



# SHOULD I LICENSE MAP DATA OR A MAP API PLATFORM?

*4 Deciding Factors to Find the  
Best Fit for Your Needs*





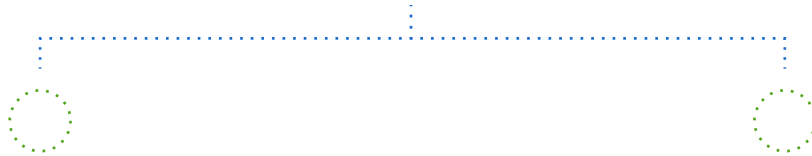
Digital map use has exploded in popularity. Fleet managers, Emergency Medical Services (EMS), and others within key operations across a range of industries rely upon accessible, accurate and secure map data to maximize efficiencies.

How do you know whether licensing map data or licensing a map API platform like HERE or TomTom is the right choice for you? Weighing the following factors will help guide you toward the best fit.



# SECURITY

How you choose to access data will determine your level of participation in data security.



## IF YOU LICENSE MAP DATA:

- » Data files are provided and hosted locally on your computer or network
- » You are wholly in charge of keeping data secure

## IF YOU LICENSE MAP APIs/SDKs:

- » The provider is responsible for making sure the data you access through the API/SDK is secure
- » You do not host any data
- » You only have to focus on making the application you build secure



# STORAGE

The amount of storage space you have available may make the choice between licensing map data or a map API platform a non-issue. If you do not have dedicated, secure storage space for data files, licensing map data is simply not practical.

## Safe and Secure: Why 9-1-1 Call Centers License Map Data

- » When a call comes into a 9-1-1 call center, seconds count
- » Responding to emergency situations require digital maps that are accurate, secure and immediately accessible
- » Depending on an outside provider to supply map data puts the call center at considerable risk
- » In this instance, and for Emergency Medical Services (EMS) in general, licensing map data is essential. GIS specialists are able to fully control map data file storage, updating and security on-site. As a result, there's no guesswork surrounding digital map accuracy or availability, and the 9-1-1 call center remains responsive to the citizenry it serves.



# STAFFING

Deciding which data access solution is best for you depends on the on-site staff you have in place:

## » IT PROFESSIONALS OR PROGRAMMERS

are essential for optimal data file security and usage when licensing either map data or a platform

## » GIS PROFESSIONALS

align primarily with licensing map data

## » APPLICATION DEVELOPERS

align primarily with licensing map APIs/SDKs



# NETWORK SPEED & UX

To successfully house map data, your network must be large enough to host data files and fast enough to seamlessly access the information. Lacking appropriate network size or speed could impact the overall user experience, and potentially jeopardize the delivery of urgent information.

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On its surface, the decision to either license map data or a map API platform seems somewhat arbitrary. Looking deeper, though, reveals important factors to consider and perhaps raises questions. **CONTACT ADCI TODAY TO DISCUSS WHICH IS THE BEST SOLUTION FOR YOU.**

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