2018

GLOBAL

Partner of the Year

Google Cloud

Google Cloud

RESELLER

Partner of the Year

2019

5

ORGANIZATIONS THAT ARE CHARTING NEW TERRITORY WITH GOOGLE MAPS PLATFORM

SADA

Table of Contents

SADA

Introduction

Google Maps Platform helps drive better business decisions and engages customers by allowing your organization to visualize your important data and provide seamless user experiences for your end users. Google Maps Platform enables you to:

Visualize the World With Rich, Accurate Maps

Maps helps you give users the context they need with static or interactive maps embedded into your site or app. Street View and high-resolution satellite imagery allow you to create more engaging experiences with additional detail.
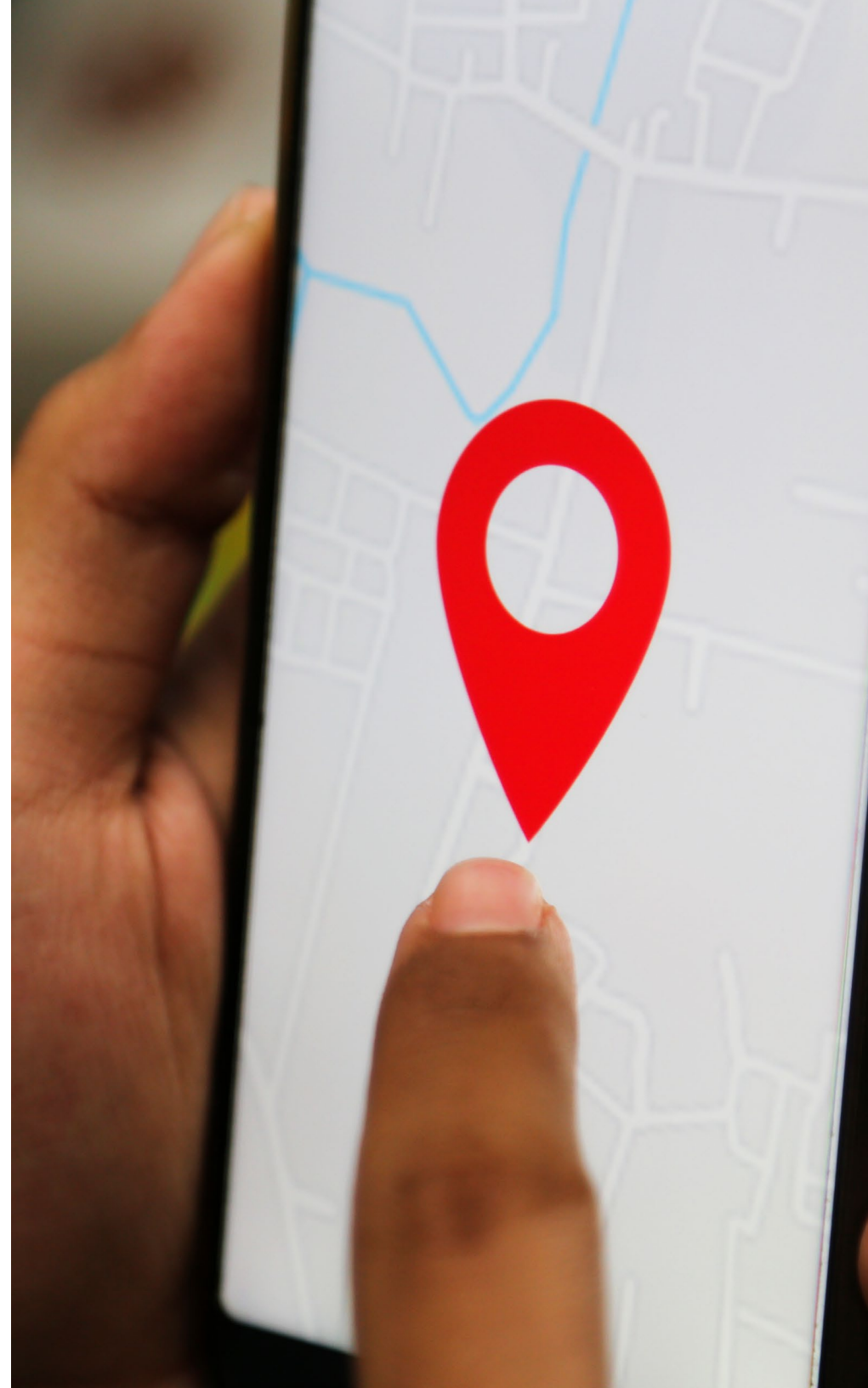
Customize Your Maps

