

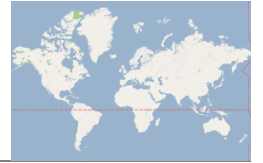
Sam Abhyankar  
MJ Pizzella  
Shawn Levenduski

# Google™ Enterprise

## Maps



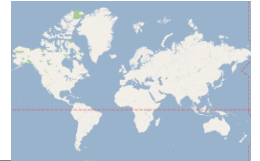
# Today's Agenda



- Overview of Google / Enterprise Team
- Google Maps Product Overview
- Case Studies
- Terms
- Q&A



# Google Corporate & Federal Overview



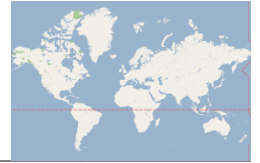
Current Index:	World's largest search engine
Employees:	15,000+ as of December 31, 2006, many of whom are technical / engineering
Search Market Share:	More than 70% of worldwide search results served <sup>1</sup>
Enterprise Customers:	More than 7,000 customers to date
Office Locations:	More than 20 offices worldwide including Mountain View, Washington, DC, New York, Boston, London, Tokyo, Hamburg
International:	109 interface languages and 113 international domains



<sup>1</sup> comScore qSearch (May 2005)



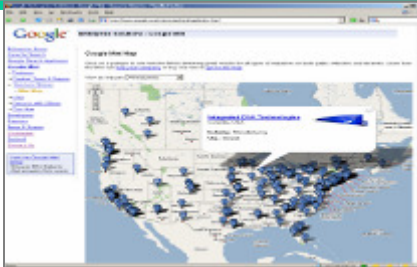
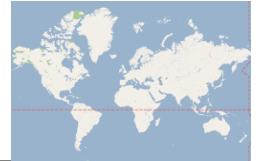
# Google Enterprise



- Dedicated cross-functional team
  - Leverages Google's core research and development
  - Delivers Google innovation to the enterprise
  - Hundreds of active Federal customers



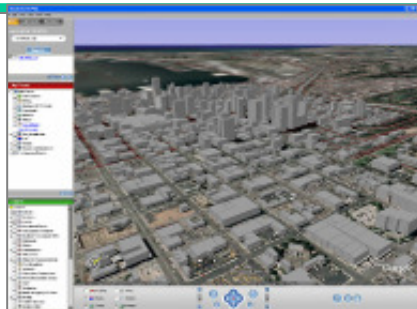
# Google Geospatial Products



Web based maps  
into websites  
for with full support



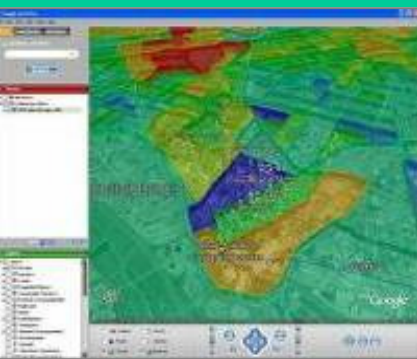
Over 30,000  
Websites



and mapping data  
Web services  
encourages community  
rise versions



Over 200  
Million Users

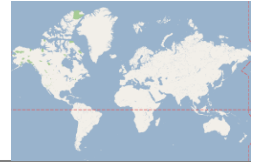


**Enterprise**  
create custom Earth  
spatial datasets  
of users  
nected systems  
s and system



Thousands of  
Customers /  
Users



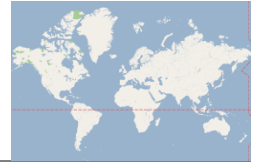


- Use Google's mapping technology for:
  - Workforce management—manage your employees and resources in the field
  - CRM—instantly see the locations of customers
  - Operations and logistics—provide geographic context for operating needs from tracking shipments to managing supply chains
  - Marketing—get a geographic view of your sales trends and customer concentrations to better understand business performance
  - External Websites—public-facing applications from location finders to showcase sites.



# Product Overview

## Introduction & Feature



- Google Maps Value Proposition

*Simple, cost-effective, web-based visualization tool that allows you to integrate data and seamlessly create a high performance mapping experience.*

- Google Maps Adoption

- More than 30K API sites

- What makes it unique?

