

Google Maps Licensing

Service Definition

Summary of Service

Telana provides a streamlined procurement service for the Google Maps Platform, giving your organisation access to the full suite of Maps, Routes, and Places products. This service allows you to integrate powerful location-based features into your applications and websites, supported by our expert commercial management and advisory services.

Service Features

- / Maps: Embed dynamic, interactive maps, Street View panoramas, and custom drawing tools into your applications.
- / Routes: Provide users with directions, calculate travel time and distance for multiple points, and leverage real-time traffic data.
- / Places: Access Google's worldwide database of business listings, points of interest, and addresses, including address auto-completion and geocoding capabilities.

Service Benefits

- / Make Better Decisions: Connect with unique location-based insights to inform strategic planning and operations.
- / Deepen User Engagement: Increase visitor interactions and enhance user experience with rich, interactive maps and location data.
- / Streamline Operations: Monitor, manage, and protect important assets by leveraging real-time location intelligence.

Service Description

Dynamic Maps & Visualisation

Our service provides access to the tools needed to create beautiful and engaging map-based experiences. You can embed dynamic Google Maps directly into your sites and applications, offer immersive 360-degree views with Street View, and empower users with drawing tools to select and interact with specific areas on the map.

Advanced Routing & Logistics

Go beyond simple directions. The Google Maps Platform enables sophisticated routing and logistics capabilities. You can provide directions that account for real-time traffic conditions, calculate predictive travel times based on historical data, and determine travel times and distances between multiple origins and destinations using Distance Matrices.

Rich Location Data

Leverage Google's extensive global database of location information. This service allows your applications to perform searches for businesses and points of interest, automatically complete addresses as users type, and convert addresses into geographic coordinates (forward geocoding) or vice-versa (reverse geocoding), ensuring accurate and reliable location data.

Simplified Procurement & Expert Partnership

Procuring your Google Maps Platform licenses through Telana establishes a strategic partnership. We simplify the entire commercial process, from billing to contract management. This service also acts as your gateway to our wider consultancy and development expertise, helping you to fully leverage the power of location intelligence within your applications.