Style your maps with custom markers, lines, colors, polygons, and images. Give users the ability to create and share their own custom maps and use zoom, pinch, rotate, and tilt to explore maps in more detail. You can highlight your store locations with custom colors and elements. Or customize a virtual cycling path powered by Street View with unique markers, overlays, and photos.

Scale as You Grow

When you build on the same infrastructure that serves billions of Google Maps' users, you can count on a platform that will scale and flex as you do. With Google Cloud's secure, future-proof infrastructure, you can grow from prototype to planet-scale without having to think about capacity, reliability, or performance.

Build Maps Experiences Throughout the World

Give your users the same high-quality Google Maps experiences they know and love in over 200 countries and territories. Whether you do business in Louisiana or Laos, you're covered with comprehensive, reliable data.

As the Google Cloud Global Partner of the Year for 2018 and 2019, and 2014 and 2015 Global Partner of the Year for Google Maps, SADA has helped organizations create customized, engaging, location-based applications that empower users and provide better insights to propel businesses forward. Read on for 5 inspiring examples that showcase how SADA and Google Maps Platform are transforming businesses with location-based insights.

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Grindr Drives ROI With Google Maps API Geospatial Targeting

Client: Grindr

Launched in 2009, Grindr has grown into the largest and most popular all-male location-based social network with more than two million active daily users in 196 countries across the world. Grindr uses a mobile device's location-based services to show users the men closest to them who are also on Grindr, making it a great candidate for the geospatial targeting capabilities in Google Maps.

01

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Business Challenge

Grindr users make up one of the most engaged social networks with the average user spending 54 minutes per day actively engaged with the application. As one of the largest global social networks, Grindr saw the potential to both bring its users better, more location-specific information and drive its revenues by selling highly coveted advertising space within its application.

Grindr's advertising model already allowed advertisers to reach national and international audiences in a more targeted, customized way than other mediums.

> *"When a campaign is geo-targeted to a smaller, more specific area using Google Maps APIs,*
> *the engagement rate of that campaign is significantly higher."*
>
> – Steve Levin, Head of Global Sales, Grindr

However, Grindr was looking for a way to fine-tune and better monetize advertising campaigns by segmenting its audience based on location. This would open up additional advertising opportunities to regional and local businesses interested in targeting specific geographic areas, such as a retailer seeking area clientele or a restaurant looking to highlight a special night or event.

Solution

Grindr connected with SADA, a Google Cloud Premier Partner and 2015 Global Google Maps Partner of the Year, to develop a solution that would provide a way to geospatially target ad campaigns in order to deliver a highly targeted message to a narrower audience. The goal was to increase overall engagement rates to improve campaign effectiveness and maximize value.

Grindr leveraged the expertise of SADA's Google certified geospatial team to develop a solution to enable location-based ad campaigns. SADA's solution was powered by a strategic combination of Google Maps APIs – Geocoding API, Maps API, Distance Matrix API and Google Maps Drawing Tools – to allow advertisers to map out exact regions within which to target their campaigns.

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"We are one of the first applications to actively sell mobile advertising in such a direct and strategic way. Utilizing the tools we have, including Google Maps API, has allowed us to grow at a much faster pace than we anticipated."

– Steve Levin, Head of Global Sales, Grindr

With Google Maps APIs, Grindr has the mapping capability to visualize where its users are in two ways: internally to provide location-based business intelligence to support overall strategy, and externally to expand and maximize revenues for its advertising model.

Results and Benefits

With the implementation of Google Maps APIs, Grindr has demonstrated the power of its mobile and location-based platform and is delivering results for advertisers to engage with its user base.

