



# Google Maps helps drive Polish logistics tracking and driver comms system with global ambitions



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## About

- T-Traco is an innovative, cost-effective solution for global monitoring of transport and cargo, and communication with drivers
- ILiM is located in Poznan, Poland
- CallFreedom is located in Bydgoszcz, Poland

## Objectives

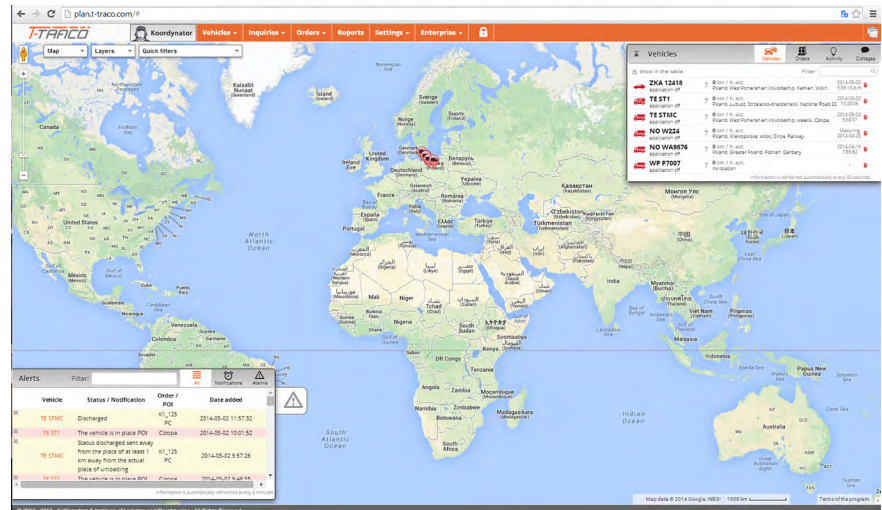
- Find a map provider who offers a fast, accurate service with global coverage
- Enhance the user experience
- Reduce customer communication costs by 90%, transport cost by 20%, and insurance costs by 15%
- Build a foundation for worldwide success

## Approach

- Quick, smooth implementation
- Work closely with Google Helpdesk

## Results

- An interactive, simple and user-friendly application



## Background

When a team of Polish logistics experts and telecoms innovators came together to create an outstanding global logistics tracking and driver communication system, they had powerful resources to draw on.

Some of the team were from Poland's Institute of Logistics and Warehousing (ILiM), the state-owned R&D unit established in 1967 and widely acknowledged as Poland's centre of excellence in logistics. The ILiM also provides e-business, IT and data communication solutions, expertise complemented by that of CallFreedom, a young and ambitious Polish telecommunications and IT company established in 2010.

CallFreedom delivers innovative and cost-effective roaming mobile services to both service providers and consumers. It focuses on transport and logistics internationally and partners with global telecommunications players like Telecom Italia and T-Mobile, enabling coverage in over 200 countries and 600 mobile networks worldwide. CallFreedom combines a great track record with successful product and service innovation which makes mobile communications easier and less expensive for customers.

Together, ILiM and CallFreedom aimed to develop a unique global logistics tracking and driver communication system. CallFreedom would handle production and ILiM would be responsible for concept testing and field tests.

The team succeeded, the new service is called T-Traco and Google Maps is vital to its conception.

## Choosing Google Maps

From the outset, ILiM and CallFreedom needed a partner who offered a fast and accurate service with global coverage – one which would enhance the user experience by providing the best-quality data, comprehensive access to global maps and asset tracking in real time.

