

# 11. MapInfo Kullanıcı Konferansı

Google Maps Keynote



The following slides is the updated **Google Maps APIs Platinum Pitch deck** for H2 2016. The goal of this deck is to create a updates & aspirational presentation, introducing some insights into our growth strategy, without directly linking to our Product Roadmap

This deck is a direct reflection of our updated Maps APIs Brand Narrative

To help you with this pitch deck, you can access the talk track in the notes, or [here](#). We've also recorded [Tarun](#) & [Jay](#) delivering the new keynote

Questions? Contact:

[Matt Kaufman](#),

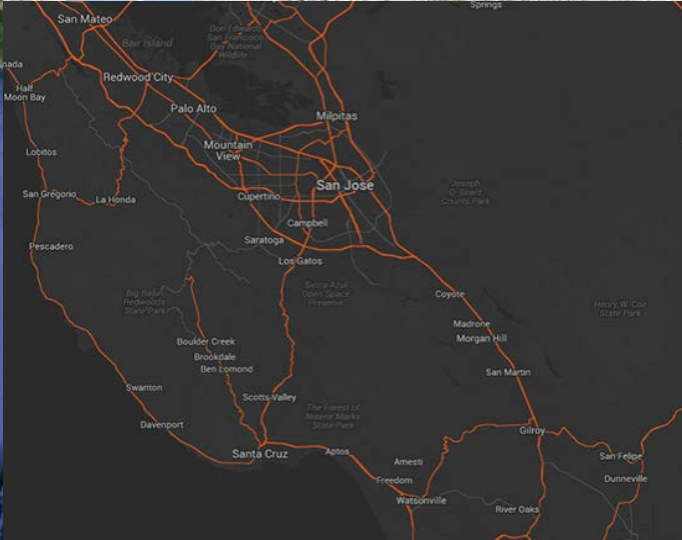
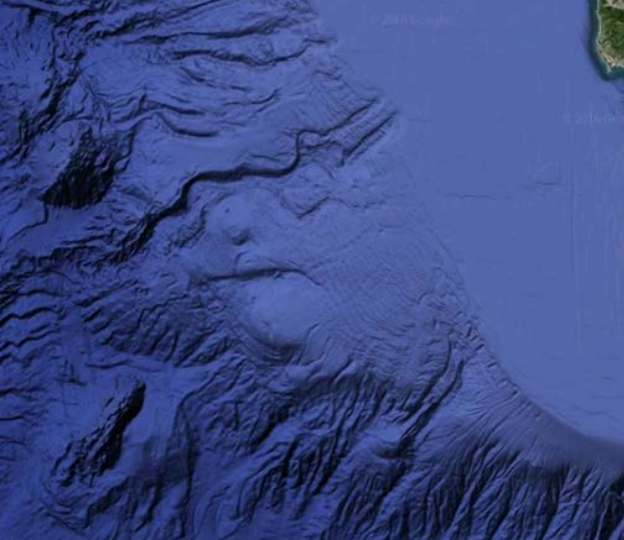
[Emily Vernon](#)



MAPS & LOCATION

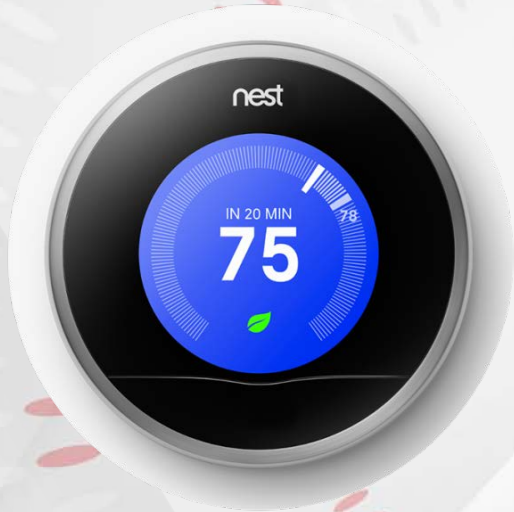
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# The Fifth Wave

