverage.”

Stephen Kaufer
President and CEO, Tripadvisor

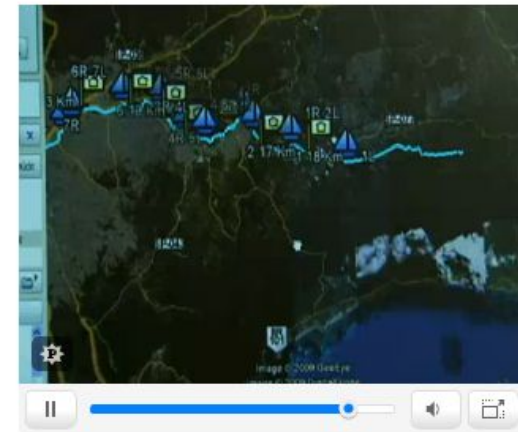
Maps power media organizations

Radar SP - 30/11



Flutuador mede oxigênio do rio Tietê

A partir de amanhã você vai saber quais são os trechos do rio Tietê que vão ser lançados para medir a oxigenação



globo.com notícias esportes entretenimento vídeos

BR-319 não trará devastação ao AM, diz engenheiro

Para professor de UFMG, parques e reservas, somados à consciência ambiental, protegerão floresta que margeia a estrada.

- Buena nova: licença para a rodovia
- Novo macaco descoberto na rota da estrada

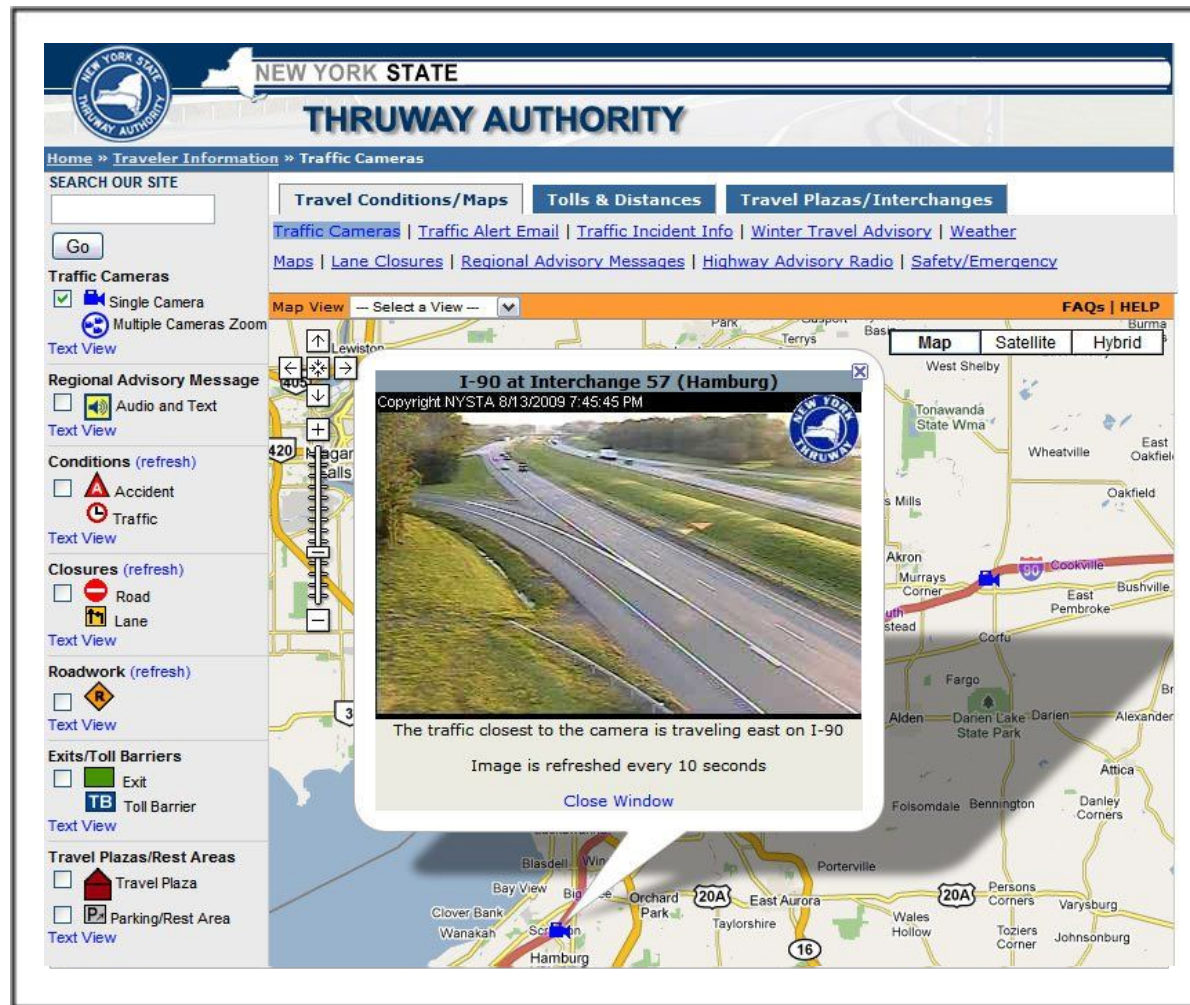
amazônia.vc

Visualizar no Mapa Mapa

participe!

