

# Case Study



## Customer

Nexiga GmbH  
www.nexiga.com

## Location

Bonn, Germany

## TomTom Traffic Density data enabling better location planning for Nexiga

### The Overview

Nexiga's business mission is "to help companies understand the world." They help make complex relationships clear and passionately uncover the secrets that can be hidden in the depths of data streams. Nexiga's business encompasses business-to-business geo-analytics for market segment analysis, customer profile analysis, and purchasing power analytics.

The firm can help answer a multitude of customer questions: "what is a company's purchasing power for a particular location?" or "at what time does the largest quantity of pedestrians walk by a certain location?" or even "what affinity do the residents of a certain neighborhood have to electric mobility?" or "how many cars drive on a certain road segment at a particular time and on a specific day?" No matter what the customer wants to know, they can provide an answer.

Nexiga has been in the business for over 30 years and partnering with TomTom for more than 15 years. They not only resell TomTom licenses to their customers but also use TomTom data for their geo-systems. Through the partnership, customers receive the precise information they need to harmonize target groups, locations, needs and messages and to master complex challenges.

### The Challenge

In an ever-evolving market, the questions customers ask for location-based business planning will only become more challenging to answer. And while the standard questions have become more of a commodity, new ones which require more detailed and differentiated data analytics are being presented. Data that answers the questions about traffic density was not available until 2014. In its absence, many companies hired people to count vehicles manually at certain traffic bottleneck locations and during different times of the week. Traffic counts for peak hours in the morning and evening were compared to traffic counts on the weekend.

### The Solution

When TomTom designed a bespoke, custom-made solution for Nexiga, they became the first company to integrate Traffic Density data into their products and with that also the first company to benefit from the enormous value this data brings. Nexiga soon became an early adopter of a concept product yet to be launched commercially. Together with authoritative sources, TomTom Traffic Density has since been the main source of data to help identify optimal locations for a business. By choosing a location on a road with a high volume of traffic, a business will inevitably be more successful. "Your location alone will enable you to be seen several thousand times a day," explains Dirk Schneider, CEO at Nexiga. "To be able to visualize the speed and the density of traffic, makes a big difference to Nexiga's business and puts the company and its customers in a position of clear competitive advantage," he said.

Since TomTom Traffic Density enabled Nexiga to enrich their own products with data on the density of traffic, they sell annual road traffic frequencies as well as extrapolated traffic density data for the entire region of Germany, Austria and Switzerland (DACH). Additionally, Nexiga serves not only large, well-established corporations, but also smaller customers and start-ups. "With this set of competitive products, pitching to prospects has never been an issue for us," adds Schneider.



## The Results

Nexiga's customer base is extraordinarily loyal. Some contracts are more than 25 years old and customers continually refer Nexiga's products and services to other prospects. We at TomTom are proud to play a role in that success; results using TomTom Traffic Density are remarkable, contributing to:

### Improved location planning

With TomTom Traffic Density data, Nexiga's customers can see exactly what the business potential is at a certain location. Traffic dependent businesses (e.g. retail and fast food chains) can significantly benefit from this. Even better is to combine the analysis with their existing network of locations as from there they can extrapolate the potential arising at new locations.

### Richer insight about competition

Knowing your own business and how it relates to TomTom Traffic Density characteristics near your location provides insight on what the performance will be at competitor's locations.

### Higher revenue

Optimizing your network by relating it to the best locations for your market will enhance revenue performance.

### Increasing profit

When revenues increase, profits also typically increase. Investing in TomTom Traffic Density data will pay off!

### Making simple things appealing

With Nexiga's geoinformation system, complex circumstances and purposeful action approaches can be visualized with the press of a button.

“Nexiga customers from retail to finance plan and evaluate their market segments and offices locations based on Traffic Density information. Traffic Density is a very reliable factor to predict the profitability of a location. There is a clear link between the density of the traffic measured on the road segment and the stores location overall success.”

– Dirk Schneider, CEO Nexiga

