

Google Maps Case Study - LHP Telematics

LHP Telematics has leveraged Woolpert as its Google partner since 2018. Since the beginning of the partnership, Woolpert has helped LHP Telematics optimize its Google Maps Platform implementation and cut overall costs.

The challenge

LHP Telematics builds global custom-branded telematics solutions for the Original Equipment Manufacturer marketplace and aftermarket construction fleets. Growing their customer base, LHP Telematics realized that customization would provide a competitive edge and allow customers to easily incorporate their brand at an affordable price. To make this possible, they turned to Google Maps Platform.

The solution

Place Autocomplete enables site visitors to quickly find nearby stores by searching an address, city or ZIP code. Geocoding API derives the precise coordinates of assets and displays their current locations on a map, including its critical telematic data. Assets are displayed on the familiar Google dynamic map, which can be customized to reflect a client's branding and preferred display settings.

The results

Leveraging the accuracy of Google Maps Platform, LHP Telematics can provide clients with up-to-date asset tracking and display critical telematic data on a map. Additionally, map features can be customized to meet each clients' specific needs. User confidence is enhanced due to Google's familiar mapping interface.

“ It was pretty cut and dry from the standpoint of why we would choose Google Maps over all the other mapping options that are currently available in the market. To be frank, other map solutions just don't stand up to Google. ”

Travis Jones, CEO, LHP Telematics



About LHP Telematics

LHP Telematics is the leading global provider of custom-branded telematics solutions for equipment manufacturers. With in-depth knowledge of the Original Equipment Manufacturer/Dealer/Customer relationship, and the requirements of heavy equipment manufacturing, LHP Telematics delivers solutions targeted to your unique needs and requirements.

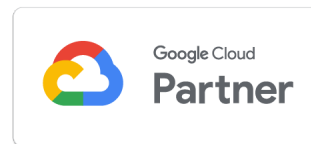
Industry: Software & Internet

Primary project location: United States



About Woolpert, Inc.

Woolpert, a geospatial powerhouse, delivers value to global clients by strategically blending leading-edge technology and geospatial applications.



Products

Google Maps Platform