

MapCreator supports directory publishers with a local search solution which saves time and reduces costs.



Dex One has chosen MapCreator – a Dutch cartographic software producer- and Navteq source data to automate production of their maps, providing significant time-saving, reducing mapping costs and creating additional directory revenue opportunities.

The Challenge

Dex One delivers a broad range of products and services to help local businesses grow – from identifying target audiences and developing messaging, to optimizing marketing programs and leveraging such products as online and mobile search solutions, print yellow pages directories, voice - based search platforms and one of the largest pay-per-click ad. networks in the U.S.

In its telephone directories, which are offered in print, CD-ROM and internet formats, Dex One publishes approx. 5,000 different street maps to help customers connect with advertisers. The company was looking for a cost-effective map production solution that would meet its requirements in terms of accurate data, quality cartography, quick turnaround time, and flexibility.

The Solution

The MapCreator directory mapping services software enables Dex One to produce preferred maps for their printed directories with amazing speed, through user-friendly software, which accesses the most current Navteq database. It also means that directory publishers will always be in control regarding deadlines.

The cost saving initiative: the current overview and city maps in printed directories can be produced for considerably lower costs (in most cases at least 50% lower) affording Dex One the best opportunity to commercialize these maps.

Earning extra revenue: giving advertisers the possibility to add a map to their advertisement, creates customer value-add and is a great user-feature.

The MapCreator directory mapping services solution uses Navteq data as its source for their content-rich mapping functions, both for online digital and print products. Use of the Navteq data provides coverage of over 84 countries on 6 continents. This means almost every directory publisher worldwide can benefit from the MapCreator directory mapping services with up-to-date and reliable street-level data which allows directory users all over the world to find locations easily.



THE CHALLENGE

- Cost-effective map production
- Accurate geographic data
- Quality cartographic specifications
- Quick turnaround time
- Flexible layout capabilities

THE SOLUTION

- Highly automated production software to produce and publish maps and city maps direct from GIS data into printed directories
- A cost-saving initiative on current mapping costs
- Earning extra revenue with personalised maps

THE BENEFITS

- Simply and quickly define and create directory maps with low production costs
- Immediate profit by boosting advertising revenues
- Increase your directory value
- A publishing solution for printed and online directories

The Benefits

Using the MapCreator directory mapping services has allowed Dex One to save on their current mapping costs and increase the value of directories. Adding rich mapping services drives more customers to advertisers' physical locations, enhancing the call to action and increasing ROI. This powerful combination serves to attract more advertisers to directories, thereby boosting advertising rates, revenue and, ultimately, profits.

How NAVTEQ helped

NAVTEQ offers a worldwide portfolio of accurate and detailed mapping data, which is maintained to the highest standards



“Dex One appreciates the benefits of working with MapCreator’s software and using Navteq’s geographic data. This combination allows us to improve our map accuracy, to reduce turnaround time, to lower production costs, and to help us achieve our goal to connect our advertisers and our customers.”

About Dex One

Dex One Corporation is a leading marketing services company that helps local businesses reach, win, and keep ready-to-buy customers, through access to a vast collection of highly valuable, proprietary local market intelligence, as well as personal, hands-on service from approximately 1,500 dedicated marketing consultants, Dex One helps about 435,000 local businesses create custom-tailored marketing programs that are effective in reaching potential customers – wherever, whenever, and however they search.

Dale Sanderson
Cartographics Manager
Dex One

About MapCreator

MapCreator is a global cartographic software supplier from the Netherlands. Their software is successfully used by Directory Publishers, Newspaper Publishers, Cartographic Publishers and many other different companies. MapCreator BV is a Falkplan-Andes Company and can therefore build on 60 years of professional cartographic experience. MapCreator meet the needs of the strict standards of professional cartography. MapCreator has successfully completed many projects for different industries and business sectors offering cartographical technical expertise to provide outstanding services and deliver high quality solutions in time. For more information, visit www.mapcreator.eu

About NAVTEQ

NAVTEQ is the leading global provider of maps, traffic and location data (digital location content) enabling navigation, location-based services and mobile advertising around the world. NAVTEQ supplies comprehensive digital location content to power automotive navigation systems, portable and wireless devices, Internet-based mapping applications and government and business solutions. The Chicago-based company was founded in 1985 and has approximately 4700 employees located in 204 offices in 46 countries.