



Targomo

Formerly known as Motion Intelligence

**Mobility –
Location, Data, Analytics**

Targomo - Who we are

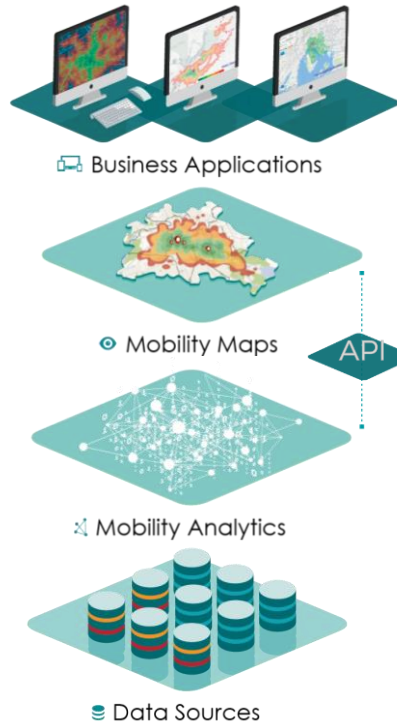


We are Targomo GmbH, a quickly growing technology start-up from Berlin that helps businesses, public organizations and geo-affine users to access the power of advanced geo analytics.

Initially, Targomo has its origin at the Hasso-Plattner-Institute in Potsdam, which still grants us access to the latest developments in the field of data analytics, visualization, big data and all related issues. This allows us to provide technology which is one step ahead. For business issues we are advised by German Deep Tech, an experienced incubator for Deep Tech companies.



Targomo - What we do



It's not about simple maps. We are providing a unique web-based solution for geographic network analysis, data visualization and route-planning for answering significant and far-reaching location-based issues. Our technology simplifies online analysis for spatial objects by applying sophisticated route planning and travel time algorithms.

Our services include an open API and developing applications for our customers by either extending existing ones or designing them from scratch.



Closing the gap – Combining location, data silos and analytics

By new, highly efficient algorithms computing insights considering mobility, reachability, and accessibility

◆ Targomo's platform approach enables all businesses to analyse, evaluate and decide all location, data and analytics challenges on their own



Location

- ◆ Mapinfo
- ◆ Mapbox
- ◆ Here
- ◆ Carto
- ◆ QGIS
- ◆ Google Maps
- ◆ TomTom
- ◆ Esri

Analytics

- ◆ SPSS
- ◆ Data-Pine
- ◆ Sisense
- ◆ Birst
- ◆ R
- ◆ Qlik
- ◆ Viur
- ◆ Alteryx
- ◆ Tableau
- ◆ MS Power BI

Data

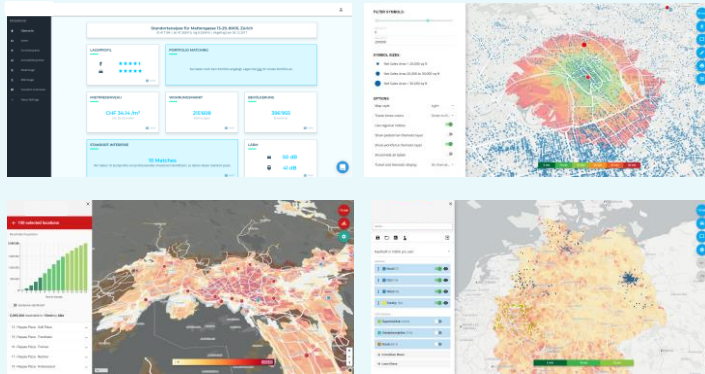
- ◆ GfK
- ◆ Acxiom
- ◆ Experian
- ◆ Clients Data
- ◆ Open Data
- ◆ Public Data
- ◆ Kreditreform/Microm



Targomo in public network analytics

Capability to analyse different data sources & deliver insights for infrastructure planning

Targomo Retail Analyst



- ◆ Basic data-set included
- ◆ Location analysis and management platform

Selected features, functionalities and use cases

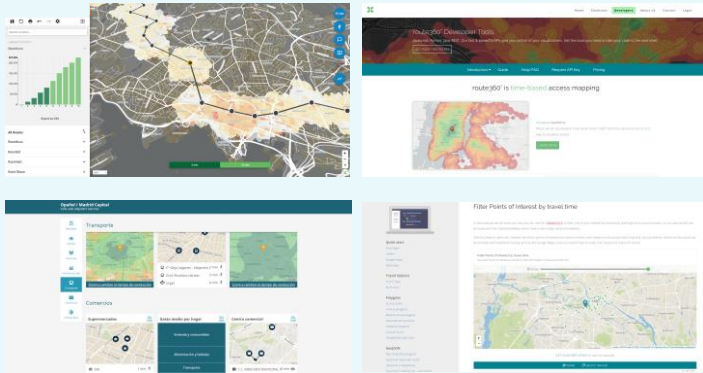
- ◆ Dashboards & reporting tool
- ◆ **Advanced analytics functionalities (e.g. gravitational models, location allocation, location centric machine learning)**
- ◆ PoI & PoS, Location analytics
- ◆ Movement data from different data sources
- ◆ Catchment and delivery zone optimization
- ◆ Cannibalization scenarios
- ◆ Real estate integration
- ◆ State of the art socio demographic data
- ◆ Competitor monitoring and benchmarking
- ◆ Own client data filtering and handling
- ◆ Car licensing data
- ◆ Charging Station location data
- ◆ What-if analysis
- ◆ Expansion and/or reduction strategy
- ◆ Tour planning / fleet management
- ◆ Market penetration analysis