By leveraging Google Maps APIs, a company/organization can run a campaign on Grindr's platform in numerous major cities, for example in New York, San Francisco and Boston, without making the ad appear like a generic national campaign. Instead of creating and running one campaign, the company/organization is able to produce several using Google Maps to target specific communities, towns, cities and states that they are keen on reaching and tailor the campaign messaging to better suit that market. According to Levin, "When a campaign is geo-targeted to a smaller, more specific area using Google Maps APIs,

the engagement rate of that campaign is significantly higher."

With geo-targeted campaigns, Grindr has seen much higher click-through rates exceeding industry standards, resulting in more significant ROI for the advertiser, as well as higher value for Grindr. "Simply put, we provide the platform for an advertiser to speak to a user in a more local fashion, resulting in a more successful campaign," said Levin. "We will continue to seek out creative ways to utilize those tools to create even more successful campaigns for our advertisers."

The Grindr team has been extremely pleased with its solid traction as a local, as well as national and international, advertising platform, experiencing rapid growth with its current roster of advertisers and expansion into new advertising categories. "We are one of the first applications to actively sell mobile advertising in such a direct and strategic way," said Levin. "Utilizing the tools we have, including Google Maps API, has allowed us to grow at a much faster pace than we anticipated."

DogVacay

DogVacay Fetches Local Pet Sitters With Google Maps

Client: DogVacay

With more than 15,000 hosts in 3,000 cities across the U.S. and Canada since its launch in 2012, DogVacay is a service that connects dog owners with local pet sitters.

02

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Business Challenges

Always looking for ways to expand its offering, DogVacay was looking for a way to integrate location-based information into its host search feature. The goal was to make it easier for dog owners to find hosts right in their own neighborhood, as well as provide additional customization options for dogs in need of special care.

Solution

With Google Maps, integrated by SADA, DogVacay allows pet owners to locate hosts nearby simply by typing in a zip code or street address. Potential hosts are pinpointed on an interactive map linking to profiles that detail the pet sitter's experience, certifications, price and other details. DogVacay users have mentioned that they like the ability to quickly find sitters nearby — sometimes only blocks away. DogVacay's Concierge Team has even helped people find dog sitters in their own buildings in New York City.

Results and Benefits

- Increased customer satisfaction with hyperlocal services

- Ability to search region by zip code or street address

- Familiar, user-friendly Google Map interface

- Ability to customize search options, offering specialized services for elderly or sick dogs

Arrowpointe Provides Sales Teams With Critical Customer Data Using Google Maps APIs

Client: Arrowpointe

Arrowpointe is a technology company focused on developing interactive mapping applications to help organizations obtain geospatial insights and apply geodata to business processes. The company's core focus is Geopointe, an interactive mapping application that integrates with Salesforce, allowing users to uncover new opportunities by viewing and interacting with customer information through a geospatial platform.

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As the leader in integrating Salesforce with mapping technology, Geopointe adds a map tab to Salesforce, allowing users to use Google Maps as the interface into their Salesforce data. From there, users can draw geographic shapes or use a library of saved shapes to pull information within that area. Customers can also pull in data from Salesforce and other sources and layer it on the screen, providing visual clarity to support strategic, data-driven business decisions.

Business Challenges

Until recently, Arrowpointe was leveraging a variety of technologies to power its applications. However, the company was in the process of making a shift towards Google geospatial technology to unify resources and improve the functionality and user experience of its application.

The effectiveness and ease of use of Geopointe was limited in particular by its previous geocoding platform, which lacked accuracy in correctly translating address variations into the correct geographic coordinates. This issue was especially challenging for its international clients, as no other geocoding engine had international data strong enough to support effective geocoding. Both local and international clients struggled with trusting the application to get the coordinates right every time.

Solution

Amidst ongoing conversations with the Google Maps API team, Arrowpointe connected with SADA, named 2014 Google Maps Global Partner of the Year and a Google Cloud Premier Partner, to assist with integration of Google Maps API and provide consultation services and opportunities to leverage Google's geospatial technology.

Scott Hemmeter, CEO of Arrowpointe, explained, "SADA Systems served as our subject matter expert for everything Google Maps. SADA's insights guided us through the whole process, from licensing to resolving technical challenges and outlining opportunities, in order to further improve our application with Google geospatial technology."

