

Comparison of Mapping Services

This section provides comparisons of the mapping services in a single location. The information presented is based on the package details provided by the four competitors as well as information available on their sites. If data was not available or the item was not applicable, NA is shown.

Map Features

	<i>Maporama</i>	<i>MapQuest</i>	<i>Multimap</i>	<i>Vicinity</i>
Zoom in/out	Yes	Yes	Yes	Yes
Pan (N,S,E,W)	Yes	Yes	Yes	Yes
Map or polygon shape	Yes	Yes	Yes	
Walking directions		Yes [^]		
Driving directions		Yes	Yes	Yes ⁺
Street-level	Yes	Yes	Yes [*]	NA

+Includes fastest (minimum travel time), shortest (minimum distance), and easiest (minimum turns)

*Available for Europe, the United States, and most major cities in the world

[^]U.S. only

“Search By” Features

	<i>Maporama</i>	<i>MapQuest</i>	<i>Multimap</i>	<i>Vicinity</i>
Zip/postal code search	Yes	Yes	Yes	Yes
Address	Yes	Yes	Yes	Yes
Business name	Yes	Yes	Yes	Yes
Grid reference	Yes	Yes	Yes	Yes
Customized attributes	Yes	Yes	Yes	Yes [*]

*Up to 10 customizable attributes included in the Vicinity Business Finder package

Accessibility & Languages

	<i>Maporama</i>	<i>MapQuest</i>	<i>Multimap</i>	<i>Vicinity</i>
Countries		U.S., Canada, Western Europe	Almost every country in the world*	
Languages	26			

*Street-level maps available for Europe, the United States, and most major cities in the world; road-level mapping available for the world

End Client Compatibility

		<i>Maporama</i>	<i>MapQuest</i>	<i>Multimap</i>	<i>Vicinity</i>
Internet	PC	Yes		Yes	Yes
	WebTV	Yes		Yes	NA
	Netbox	Yes		NA	NA
	Kiosk	NA	NA	Yes	NA
PDA*	Palm	Yes		Yes	NA
	Pocket PC	Yes		Yes	Yes
	WinCE	Yes			NA
Phone	Cellular	NA			Yes
	Landline	NA			
	Text-to-phone	Yes^			
	WAP-enabled	Yes		Yes	Yes

*Wireless personal digital assistants (PDAs), or handheld devices, with an Internet connection

^Net2Phone® or proprietary software

Server Environment

<i>Maporama</i>	<i>MapQuest</i>	<i>Multimap</i>	<i>Vicinity</i>
	CGI, NSAPI, ISAPI, JSP, ASP Also compatible with Solaris, Linux, and Windows 2000 Server		

Development

	<i>Maporama</i>	<i>MapQuest</i>	<i>Multimap</i>	<i>Vicinity</i>
Development environment		Microsoft		
Development tools		Visual Basic, Java, COM	NA*	
Software development kit		Yes	Yes	

	Maporama	MapQuest	Multimap	Vicinity
Server environment compatibility		Solaris, Linux, and Windows 2000 Server		
Other technologies	HTML, DHTML		XML, HTML, DHTML, WML	XML, HTML, DHTML, ASP

*While Multimap offers tools that system integrators can use, we were unable to obtain this information because their sales contact wanted to sell us their integration package.

Products & Packages

Marketed by...	Maporama	MapQuest	Multimap	Vicinity
Product name	Yes	Yes	Yes	Yes
Industry vertical	Yes			
Clear upgrade path			Yes	

Pricing

	Maporama	MapQuest	Multimap	Vicinity
Setup fee	NA	NA	NA	\$10,000
Delivery fee	Quote, project-by-project basis*	Annual product licensing	20,000 deliveries for £500	Priced by package (e.g., \$46,800 for their Business Finder package, which includes 40,000 deliveries)
Delivery price break	\$8,000 — 500,000 deliveries	\$0.01/delivery for over 1 million deliveries/year	£6,250 — 500,000 deliveries	\$0.022/delivery for over 40,000 deliveries
Templates	NA	NA	£3,000/country	NA
Access to update information	NA	NA	£1,000/year	NA

*Initially Maporama noted that pricing for a small client, such as our fictitious one, would be \$40,000. As the conversation continued, they provided a quote of \$15,000–20,000. It is unclear if this discount was provided so that they could work with a systems integrator that could help them break into the U.S. marketplace.

Customer Support

Maporama	MapQuest	Multimap	Vicinity
24x7 Web access		Available 9 A.M. – 6 P.M. daily (UK)	