ABIresearch® *what's next in connectivity*

About Events Careers Blogs Research Media Contact Login

Friday - November 21, 2008

enter search or webID here   GO

On-board Navigation Software Matrix

On-board handset-based navigation software providers are assessed based on a limited number of innovation and implementation criteria related to their branded and/or white label solutions.
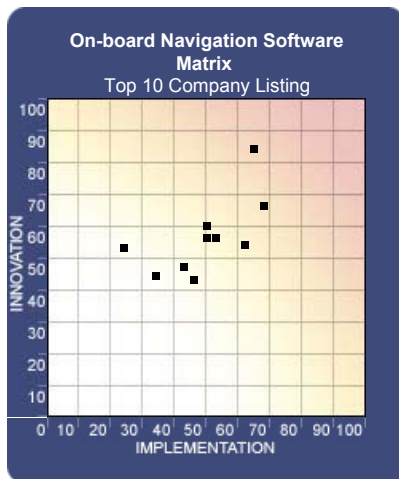
Implementation
Market Share - Overall share of installed based and sales market share
Carrier agreements - Number and importance of partnerships with carriers
Handset and PDA manufacturer agreements - Number and importance of partnerships with handset manufacturers
Market positioning - Quality and relevance of communication, branding, and marketing campaigns and programs
Mobile platforms and form factor coverage - Number of supported mobile platforms, operating systems, and handset models
Organizational health - Financial and overall organizational strength
Global coverage - Global presence in North America, Europe, Asia-Pacific, and developing regions
Quality and reliability - Consistency of the navigation experience
Customization - Quality and timeliness of white label implementation flexibility
Innovation
Navigation features - Number and relevance of options, such as routing options, navigation modes, map display modes, etc.
Local search - Local search, premium content, and local partnerships
Map upgrades - Frequency and ease of use
Traffic information - Availability of real-time traffic information at no additional cost
Business model/pricing options - Number and relevance of pricing options
Open APIs - Flexibility to interface with other applications
Sharing- Functionality to share POIs, routes, and landmarks with friends and family

On-board Navigation Software Matrix Top 10 Listing:

Rank	Company
1	Nokia ●
2	Garmin ●
3	Intrinsyc
4	ALK Technologies
5	TomTom International BV
6	Navigon
7	Nav N Go
8	Route 66 Geographic Information Systems B.V.
9	Mireo
10	Wayfinder

● Denotes highest rated company along the Implementation scale

● Denotes highest rated company along the Innovation scale

On-board Navigation Software Matrix
Top 10 Company Listing

Rankings

After individual scores are established for Innovation and Implementation using the above criteria, an overall company score is established using the Root Mean Square (RMS) method:

$$Score = \sqrt{\frac{innovation^2 + implementation^2}{2}}$$

The resulting overall scores are then ranked and used for percentile comparisons.

The RMS method, in comparison with a straight summation or average of individual innovation and implementation values, rewards companies for standout performance.

For example, using this method a company with an innovation score of 9 and an implementation score of 1 would score considerably higher than a company with a score of 5 in both areas, despite the mean score being the same. ABI Research believes this is appropriate as the goal of these matrices is to highlight those companies that stand out from the others.

Report Code: VM-ONB

Purchase this product
Email this page

PRODUCT INFORMATION

Price:

Related Press Releases: 2008.10.29

RELATED RESEARCH

Complete Vendor Matrix listings available through the purchase of the following service(s):
▶ Location Aware Services Research Service

View the Online Tutorial