SpotCrime Case Study

Based on Google's recommendation, the SpotCrime team began working with Woolpert Digital Innovations in 2021. Since then, Woolpert Digital Innovations has helped SpotCrime optimize its Google Maps Platform implementation and cut overall costs.

The challenge

SpotCrime is a crime data aggregator with a goal to provide the most accurate, timely geocoded crime information to the public. Collecting data from police departments and verified news reports, SpotCrime released one of the first iOS-based applications. While this service was a priority, the team didn't want to spend excessive time, money and resources building its own mapping infrastructure.

The solution

Using the Geocoding API, SpotCrime can pinpoint the exact location of a crime on a map. Once a location is identified, an alert is presented, accompanied by Google's dynamic map to precisely display that location. SpotCrime leverages the Places API by identifying a high-risk point-of-interest and uses the autocomplete feature to give the autofill behavior of the Google Maps search field.

The results

When SpotCrime was evaluating mapping solutions, Google Maps Platform was the obvious choice thanks to its extensive feature set and easily customizable interface. SpotCrime relies on GMP to deliver accurate, location-based and real-time information and data analytics, to the public.

> "In terms of mapping products, Google Maps Platform outperforms the others. When finding a location, they provide the most accurate and up-to-date."
>
> Brittany Suszan, Vice President Market Development, SpotCrime

About SpotCrime

As the largest geolocator of crime data in the U.S., SpotCrime is a public-facing crime mapping and alert service available in over 500 U.S. cities, the United Kingdom and parts of Canada.

Industry: Software & Internet

Primary project location: United States

About Woolpert, Inc.

Woolpert Digital Innovations provides premier location-based technologies and cloud solutions for clients around the world.

Google Cloud Partner

Products

Google Maps Platform