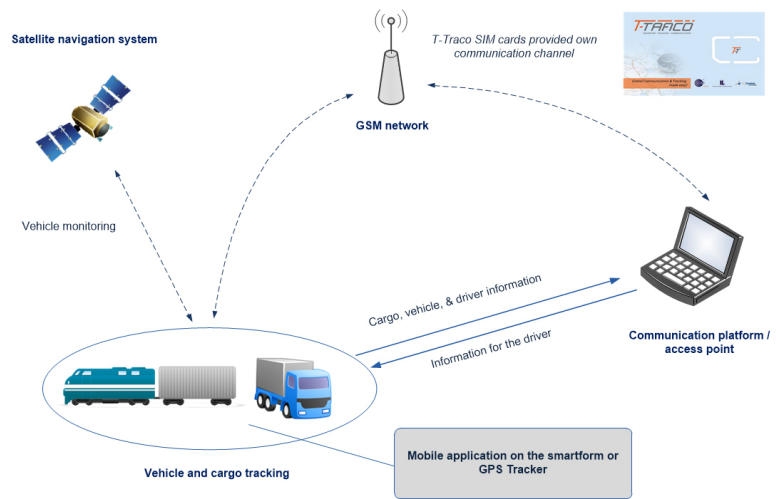
*"It's the best available digital map we have ever used and brings a lot of value for our customers."*  
**— Marcin Hajdul, Head of Logistics Expertise, ILiM**



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*"As ILiM and CallFreedom decide to offer T-Traco worldwide, we see Google Maps as one of the pillars. It gives us an opportunity to offer the same standards and service globally."*  
**— Marcin Hajdul,**  
**Head of Logistics Expertise,**  
**ILiM**

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Google Maps was by far the best solution and became a key driver in T-Traco's innovation. It made sure the application was interactive, simple and user friendly. Also, specific features like live traffic, street view and satellite view enable users to precisely locate a vehicle or help a driver find the right building, which in turn enhances the user experience.

And, according to Marcin Hajdul, Head of Logistics Expertise for ILiM, implementation of Google Maps was quick and smooth, and actually complemented and supported the T-Traco concept of "intelligent cargo".

As Marcin points out, "Route drawing or vehicle location can be done within a fraction of second. When you have 1,000 objects to be visualized worldwide, it's essential to have an efficient mapping tool."

ILiM was assisted by Globema, an authorized Google partner in Central and Eastern Europe, when choosing the best Google Geo product licences for T-Traco. Globema is also planning to help T-Traco with future development.

## T-Traco is a total package

Today, T-Traco comes as a total package which includes tracking devices, software, mobile apps and SIM cards. For transport service providers, forwarders who dispatch goods for delivery and users across all modes of transport, T-Traco can be tailored to suit individual needs and fully supported.

Benefits include truly global coverage, a safe, reliable and affordable communication channel, reductions in voice and data-roaming charges of 40 to 90 per cent and a single global monthly flat rate for unlimited status updates.

It's early days, but the team calculates that clients using T-Traco can reduce their communication costs by 90 per cent, transport costs by 20 per cent, and insurance costs by 15 per cent.

## Google Maps in the driving seat

Marcin Hajdul has nothing but praise for Google Maps. "It is the best available digital map we've ever used," he says. "It offers a lot of value for our customers."

End users also benefit because Google Maps enables the delivery person to be even more efficient. As Marcin says, "You don't need to contact someone to find out when you can expect delivery. Now your delivery person will contact you first to tell you when they're going to be at your place."

And the road ahead? Marcin has no doubt that Google Maps will be one of the pillars of T-Traco. "It gives us an opportunity to offer the same standards and service worldwide as we expand into markets like Asia, Africa and America."

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## Google Maps for Work

allows you to bring data to life by showing it on a map. Contextual insights can be shared with people inside and outside of your organization, across a variety of devices such as tablets and smartphones. By embedding maps in your website and applications, you can also create a visually rich experience that engages your users, encouraging a higher level of interaction. Whenever you have data that has a geographic reference such as an address or lat/long coordinates, it's an opportunity to provide a more engaging experience through a map.

For more information visit:  
[www.google.com/work/mapsearch/](http://www.google.com/work/mapsearch/)

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