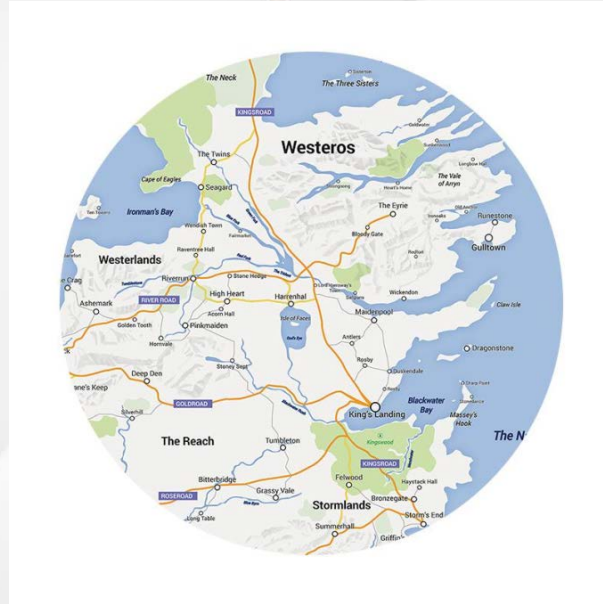




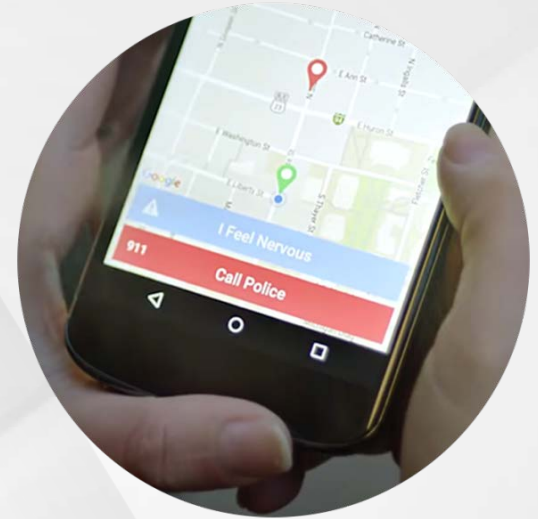




*Nest Thermostat*



*Game of Thrones map*



*Companion App*



Turn Left!





# REDFIN.

Build an online estate brokerage  
for home buyers and sellers

Improved

50%

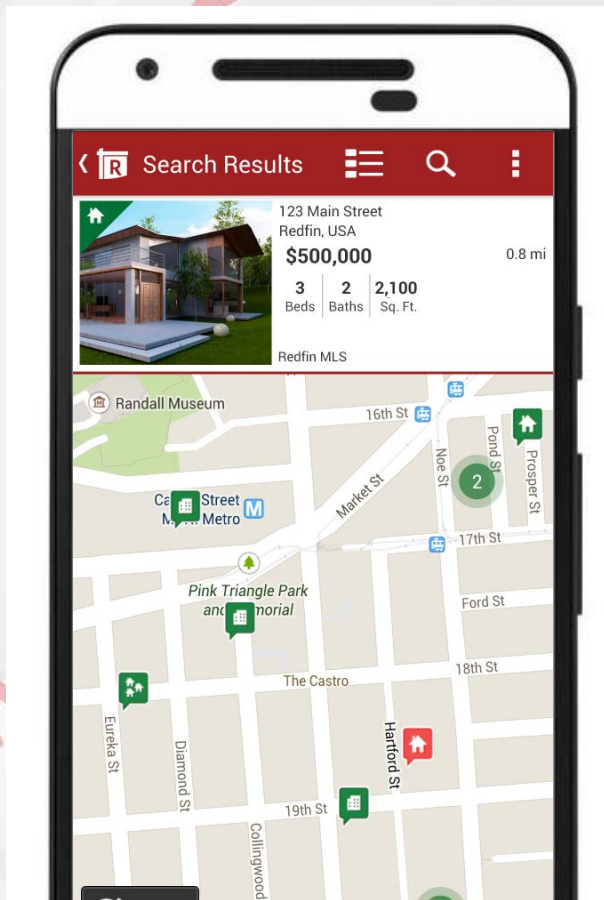
Cut search  
failure rate on  
its website  
from 8% to 4%

33%

Reduced  
search failure  
rate on its  
Android app  
from 6% to 4%

\$20B

Built a successful  
service that has  
closed nearly  
\$20 billion in  
home sales