The primary project to which SADA contributed value was Arrowpointe's transition to Google's geocoding engine. "Google, in addition to having the most comprehensive mapping layer, is a more forgiving geocoder," said Hemmeter. "It is the best at interpreting the addresses people type in and seamlessly converting that to the correct geographic coordinates."

Results and Benefits

As of right now, all of Arrowpointe's applications run purely through Google. Opportunities are made possible both for domestic and international Salesforce users through the accuracy of Google's geocoding engine. "Instead of forcing customers to standardize address data, Google accurately interprets that data for them, whether they are in the US, Europe, Australia, or almost anywhere in the world."

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Within the application, if a sales rep is planning a trip and wants to see which customers are in that area, they have the ability to use Google Maps as an interface to search for and display results. "By integrating Google Maps data with Salesforce data, sales reps can see exactly where the opportunities are," said Hemmeter. "Who are my contacts in Denver? Where do I have an open opportunity closing in the next 60 days?"

Better yet, if a client cancels an onsite appointment last minute, the sales rep can instantly look for prospects in the area, on-the-go from their mobile device, and never let a nearby opportunity slip by while making the most of their time on the road. Arrowpointe's customers can also strategically plan marketing campaigns or events. Instead of piecing together different zip codes, a company can view everything in the New York metro area, add filters, view customer information on a map and easily load it into a marketing campaign.

> *"With Google Maps' global presence and accuracy, our clients can interact geospatially with customer information on Salesforce whether they are in the United States or on the other side of the world."*

tixsee

Tixsee Builds a Slam-Dunk Ticket-Buying Experience for the Dallas Mavericks Using Google Maps APIs

Client: Tixsee

Tixsee is an innovative Fan Experience Management Platform for the sports, entertainment and venue management industries.

04

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Business Challenge

Tixsee was looking for a way to recreate the ticket-buying experience for the Dallas Mavericks by building an interactive buyer experience that lets fans see the view from their seats before purchasing.

Solution

SADA worked with Tixsee to integrate Google Maps API into its unique platform. From the Mavericks' Web site, fans can take a tour of the arena, stroll the aisles to see the view of the court from any seat, then buy a ticket. They can also tour the Mavericks' store and buy team gear. Visitors make their way around the arena using familiar Street View controls.

Results and Benefits

- Increased website engagement with an interactive interface

- Provides fans with the ability to tour the arena and see the view from any seat

- Allows Tixsee to create special, integrated offers to increase ticket sales

- Improves customer satisfaction by providing an immersive buying experience

    "When you go to a basketball game, you want to make sure you get great seats, secure an awesome view of the court and are able to find your way around the arena. That's what we're doing for fans of the Dallas Mavericks with our Tixsee platform, an immersive shopping experience that lets people see the view from their seats before purchasing."

    - Brett Dowling, Founder and President, Tixsee

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05

University of San Diego

University of San Diego Revolutionizes Study Abroad With WISE, Built on Google Maps and Google Cloud Platform

Client: University of San Diego

The University of San Diego (USD), a private Catholic university established in 1949, is a thriving academic institution that is consistently ranked one of the top in the nation, specifically for its study abroad programs. What does "study abroad" mean to a USD student? It means experiencing and living out classroom concepts in the real world and in their true context. Instead of just listening and comprehending a professor inside a lecture hall, USD strives for students to be able to see, hear, touch, and interact with places and events to bring learning to life.

Business Challenge

USD's vision is to be the premier school for transforming study abroad programs across the globe by leveraging technology and innovation. The IT Team at USD developed the idea of using geospatial mapping as a potential platform to revolutionize learning abroad with the goal of continuing to lead innovation and sophistication in study abroad programs. According to Avi Badwal, Senior Director of Technologies at USD, "It's one of those big things that doesn't exist in the world."

The drive behind USD's new solution, which is known as WISE, encompasses everything in the classroom to be embedded in that real-life experience. Professors will be able to map assignments geospatially, assigning projects to specific places locally or internationally. Chris Wessells, Vice Provost and Chief Information Officer at USD, added, "With the rapid innovation and intense competition between top private universities today, the academic experience has to be exceptional, and WISE is an important differentiator for us."

