

IDENTIFYING POSSIBLE PARTNERSHIPS

TomTom has transformed from a manufacturer of personal navigation devices into a Big Data Company. Building a high-quality map and services starts with acquiring the right source data. The IRPdelft team is exploring opportunities for TomTom to engage in partnerships with public institutions, in order to receive data from them that can be used to expand or update the TomTom database.

OUR WORK

During the first week the team dived into the structure of TomTom and the role of the project within the company supported by presentations of the TomTom offices in Europe and South America. After this, the team focused on three objectives: finding the right partner; identifying their needs, and valuating both ends of the deal to attain a fair transaction of data. To answer these questions, the team has interviewed many key stakeholders at both TomTom and the prospective authorities, together with taking a deep dive into data analysis. The team aligned with TomTom executives in Europe and South America on a regular basis to keep sure the team stays on track.

RESULTS

IRPdelft team provided TomTom with a standardized framework, which they can apply to future partnership opportunities to quickly assess their potential value. This deliverable included an extensive Excel tool to valuate data of the prospective partner. Besides this, best practices from prior projects were highlighted, as well as the identified risks which may occur during the process of obtaining a partnership. Additionally, the team has hosted a series of knowledge sharing workshops, regarding problem solving and visual thinking, attracting an audience of dozens of colleagues from TomTom offices in South America.



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