Importante: para impressão e broadcast consulte as condições na página:
<http://www.google.com/permissions/geoguidelines.html>

Maps common in the public sector



Add multi-media information to your map

Case Study: Virtual Alabama



Case Study: Virtual Alabama



Virtual Alabama project started in 2005 by Governor Bob Riley
Needed an “affordable, scalable, maintainable” system to visualize state asset imagery and infrastructure data [1]

Problems:

- State-wide data collections could not be easily visualized
- Difficult to access existing data; no data sharing
- Emergency responders could not use a common dataset
- Lack of data sharing amongst counties led to duplicate data purchases [2]

Goals:

- Provide common operational picture and situational awareness to first responders
- Ensure "the right people have the right information at the right time"
- Protect data sources from unauthorized data redistribution
- Increase efficiencies in data usage and acquisition
- Reduce redundancy, inefficiencies, and costs

Case Study: Virtual Alabama



Solution:

- Google Earth Enterprise selected as visualization platform
 - intuitive interface that was accessible to users not trained as GIS specialists [2]
 - powerful enough to integrate large volumes of GIS data into a consistent, effective graphical display [2]



[1] Virtual Alabama Fact sheet http://www.dhs.alabama.gov/virtual_alabama/home.aspx

[2] Virtual Alabama Case Study http://earth.google.com/enterprise/virtual_alabama.html

Case Study: Virtual Alabama



Results:

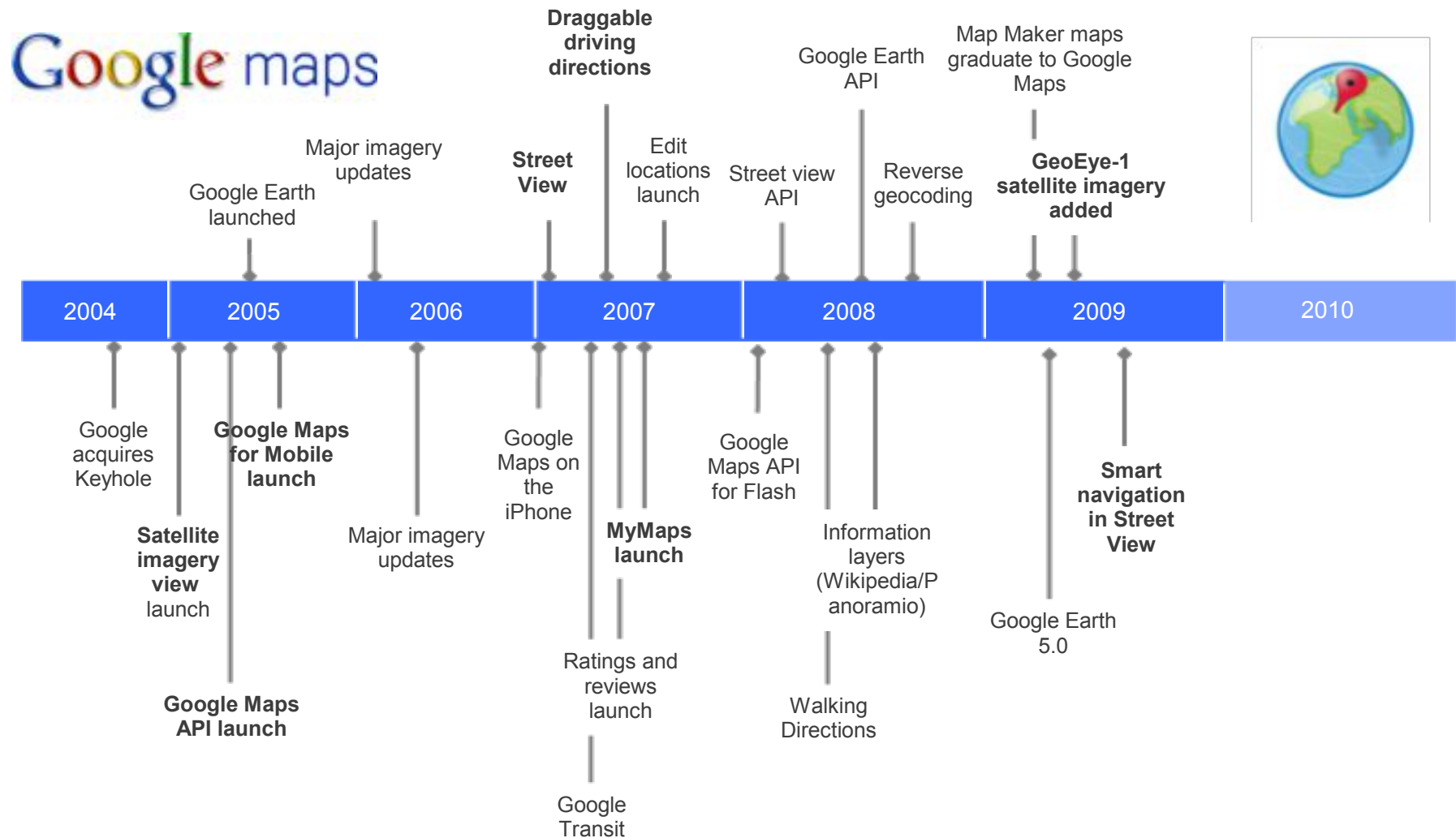
- Project commenced June 2006 [1]
- Initial Operating Capacity (IOC) reached August 2006 [1]
- All 67 counties included by November 2007 [1]
- 550 Agencies using Virtual Alabama
- 2,100 total users and growing
- County and municipal governments supply 80% of state's geospatial data
- Strong user community grew from system adoption [2]
 - **Friendly competition among counties to share data**
- Common operation picture has reduced duplicated efforts, overlapping costs [2]
- System used for preparation, response, recovery (Chris Johnson)



[1] Virtual Alabama Fact sheet http://www.dhs.alabama.gov/virtual_alabama/home.aspx

[2] Virtual Alabama Case Study http://earth.google.com/enterprise/virtual_alabama.html

Constant innovation, continued investment



Perguntas



Google Obrigado!
Perguntas?