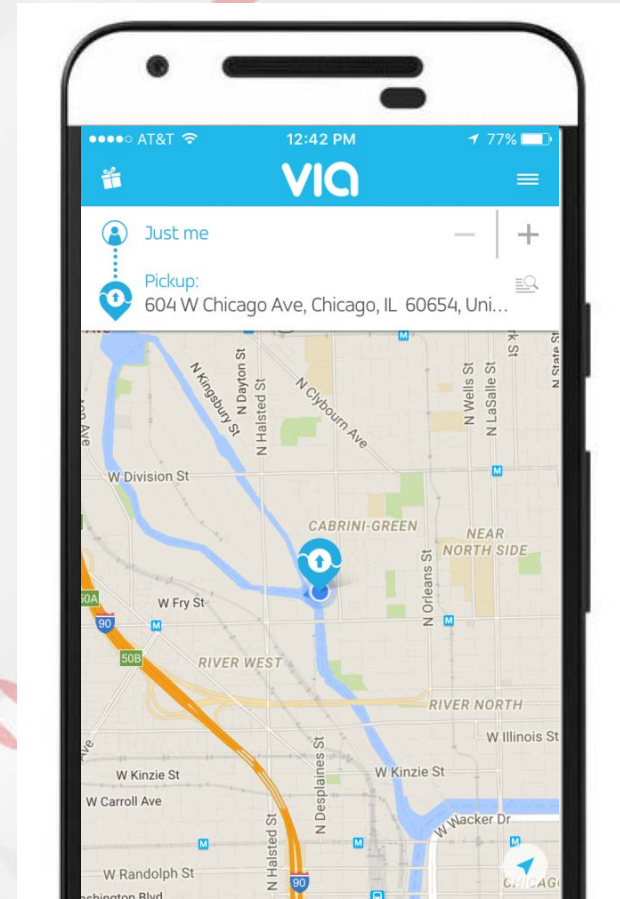
Develop a service that allows multiple passengers to share rides in a single vehicle for \$5 per trip

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**Grew**  
the service  
to more than  
100,000  
Manhattan  
customers

**Provides**  
shared rides  
for tens of  
thousand users  
every day

**Expanding**  
the service  
through-  
out New York City  
and to Chicago





Make it easy to find vacation rentals with Google Maps APIs

2M

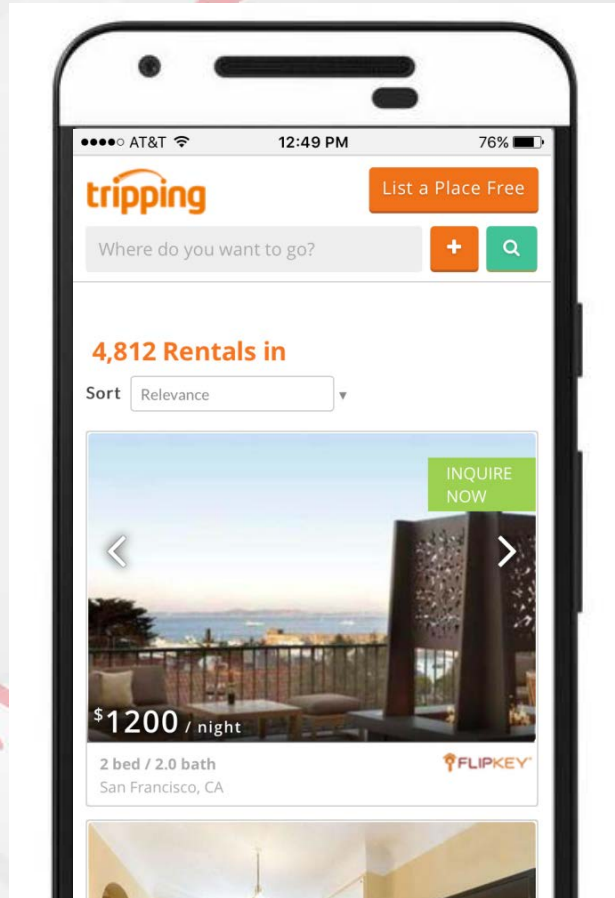
Achieved two million monthly unique visitors, a 2,900% year over year increase