Targomo in Mobility

Advanced mobility analytics and visualisation

Targomo Mobility Features



- ◆ REST and JS and other APIs at <https://developers.route360.net/>
- ◆ Public Transit Analysis and Planning tools

Selected features, functionalities and use cases

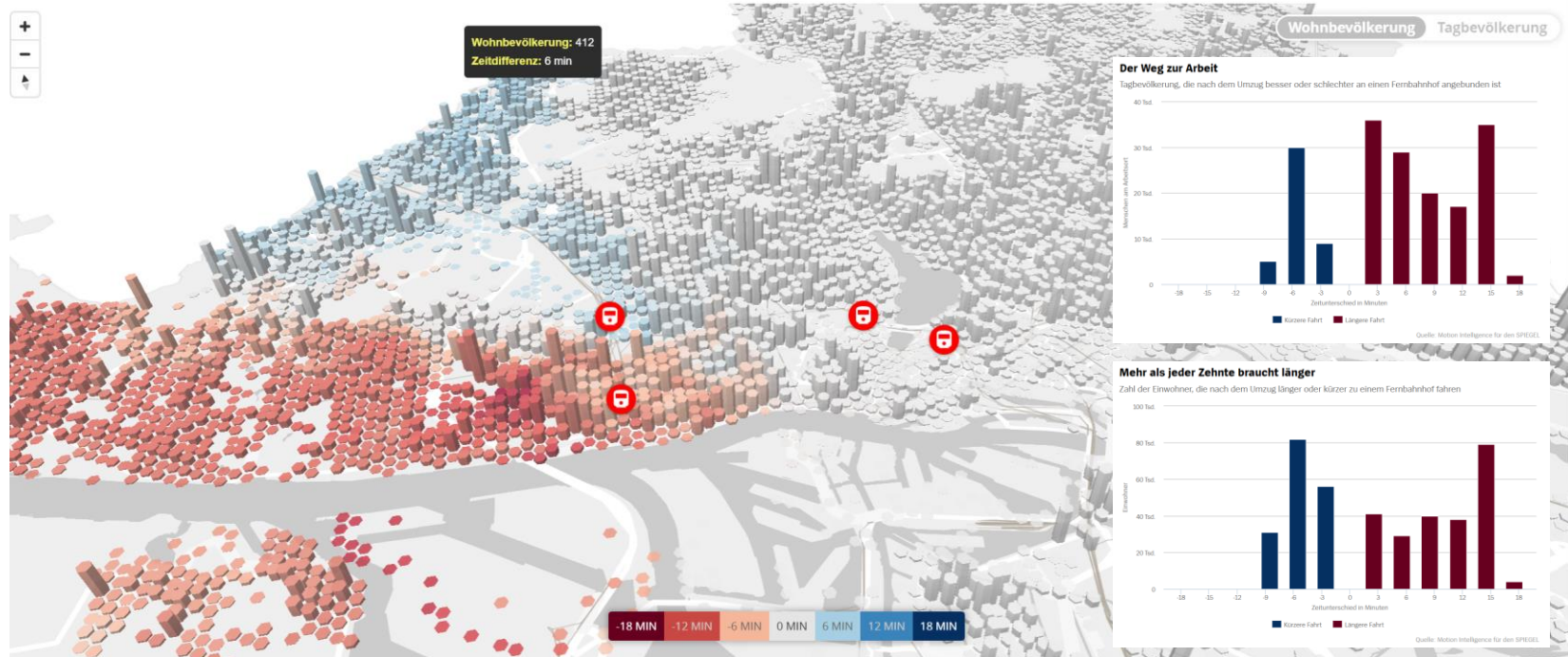
- ◆ Isochrones
- ◆ Multimodal (Walk, Bike, Public Transit, Car)
- ◆ Route planning
- ◆ Time based filtering
- ◆ Tour Planning
- ◆ Java, Python, Rest and JS API
- ◆ To be integrated in third party software and web applications
- ◆ Statistical data services
- ◆ Change simulation in transit networks
- ◆ Dashboards & reporting tool
- ◆ Visualization and analysis of movement data (e.g. from mobile phones)
- ◆ Integration of demographic data sets



Targomo in press – individual analyses for Spiegel Online

Example: What is the impact if traffic from Altona station will be moved to Diebsteich station?

SPIEGEL ONLINE



Targomo's data approach

Data independence ensures superior functionality and flexibility





Contact

Stephan Spaete

Geschäftsführer/ Managing Director

+49 151 50670460

stephan.spaete@targomo.com