



Tele Atlas Increases Productivity & Effectiveness With MKS Integrity



“As Tele Atlas grows as a business, we are confident that with MKS we will respond to our market needs and to innovate to serve our customers even better.”

Chris de Mol, Director Engineering Project & Portfolio Management, Tele Atlas NV

Company Overview

Tele Atlas is a leading global geocontent provider of digital maps and dynamic content that power the world's most popular navigation and location-based services (LBS). Tele Atlas' information is the foundation for a wide range of personal and automotive navigation systems, as well as Wireless, Enterprise, Fleet, Government and Internet map solutions that help users find the people, places, products and services they want most. Tele Atlas delivers the freshest, richest and most accurate digital map data to power the world's most essential geographic solutions.

The Challenge

Tele Atlas' goal was to ensure the best quality and process possible within their software engineering group. They began by defining three key challenges. The first challenge was centered around improving software development processes and control. Simple and optimized processes were necessary to control throughout time and utilization of hardware and human resources. To stabilize and achieve consistency of process across a distributed team is a great challenge – particularly in an environment where customer requirements are changing rapidly.

The second challenge was aimed at creation of an 'office package' to create and maintain the company's digital databases. With nearly all development handled by the internal software engineering team, a well-defined and efficient process and workflow is imperative to maintain software integrity and quality. The third and final challenge surrounds Tele Atlas' need to manage its rapidly expanding country coverage and an increasing number of database objects, while maintaining a consistent level of operational costs. Tele Atlas needed a way to remain cost competitive while continuing to meet the market need for expanded digital map content.

Tela Atlas



The Solution

Having identified the challenges, Tele Atlas distilled their application lifecycle management approach around three key goals:

1. To rally teams around one process for engineering.
2. To become ISO/TS 16949 compliant (as a first tier supplier for the automotive sector this is a necessity).
3. To anticipate and respond to changing business requirements.

To implement a single process for engineering, Chris De Mol wanted to make sure it was easy to follow the procedure and difficult not to. The key criteria to enable a streamlined process were very flexible process flow definitions, supported by a robust technology and architecture that would support multi-

site development, low administrative cost and strong support. In assessing available solutions on the market, Chris De Mol and his team selected MKS Integrity as the best fit for their criteria.

“If it’s not in MKS, it doesn’t exist.”

Chris de Mol, Director Engineering Project Portfolio management, Tele Atlas NV

While it took a year to define and implement the global engineering process and to change the way of working within the organization, the setup and configuration of MKS took only a couple of days. “The big advantage of MKS is that you can put all of your effort on solving the business problem instead of configuring the system.”

Tele Atlas has now implemented a complete project lifecycle in MKS. Requirements are linked to projects. Engineering tasks are linked to requirements. Changes in the source code are linked to the engineering tasks.

All information is stored in MKS issues and a centralized repository – nothing is in Word or Excel documents. Tele Atlas was so committed to creating a single platform for their software application development lifecycle that there were billboards at the five development team locations that said “if it’s not in MKS, it doesn’t exist.”

The Results

The status of all worldwide engineering projects are now available online and are generated from the work of each person in this global virtual team of 220 people. "In the past, a project manager spent time preparing a project status report and if necessary in "interpreting" reality to create data to represent the project. Today, the project manager does not edit the status of the projects – this information is automatically generated with unbiased data directly derived from the work of the engineers. Project managers can then focus on finding solutions to solve project issues and to keep schedules track."

The ability to monitor change and communicate the downstream effects automatically increases project effectiveness and enhances team productivity at Tele Atlas. Key performance indicators show that the First Time Right measure increased to 97 percent in the first quarter of 2006 from 80 percent at the end of 2004. The On Time measure improved to 93 percent in Q1 2006 from 70 percent at the end of 2004.

Having accomplished their goal of establishing a streamlined process across software engineering, the next steps are to begin to model the other business processes that interact with engineering in MKS such as Operations and Product Management.

"MKS has been invaluable at Tele Atlas. Our team has really come together with our process and it truly shows in our increased productivity and effectiveness. As Tele Atlas grows as a business, we are confident that with MKS we will respond our market needs and to innovate to serve our customers even better." Chris De Mol, Director Engineering Project & Portfolio Management, Tele Atlas

About Tele Atlas

In 2005, Tele Atlas shipped over 4 million personal navigation units. In the aftermath of Hurricane Katrina, Tele Atlas data and TomTom Go devices were used to locate submerged streets, street signs, and landmarks. The majority of 911 systems in the United States use Tele Atlas data. They protect over 205 million US residents and help handle over 100 million calls for assistance every year.

To detect and manage change, over 50,000 sources continuously supply data to update the Tele Atlas map database. As customer demands increase, so too does the complexity of Tele Atlas' technology requirements. Upwards of 80% of software development behind Tele Atlas technology is all done in house.

The strength of Tele Atlas lies in the management of accurate, reliable geocontent within a constantly changing global landscape. In response to increased market demand, Tele Atlas must rapidly define and articulate key priorities for its software engineering meet customer needs, while maintaining a high degree of productivity.

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Chris de Mol, Director Engineering Project Portfolio management, Tele Atlas NV

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