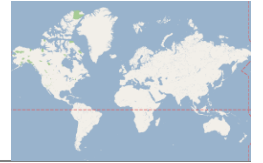
- Performance

- Interactivity

- Content

- Ease of use and implementation





### ■ JavaScript client

- Automatically loads from maps.google.com
- Interactive user interface
  - Pan, Zoom, Overview Window, View Mode
- View Modes
  - Map, Satellite, Hybrid, Traffic, Street views

### ■ Maps API

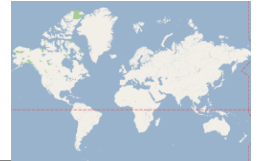
- JavaScript classes and functions
- Documentation and examples at [www.google.com/apis/maps](http://www.google.com/apis/maps)
- Google Maps API is currently licensed only for free, public facing sites and will display advertising in the future





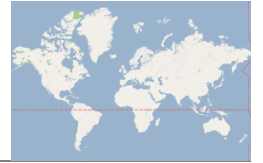
# Product Overview

## What's New



- **Mapplets**  
allows you to embed externally hosted applications within Google Maps
- **Importing KML files**  
allows you to import KML and GeoRSS files
- **Directions Element**  
simple interface for driving directions
- **Traffic Overlays**  
add traffic information to your maps
- **Street Views**  
adds panoramic street views for certain US cities



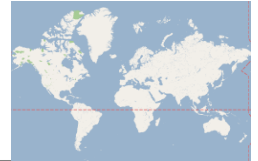


## ■ Google Maps Enterprise

- Ability to turn on and off advertising
- Implementation guidance
- Telephone and email support (SLA included)
- Use on internal and external (with restricted access) applications
- Performance and ease of use
- Flexible overlay of custom data with the JavaScript-based API
- Seamless integration of maps in your web application
- Robust data coverage of the US, Canada, Europe and more...
- Satellite images for detailed views of the Earth



# How it Works



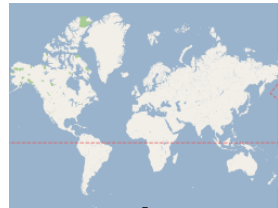
Internet

Google Servers

Geographic Data



.....



## Google Database:

- Extensive data
  - Raster maps
  - Satellite and Aerial Imagery
  - Vector Data

Intranet

Proprietary Data (XML)



## Data Overlays:

- XML direct to User
- Points, lines, images

Users

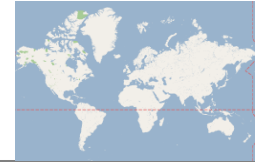


## End User:

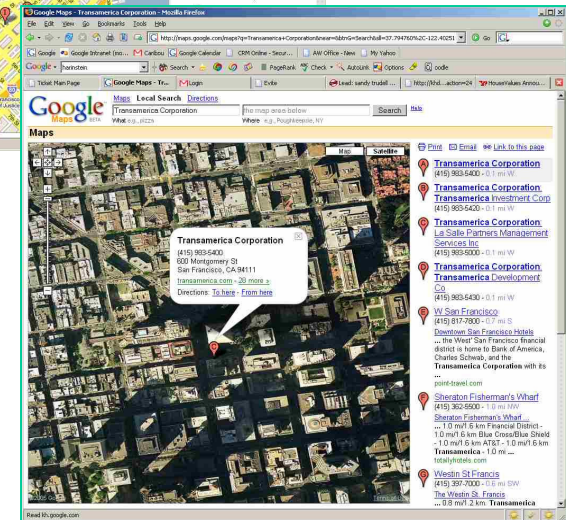
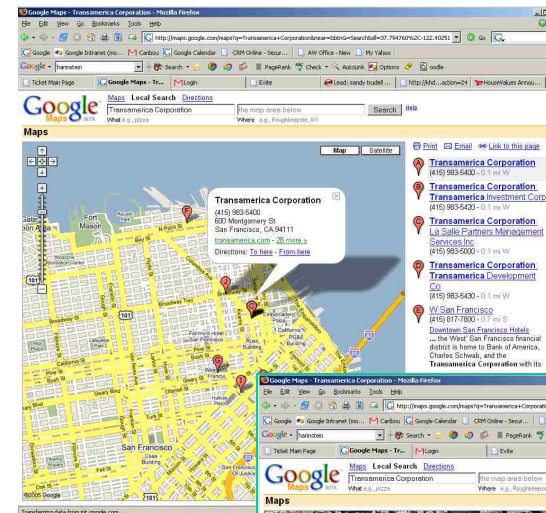
- XML data is overlaid on Maps data in the browser




# Google Earth v3.0 / Google Maps



- **Google Earth HTML and Google Maps deliver a truly integrated database composed of high resolution imagery, high quality maps, the road network, and points of interest in a Web browser**
  - Unbeatable performance: Images load instantly
  - Imagery, road names, borders, and POI are integrated in one image
- **Browser based technology**
  - Platform independent
  - No software installation
  - AJAX-based solution
- **Integrates with Web applications**
  - Overlay customer data, such as property inventory
  - Flexible mark-up language provides complete interface redesign capability
  - Published API