2,390%

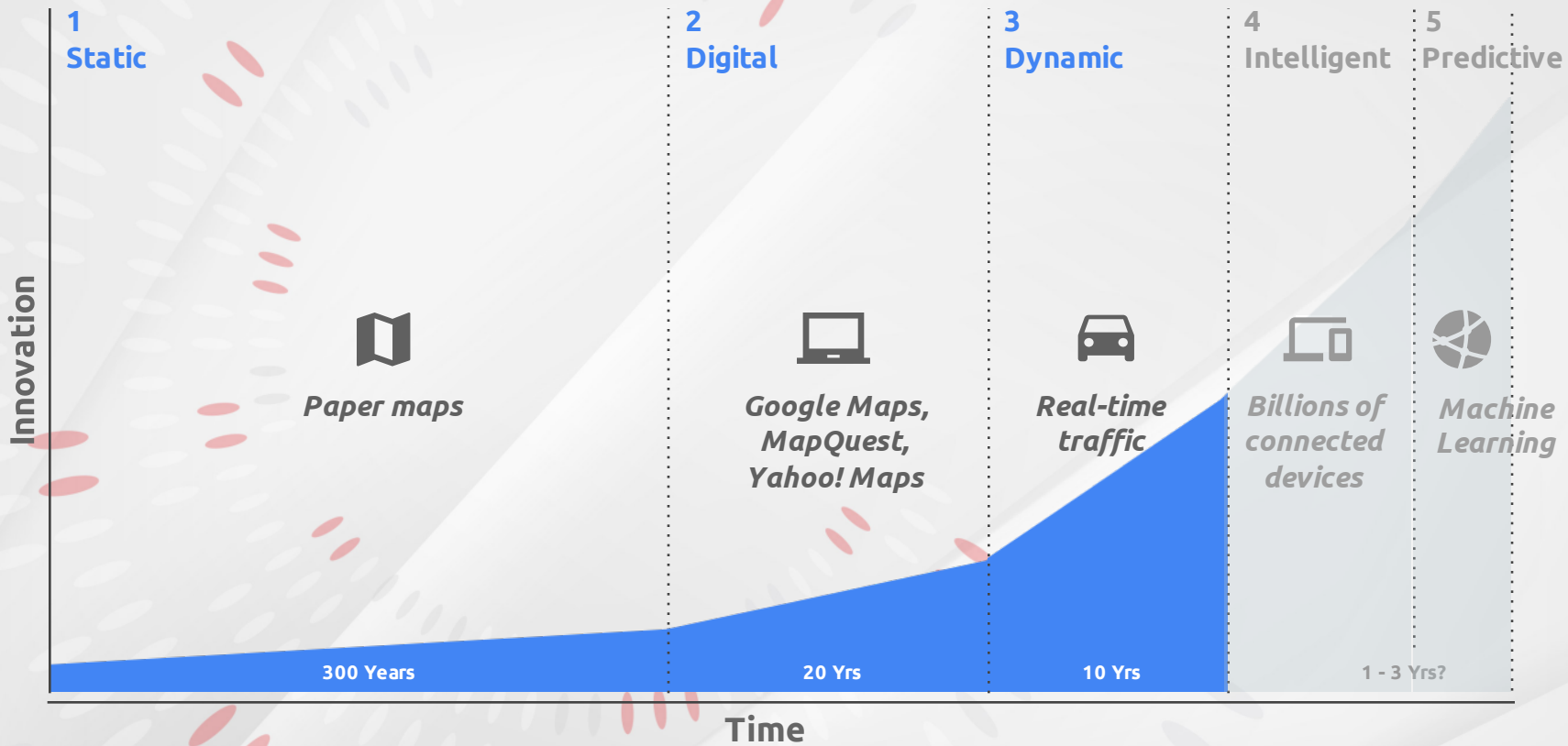
Increased monthly revenue by 2,390% within one year

\$16M

Raised \$16 million in Series B funding











Consumer + Enterprise



Transport  
& Logistics



Retail



Social



Insurance



Food  
delivery





An aerial view of Rome, Italy, showing a network of streets and landmarks. A blue route is highlighted, starting from the Colosseum in the bottom left, moving north through the city center, and ending near the Fontana di Trevi in the top right. Three callout boxes provide travel information: a walking route of 20 minutes for 1.5 km, a driving route of 7 minutes for 2.7 km, and a driving route of 9 minutes for 2.7 km. The word 'Visualization' is overlaid in large white text in the center.

