

The background of the entire slide is an aerial photograph of a large, multi-level highway interchange. Several overpasses and ramps are visible, with cars traveling in different directions. The surrounding area includes some greenery and construction sites with exposed earth.

**How a leading American  
multinational  
Transportation Network  
Company (TNC)  
efficiently managed its  
map data services**



## 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 which 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

**The client achieved 99.5% mapping accuracy, supporting driverless trajectory for autonomous cars by leveraging automation**

- High operational efficiency, qualitative and timely delivery of data to clients with our integrated offering (automation, quality management, process engineering, L&D and data management) under one roof
- Map ops and data conflation framework for the customer



## Business impact

The business impact resulting from the solutions deployed included:

99.5% mapping accuracy  
supporting driverless  
trajectory for autonomous cars

Errors reduced by 14% through  
automation using Wipro specific  
object recognition algorithms and  
data management modules

30% efficiency gain through  
dynamic annotation  
automation using OCR

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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