

where2get▶it

Where2GetIt, Inc.
Wheeling, IL
www.Where2GetIt.com

Industry:

Professional Services

Employees:

Fewer than 500

Oracle Products & Services:

Oracle Spatial
Oracle Database

"Oracle Spatial provides full, broad-based functionality for our full range of geospatial services."

– Manish Patel, CEO,
Where2Getit, Inc.

Where2GetIt, Inc. Adopts New Spatial Technology to Broaden GeoSpatial Platform and Handle Increased Customer Transaction Demands

Where2GetIt, Inc. is a premier provider of location-based services for Fortune 1000 channel dependent companies with multiple dealer or retail store locations. The company's Web and phone-based locator services help manufacturers and retailers connect consumers to places to buy, both online and locally. By delivering interactive location information directly to consumers, Where2GetIt's Web-based and 800-number locator technologies drive more traffic to dealer or retail stores, effectively bridging the consumer-to-product gap.

Challenges

- Upgrade the company's legacy technology
- Reduce time and labor costs by freeing employees from having to devote too much time to customizing and managing systems

Solution

- Implemented an Oracle-based public geospatial API for both North America and Europe
- Implemented Oracle Spatial to better manage the company's various geo-spatial services and provide a robust foundation for its complex global information system (GIS) applications
- Using Oracle Spatial's linear referencing and geo-coding system to develop new offerings and improve customer service
- Boosted productivity and increased job satisfaction by freeing employees from having to focus on code modifications—allowing them to focus on value-added services
- Integrated all spatial services through a single Oracle system capable of scaling as necessary to handle huge increases in user demand