How a leading American multinational Transportation Network Company (TNC) efficiently managed its map data services
The client achieved 99.5% mapping accuracy, supporting driverless trajectory for autonomous cars by leveraging automation.

**Client description**

- **Client** — American multinational transportation network company
- **Industry type** — Transportation
- **Products/Services** — Mobile App, Website
- **Areas of operations** — Worldwide
- **Annual revenue** — US$11.27 billion (2018)

**Challenge**

The American multinational Transportation Network Company had processes with high dependency on human validation that made them error prone. There were many customer issues with respect to map data quality and mapping accuracy, leading to escalations and customer dissatisfaction.

Across the ecosystem, there was lack of automation and process engineering for processes that affected operational efficiency.

**Solution**

The client opted for Wipro's geospatial services. The service covered creation, support and maintenance of map data services for the client for their navigation apps, ride-hailing, autonomous cars, 3D analysis, and location analytics services.

We delivered:

- Faster GTM and delivery of high accuracy map data through our IP based AI/ML tools
Business impact

The business impact resulting from the solutions deployed included:

- 99.5% mapping accuracy supporting driverless trajectory for autonomous cars
- 30% efficiency gain through dynamic annotation automation using OCR
- Errors reduced by 14% through automation using Wipro specific object recognition algorithms and data management modules
- Annotation algorithms engineered to reduce human validation by 18%

“Using Wipro's geospatial services, the client achieved 18% reduction in human validation, leading to 14% reduction in errors”

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