# Visualization

Maps &  
Imagery

Directions  
& Distance

People,  
Places &  
Things

# Location Services

Advanced  
Geofencing  
& Safety

Internet  
of Things

Location  
Sharing



# Movement Optimization

Asset  
Tracking &  
Navigation

Real-time  
Movement

Advanced  
Routing  
Algorithms

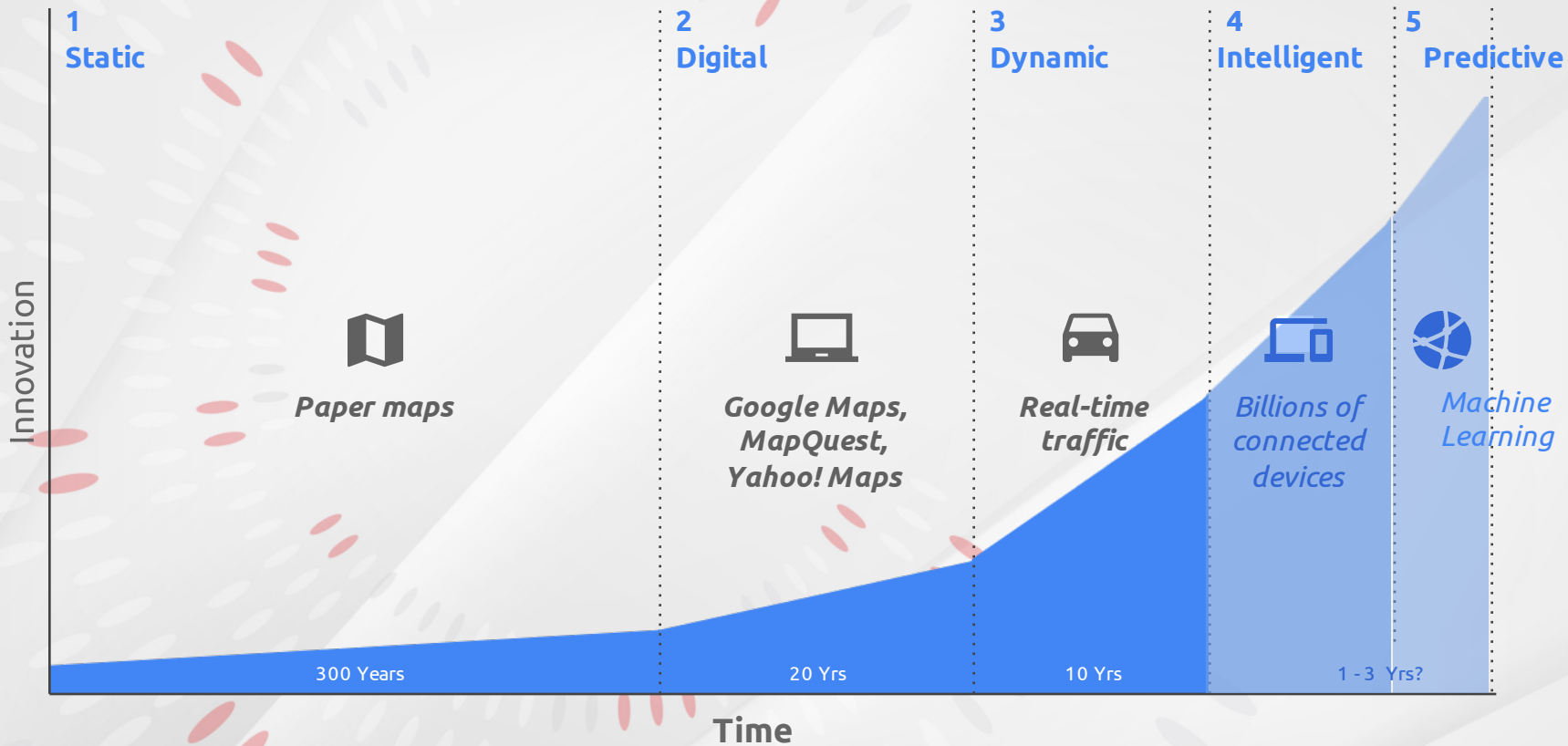


# Location Intelligence

Historical  
Data

Semantic  
Location

Machine  
Learning





Google Maps.  
**Explore beyond.**



# APPENDIX



Google Maps.  
Explore beyond.





Google Maps.  
**Explore beyond.**



Google Maps.  
Explore beyond.



