

BUSINESS PROFILE



Company Name:

Spotta

Headquarters:

Utrecht, The Netherlands

Industry:

Logistics and Supply Chain

Business Environment:

- Founded 1952
- Employees: 501-1,000

Customer information:

Spotta is a long-time market leader in the door-to-door market (9 billion unaddressed items are delivered in the Netherlands each year). With over 23,000 distributors, Spotta provides retailers with added value services that optimize distribution plans and combine more than 500 consumer profiles and quantitative analysis from a variety of sources such as football traffic analysis and travel distances to specific catchment areas. Spotta specialises in reaching the right consumers at the right time whether in they are shopping in store or via online channels (website and app).

BUSINESS CHALLENGE

Spotta is the largest door to door provider in the Netherlands, annually delivering nine billion leaflets via 23,000 distributors across all Dutch regions. Reliable access to map data is therefore critical for accurate targeting based on factors such as catchment area and demographics.

As the company's map usage increased, Spotta was keen to find a more cost-effective, practical and efficient alternative to the previous provider. The service solution also had to be cloud based and very flexible.

SOLUTION

Investigations into two potential providers uncovered a relatively new service from GeoJunxion which completely met Spotta's various requirements: the GeoJunxion OSM Pro TileServer.

The subsequent implementation was 'right first time' and very smooth and the service has now been in use for four years. During that time, it has continued to deliver without any real problems – Spotta has only asked for assistance twice and in both cases the response was extremely fast and effective.

GeoJunxion OSM Pro TileServer provides everything Spotta needs and is a very efficient alternative to hosting an in-house server. It is also flexible enough to be leveraged across several different applications throughout the business.

RESULT: A CLOUD BASED, COST EFFECTIVE SERVER

GeoJunxion OSM Pro TileServer delivers tiles generated from the GeoJunxion or OSM map databases on API request. Tile projection is EPSG:3857. Including satellite tile images for the Netherlands and Flanders, the service offers on demand tile rendering and custom styling. When a super-fast response is needed, smart tiling with all populated areas pre-rendered can be supplied. They can be used in a Slippy map web application and there is no limitation on the number of tiles per month. To date, Spotta has consumed close to 11M tiles.

BENEFITS

- Superior service
- Excellent access
- Outstanding performance
- Reliability

“The GeoJunxion OSM Pro TileServer is the perfect solution for Spotta and I have nothing but good things to say about it.”

Vincent van Wichen, Enterprise IT Architect