

Mapping Geospatial Value

How German organizations use geospatial services

Geospatial technologies go so much further than simply tracking a package from point A to point B. They create visibility throughout the value chain. From the movement of raw materials and employees to geospatial services as a line of business, these important technologies have revolutionized business. But how significant is this impact?

Oxford Economics and Google Maps Platform fielded a survey of 1,000 executives across the world, including 150 executives from Germany. This summary fact sheet outlines the overall business strategies of German respondents, how they use geospatial services to achieve these goals, and the effect these implementations have on business performance.



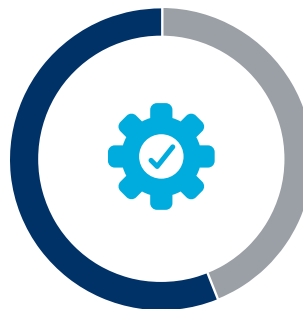
1. Strategies are set and geospatial services are perceived as a solution

Executive action must always be made with an organization's goals in mind—and as decision-makers move past the turbulence of the pandemic, traditional business priorities are retaking center stage.

Geospatial services can bolster these business goals, and executives in Germany are seizing the opportunity. Whether for internal or customer-facing purposes, investments in geospatial technologies are well under way.



55% of German respondents have invested in geospatial technologies to create new customer experiences.



56% of German respondents have invested in geospatial technologies for their internal operations.

2. German respondents use geospatial services in a variety of ways

Application of geospatial services will vary by industry, but German respondents tend to follow global trends in how they are used. Mapping services are excellent at communicating with customers; something as simple as letting a user know the time it takes to get from point A to point B can make interactions convenient and satisfying. But geospatial services also are being used in all facets of business—and among German organizations, making last-mile deliveries is particularly important.

Q. Top five geospatial use cases in Germany and overall

For German respondents	For all respondents
#1 Making last-mile deliveries	#1 Communicating information to increase customer engagement
#2 Communicating information to increase customer engagement	#2 Providing localized information to help users understand what is nearby so they can make easier decisions about where to shop, visit, or live
#3 Providing localized information to help users understand what is nearby so they can make easier decisions about where to shop, visit, or live	#3 Helping customers find and visit the nearest store, ATM, restaurant, auto shop, or medical office, or other location/service
#4 Offering efficient routes for people and/or goods	#4 Offering efficient routes for people and/or goods
#5 Using geospatial data to help make decisions and improve operational efficiencies	#5 Making last-mile deliveries

3. Geospatial services use cases provide financial benefits

Quantifying any technology investment is a tall order (as varying economic forces influence revenue and profitability). But when gauging executive sentiment about geospatial services, the impact is clear: They boost profitability, reduce costs, and grow revenue.



On average, German respondents have seen overall profitability growth of **1.9%** between three years prior to their first geospatial investments and three years after their first geospatial investments.



Of those who agreed or disagreed, **80%** of German respondents say their organization has become more profitable since implementing geospatial services.



29% of German executives say geospatial services help reduce operating costs.

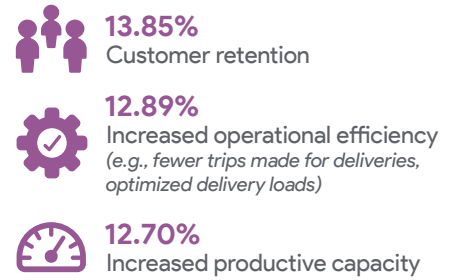


43% of German executives cite revenue growth since initial geospatial services investments, with **22% (*)** citing revenue growth of over 5%.

4. Geospatial services provide non-financial benefits

German respondents credit geospatial services for non-financial business benefits, too. Well over half (55%) say they have created greater visibility into operations or increased customer acquisition (55%), while slightly fewer say they have increased customer retention (48%).

The extent of these benefits varies, but on average, German respondents say geospatial services have provided at least 11% improvements in productive capacity, supply chain optimization, and operational efficiency.



To learn more about how organizations across the world are using geospatial services to drive value, check out our short Think Pieces:

- Mapping Business Value
- The Search for Mobility Excellence
- Driving Sustainability



About Oxford Economics

Oxford Economics is the world's foremost independent economic advisory firm. Covering over 200 countries, over 100 industrial sectors and 8,000 cities and region, we provide insights and solutions that enable clients to make intelligent and responsible business decisions faster in an increasingly complex and uncertain world. For more information, visit <https://www.oxfordeconomics.com>.



About Google Maps Platform

Google Maps Platform helps organizations and developers create better experiences and improve operations through detailed geospatial data for more than 250 countries and territories. Our rich mapping products and solutions help everyone build with the familiar Google Maps interface used by more than a billion users every month. For more information, visit <https://mapsplatform.google.com>.

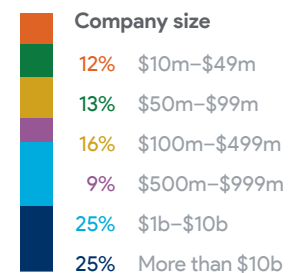
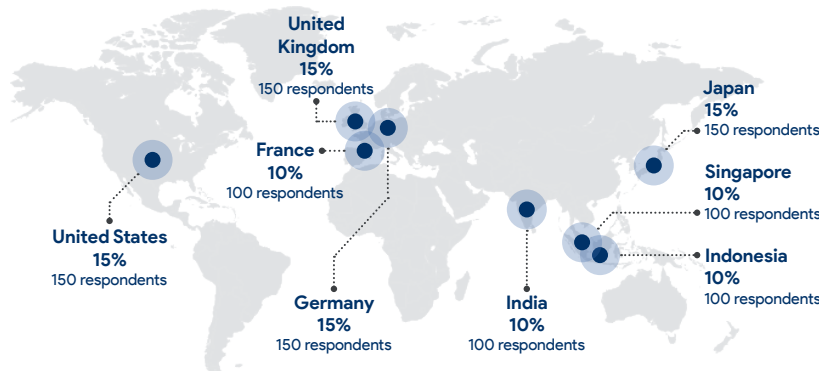
About the research

Google Maps Platform and Oxford Economics partnered to survey 1,000 executives at organizations of varying sizes across countries and industries. The respondent base is represented by organizations from eight countries, and all had at least \$10m in annual revenue.

For the purposes of this research, we grouped respondents into 14 industry clusters, including accommodation and food services; real estate and rental and leasing; administrative and support and waste

management and remediation services; finance and insurance; transportation and warehousing; wholesale and retail trade; manufacturing; arts, entertainment, and recreation; agriculture; professional, scientific, and technical services; non-profit; media and entertainment; telecommunications; and software and internet.

Results are not intended to be representative of Google Maps Platform customer results.



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