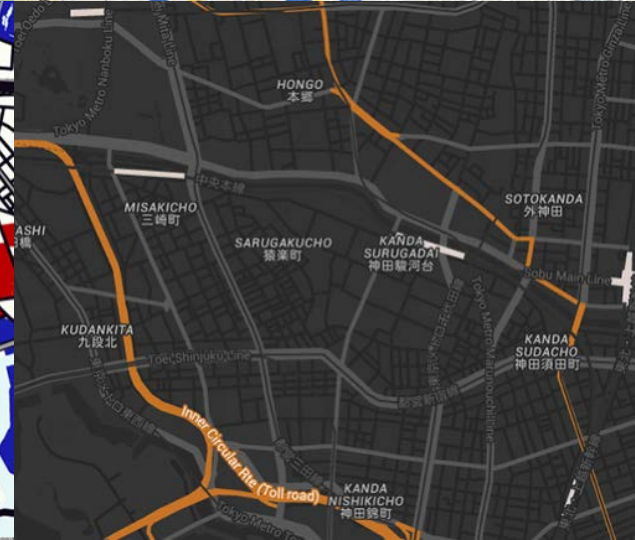
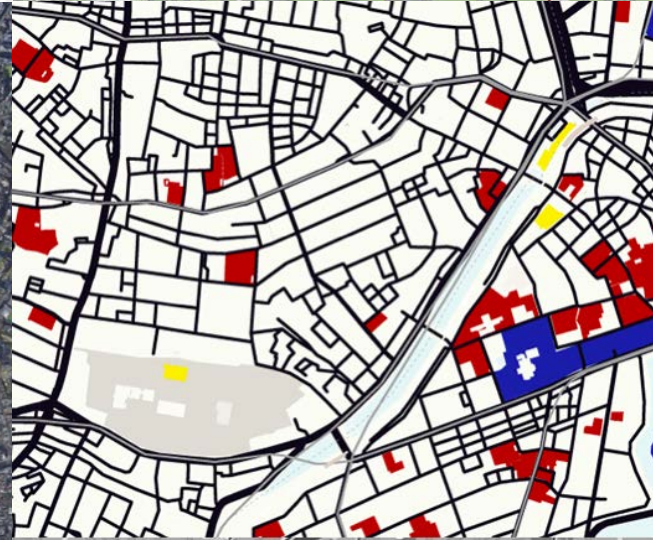
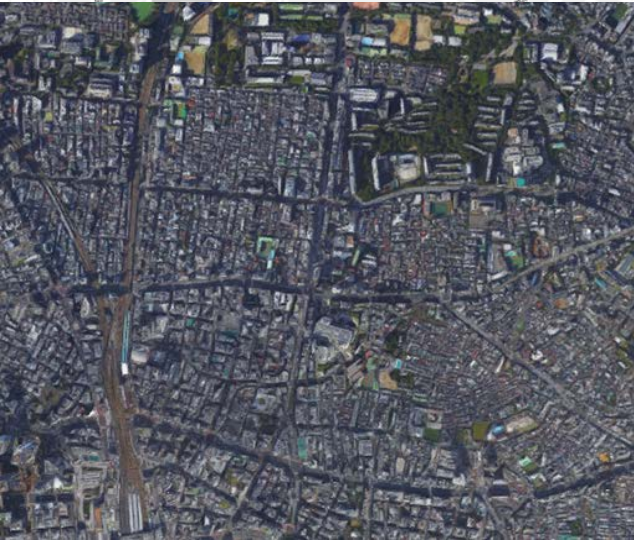
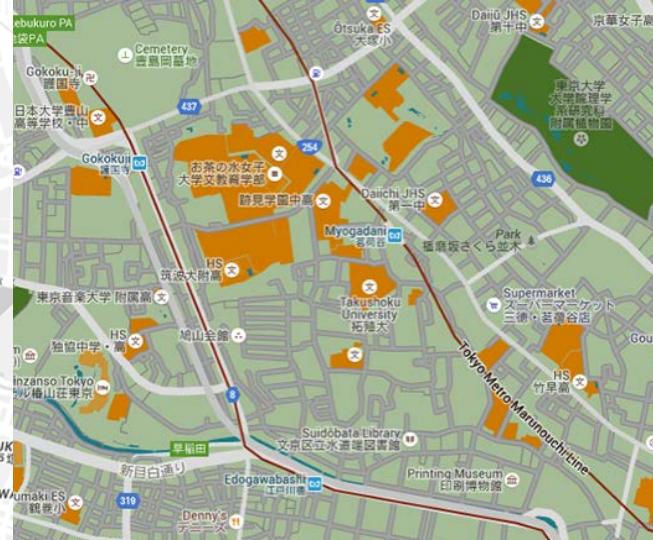


Google Maps.  
Explore beyond.





Google Maps.  
**Explore beyond.**





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Social



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