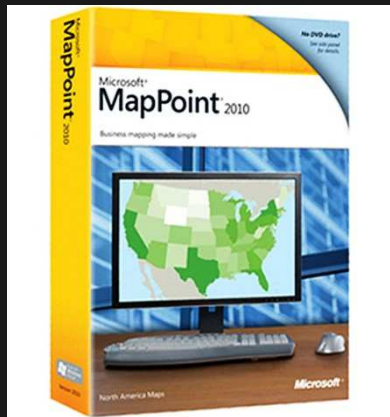


Location Location Location

Vikas Arora

A history of Mapping @ Microsoft

1995



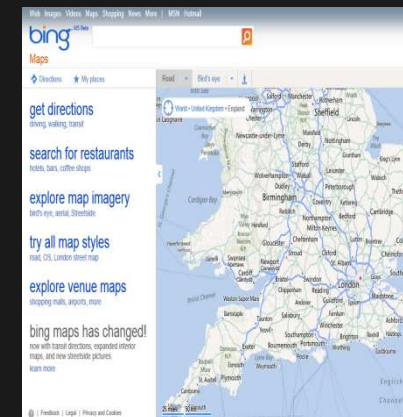
2001



2005



2009



Dynamics of Mapping
has evolved from
finding a single location



The shift

Shift from locators to location intelligence
Key is in the information presented

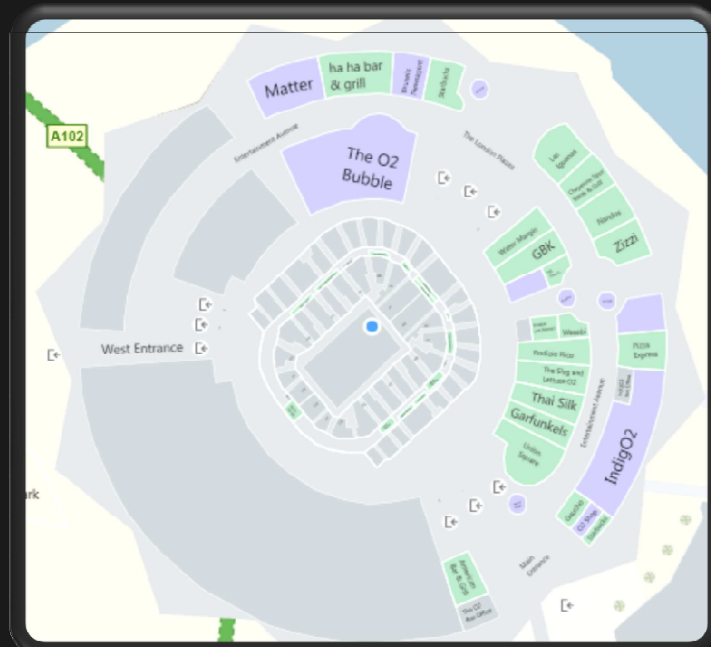


Want to see more

Power to share

Currency of information

Content Generation



Hello !!