Solution

For a next-generation project like WISE, USD needed a technology solution that was effortlessly scalable, feature-rich, easy to integrate, and highly reliable. Being that the USD's students were already provisioned with G Suite*, USD realized that Google Maps and Google Cloud Platform were best suited to meet their needs for the new program. USD chose SADA Systems, an experienced cloud solutions provider named 2014 Google Maps Partner of the Year and designated a Google Cloud Premier Partner. "We're really excited about working with Google and SADA Systems to bring our vision to reality," said Wessells.

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"Scalability is critical," said Badwal. "And with Google Cloud Platform, we can have 5,000 people using WISE at the same time without compromising any functionality. Also, Google Maps has the strongest, most comprehensive mapping layer in the industry."

Additionally, internet connections in international countries can be very slow and USD wanted to take advantage of Google's image and web caching to ensure that students always have access to a reliable learning system. USD can also rely on Google Cloud Platform's 99.98% uptime to ensure that WISE is always up and running. Google is also known for a strong and consistent mobile experience, which is vital for usage of a sophisticated system like WISE.

Results and Benefits

WISE allows professors to assign projects to students using geospatial targets. Professors can assign projects to a specific place, and students can go to the location, pin completed assignments there, and even interact socially by commenting or posting images, videos, or thoughts about their real-life learning experience. Students can see a history of all the pins from previous classes and even comment on other students' pins who have been there previously in order to learn from the experiences of their peers. "I imagine there are ways that classes over the years might be connected through these applications. The possibilities are essentially limitless," said Wessells.

For example, USD has an intersession program that studies historical architecture in Chicago dating back to the industrial revolution. Using WISE, an architecture professor could send students to Chicago, create geospatial assignments guiding students through those historical buildings, and allow them to tangibly experience and interact with architecture in a whole new way. There is a vast array of opportunities, such as exploring origins of philosophy in London, assessing border and political issues between the US and Mexico, or discovering international historical landmarks.

Badwal elaborates, "A student can be looking at the Mona Lisa and see messages from previous or current students or teachers adding to their experience or telling them to watch out for certain things. Traditionally, determining if a student learned what they were supposed to have learned has all been done in the classroom with a final or midterm. This goes deeper, it's based on rich communication based on images, comments, and real-life experience."

WISE launched, February 10th, 2015, and USD is excited to see how students will embrace it and how professors will make a difference in how they teach and inspire students. "The opportunities are really up to the user," said Badwal, "the initial feedback we've received from professors and students has been very positive." USD has been working closely with Google and SADA Systems in rolling out stages of beta software building up to their big launch.

Badwal adds, "Traditionally, literature is primarily taught in the classroom, but with so many advancements in technology, WISE can start bridging the gap by applying a student's reading comprehension skills to the real world."

> *"There's no question that SADA shaped the project by bringing extensive knowledge of how people experience Google Maps and how to navigate Google Cloud technology. The team was excellent to work with, stuck to the scope and delivered on time," said Wessells.*

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About SADA

SADA is a privately-held global leader in providing business and technology consulting services that transform organizations. SADA has proven expertise in enterprise consulting, cloud platform migration, custom application development, workplace transformation, cloud managed services, and change management. As a Google Cloud Premier Partner with multiple Specializations, SADA has gained global accolades and awards including the Google Cloud Global Partner of the Year for 2018 and 2019. SADA's team of certified experts help enterprises modernize by providing innovative cloud solutions to accelerate digital transformation leveraging the entire Google Cloud portfolio, including G Suite, Google Anthos and GCP, Google Data Analytics and Machine Learning, Google Maps Platform, Google Chrome, and Google Cloud Search.

Recognized on the Inc. 5000 America's Fastest-Growing Private Companies for twelve years, CRN's MSP Elite 150, the 2019 Best Places to Work in Los Angeles,and 2018 Inc.'s Top 50 Workplaces in the U.S., SADA prides itself on continuous innovation, strong partnerships and corporate culture, and exceptional customer experience. To learn more, visit: https://sada.com/.

> *The quality of work from SADA was much better than what we'd previously encountered.*

Michael Collins | PE, State Bridge Engineer, Colorado Department of Transportation

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