# FEMA Implementation





**FEMA**

Contact Us | Site Map | Frequently Asked Questions | Español

  
Advanced Search 

Home | Get Disaster Info | Plan Ahead | Apply for Assistance | Recover & Rebuild | See All Audiences | About Us

### Map Legend

-  State
-  Parish / County

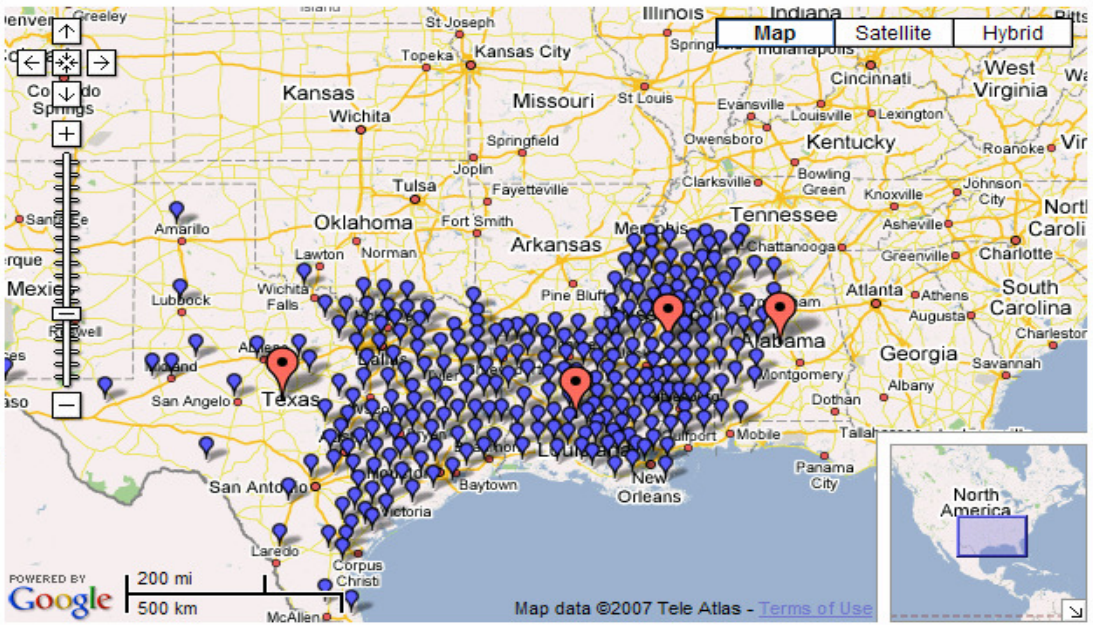
### How to use the map:

Each marker contains information on FEMA rebuilding grants for the selected state or parish/county. Click a marker in the map area to view detailed FEMA rebuilding grants information for that jurisdiction.

Use the map navigation tools in the upper left corner of the map to zoom and pan. Zooming and panning can also occur by using your mouse's scroll wheel and by double clicking within the map area.