Shared Experiences

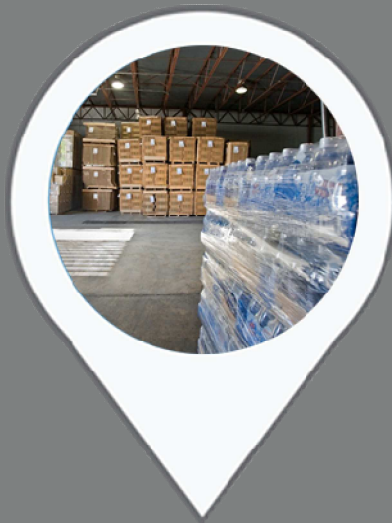
Global community

Reaching Out

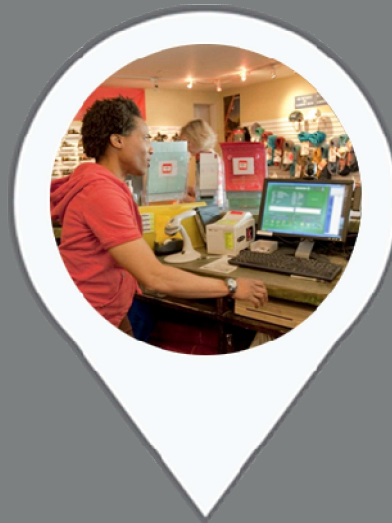


70-80% of business data has a **geographic** content

Bing Maps helps you visualize critical business data



Supply Chain



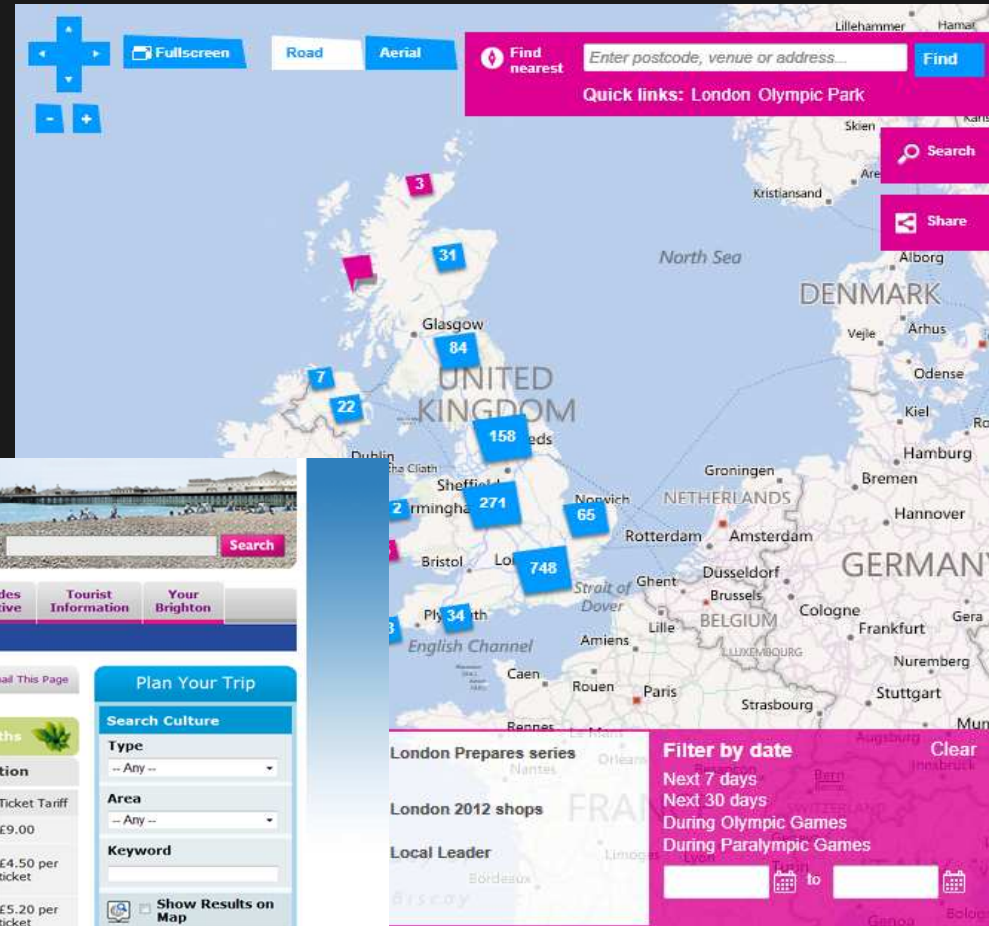
Business Intelligence



Customer Locations

Make it mine

Personalisation
Integration
Visualisation

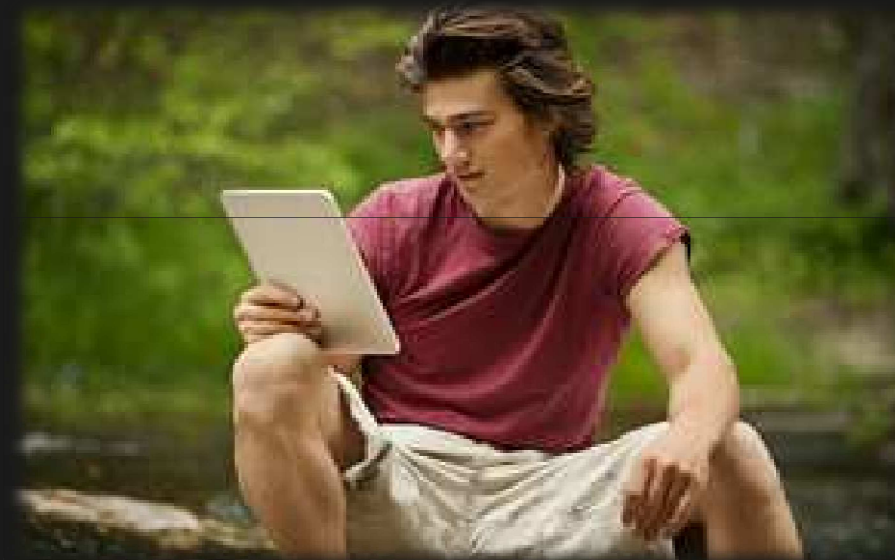


Where are you ?



Mobility

Flexibility



Over here !!



The **understanding** of **location** enables...

More Relevant

Search Results

An Opportunity

For location based advertisement and new business ideas

An Additional Dimension

To search for and discover information

Deeper Insights

In business data

A Common Operational Picture...

...and
maps are
the canvas
to visualise
this
knowledge



bingTM maps

A Comprehensive Solution for
Enterprise

Technology You Can Trust • Deliver Business Value • Makes New Things Possible

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