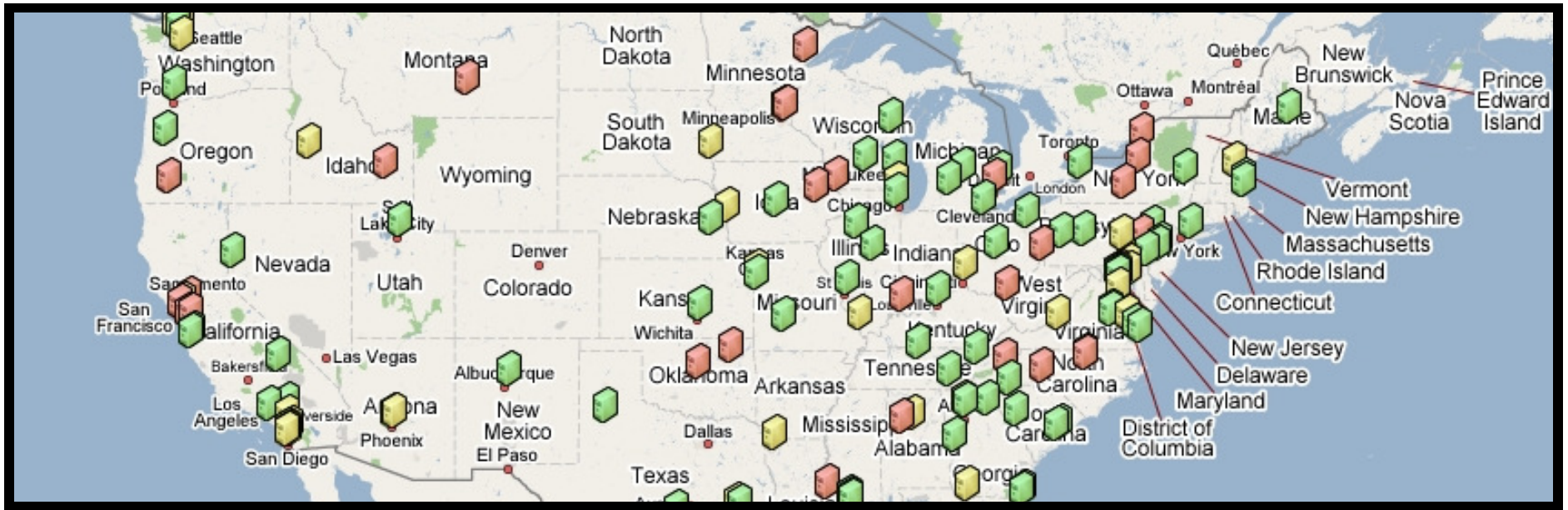
### How FEMA is Helping the Gulf Coast Rebuild

FEMA Public Assistance grant funding is making it possible for the Gulf Coast to rebuild schools, police stations and other critical infrastructure. Below you will find a map of the FEMA rebuilding grants in the Gulf Coast summarized by state or parish/county.



Map data ©2007 Tele Atlas - [Terms of Use](#)

Source: Federal Emergency Management Agency 2007.

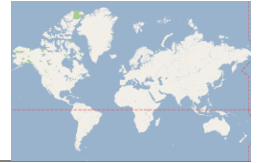


# Real-Time System Management with Google Maps

Boris Rabkin

EDS – Navy Marine Corps Intranet (NMCI)

# Solution Overview



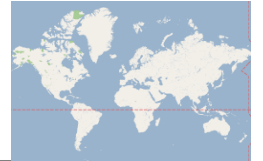
Our Real-Time Map (RTM) capability utilizes a flexible configuration model which provides the EDS Client Facing team with “real time” operational performance information about the sites we support.

## Specific Benefits:

- Central interface for real-time operational data from multiple data sources
- Role based security
- Object oriented design
- Custom reporting built into specific objects
- Business logic configured at the database



# Considerations for using Google Maps

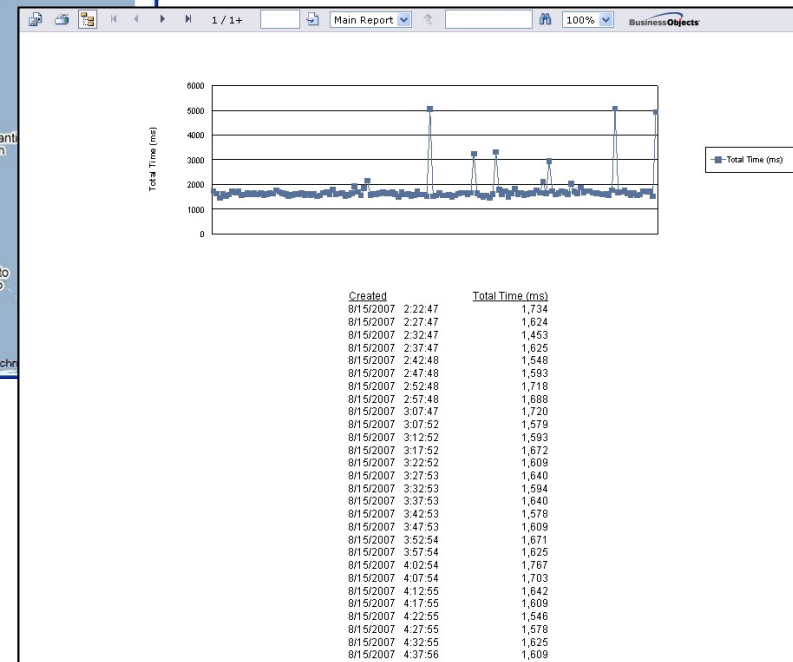
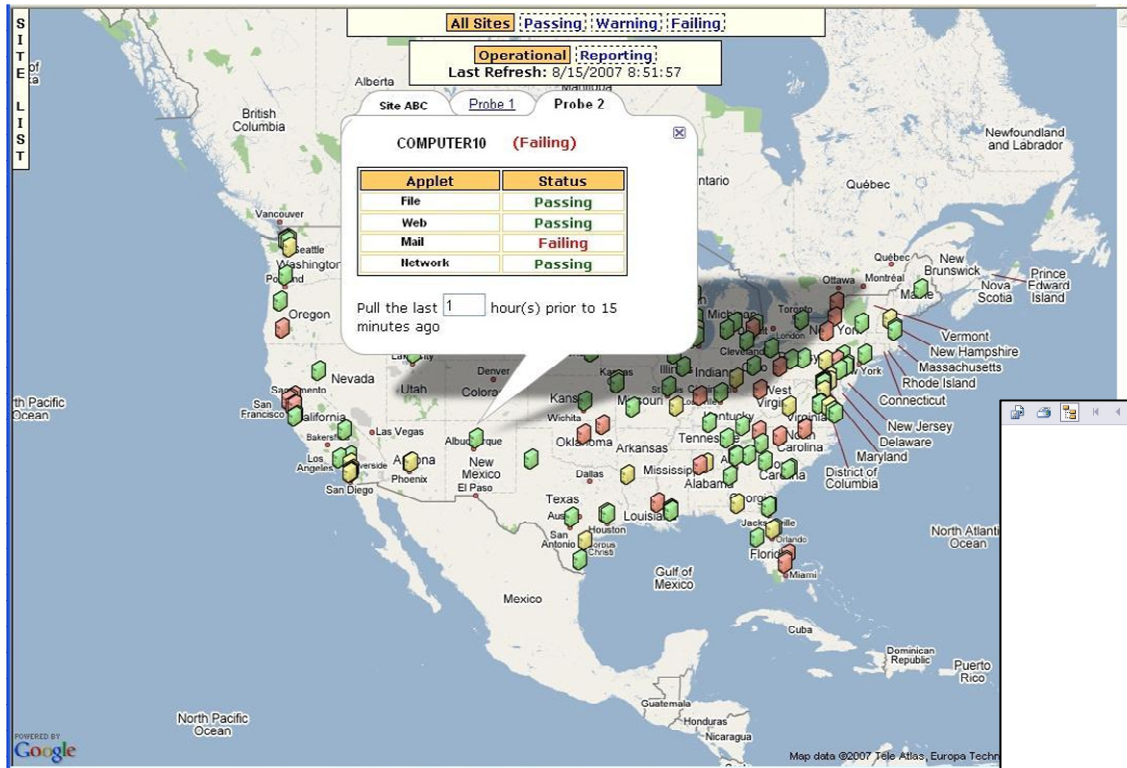
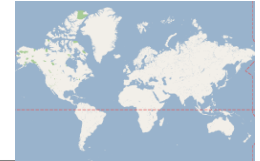


- Time to market
  - Flexible development environment
  - Custom mashups and add-ons
  - Easy to use API, Code Examples, Documentation
  - Google Groups, Wiki
- Limited footprint
  - No additional software
  - Government certification
- Wow! Factor
  - Web 2.0



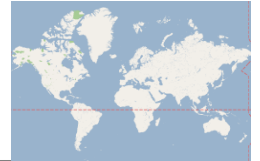


# EDS Screen Shots



# Product Overview

## Features



### ■ Terms

– Price per transaction model

– What is a transaction?

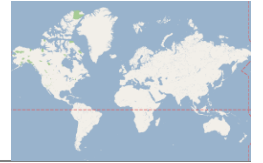
- Page views: Initial load, zoom, mode change (Map/Hybrid/Satellite), pan beyond the edges of the view
- Geocodes: Request to server for lat/long of a street address

– Volume Levels

• Standard	1.5M transactions	\$10k/annual
• Premium	5M transactions	\$25k/annual
• High Volume Premium	18.75M transactions	\$75k/annual
• High Volume Premium	100M transactions	\$250k/annual



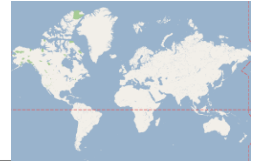
# What we encourage you to do...after today



- **Investigate further:** Make sure this is the product for you. Research our website to make sure that Google Maps is the right fit.
- **Download a Trial:** If your developers have not done so already, download the 30 day Maps API.  
<http://services.google.com/enterprise/gme>
- **Contact Google Federal:** Contact Google Federal to speak about your specific project and how Maps could fit



## Primary Federal Contact Info:



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Google =  $mc^2$   
Thanks!