

Sistemas para Tomada de Decisão

O que eles prometem?

Eduardo Kenzo

Engenheiro de Vendas Geoespacial

ekenzo@google.com



Missão do Google

Organizar as informações do mundo e torná-las mundialmente acessíveis e úteis

Concentre-se no usuário e tudo mais virá.

É melhor fazer algo realmente bem.

Excelente ainda não é o bastante.

O que um mapa pode fazer por mim / minha Empresa?



Colaboração



Simples



A qualquer hora / Em qualquer lugar



Informações em tempo real



Precisa



Escalável



Customizável



Global



Segura

Tomada de Decisão mais precisa

Simple decisions are made daily...

Google

pizzarias próximas a rua hermantino

- pizzarias próximas a Rua Hermantino** Coelho, Campinas - São Paulo
- pizzarias próximas a Rua Hermantino** Prado, Campinas - São Paulo
- pizzarias próximas a Rua Hermantino** Penholati, Batatais - São Paulo
- pizzarias próximas a Rua Hermantino** Rodrigues Gonçalves, Teresina - Piauí
- pizzarias próximas a Rua Hermantino** Corrêa Gairão, Capivari - São Paulo

São Paulo
Não é seu local atual? [Corrigir](#)

[Coloque a sua empresa no Google Maps](#)

Como chegar Meus lugares

Map showing the São Paulo region with various cities and roads. The map includes labels for cities like Aracaju, São Roque, Itapevi, Vila Dirce, Osasco, Lapa, São Paulo, Itaim Bibi, São Caetano do Sul, Santo Amaro, Capão Redondo, Embu, Itapeçerica da Serra, Cidade Dutra, São Bernardo do Campo, Cesa, and Grajaú. Major roads like SP-234 and SP-021 are also visible.

Simple decisions are made daily...

Google

pizzarias próximas a Rua Hermantino Coelho 841, Campinas - São Paulo

ekenzo@google.com 0 + Comp.

Como chegar Meus lugares

pizzarias próximo a R. Hermantino Coelho, 841 - Mansões Santo Antônio, Campinas - São Paulo

- A** **Pizza Hut-Shopping Dom Pedro**
Avenida Guilherme Campos, 500, Jardim Santa Genebra - Campinas, 13087-901 1.2 km O pizzahut.com.br
- B** **Pastelândia-Shopping Dom Pedro**
Avenida Santa Genebra - Campinas, SP, 13087-835 1.5 km O
(19) 3208-1226 - pastelandia.com.br
Categoria: Pizzaria
4 comentários
"Service and food was really bad. Nunca havia sido tratado com tanta mal ..."
- C** **Papagaios Pizzeria**
Rua Dona Luísa de Gusmão, 103 - Vila Nogueira, Campinas, 13089-280 1.9 km S
(19) 3256-7626 - papagaiospizzeria.com.br
Categoria: Restaurantes - Pizzarias
2 comentários
- D** **Churrascaria Estância Grill**
Avenida Albino José Barbosa de Oliveira, 271 - Campinas, 13084-008 3.5 km NO
(19) 3289-8697 - churrascariarestancia.com.br

As empresas também se beneficiam...

The screenshot displays the Ferrari.com website interface. At the top, there is a navigation bar with the Ferrari logo and the text "Ferrari.com". To the right of the logo, there are links for "REGISTER/LOGIN", "GT & Sport Cars", "Pre-Owned", "Services", "Dealers", "Corse Client", "About Us", and "My Ferrari". A shopping cart icon labeled "FERRARI STORE" is also present.

Below the navigation bar, there is a search bar with the text "Use my position" and "or" followed by a search input field containing "bolo". A dropdown menu is open, listing search results: "Bologna, Italy", "Bologne, France", "Bolenia, Tarifa, Spain", "Bolenia, Managua, Nicaragua", and "Bolong Road, Bomaderry, New South Wales, Australia".

To the right of the search bar, there is a "Filter by:" dropdown menu set to "Sale". Below the search bar, there is a world map showing global sales data. Red location pins are placed on the map, each with a number indicating the number of sales. The numbers are: 16 (North America), 31 (North America), 90 (Europe), 12 (Africa), 31 (Asia), 3 (South America), 3 (Australia), and 4 (Australia). The map also shows labels for continents and oceans: ASIA, NORTH AMERICA, SOUTH AMERICA, AUSTRALIA, AFRICA, EUROPE, ATLANTIC OCEAN, INDIAN OCEAN, PACIFIC OCEAN, and ANTARCTICA.

The map is powered by Google, as indicated by the "powered by Google" text at the bottom of the map area. There are also "Map" and "Satellite" buttons in the top right corner of the map area.

As empresas também se beneficiam...

The screenshot displays the Ferrari.com website interface. At the top, there is a navigation bar with the Ferrari logo and 'Ferrari.com' on the left, and 'REGISTER, LOGIN' on the right. Below this is a menu with categories: 'GT & Sport Cars', 'Pre-Owned', 'Services', 'Dealers', 'Corse Clienti', 'About Us', and 'My Ferrari'. A 'FERRARI STORE' button is also visible. The main content area shows a search for 'Bologna, Italy' with a filter set to 'Sale'. The search results list 'Motor S.p.A. - Bologna' with its address: 'via Po, 2/11, Bologna, BO, 40139 ITALY'. A detailed popup window for this location provides contact information: 'Tel: 051/6367335', 'Fax: 051/346386', and 'Email: toiana.mazza@motorspa.it'. It also includes a 'Virtual tour' button and a photograph of the building. The background of the entire image is an aerial view of a green landscape with a winding river.

As empresas também se beneficiam...

The image shows a screenshot of the Ferrari website interface overlaid on a Google Street View. The website header includes the Ferrari logo and 'Ferrari.com' on a red background, with navigation links for 'REGISTER/LOGIN', 'GT & Sport Cars', 'Pre-Owned', 'Services', 'Dealers', 'Corse Clienti', 'About Us', and 'My Ferrari'. A shopping cart icon and 'FERRARI STORE' are also visible. The search bar shows 'Bologna, Italy' and a 'Filter by: Sale' dropdown. The main content area displays search results for 'Motor S.p.A. - Bologna' with the address 'via Po, 2/11, Bologna, BO, 40139 ITALY'. The Street View image shows a white van with 'SS9' on its side parked in front of a building with a Ferrari logo. A red location pin is placed on the building. The text 'Enter Motor S.p.A. - Bologna' is overlaid on the van, and 'SS9' is overlaid on the road. The Google logo and copyright information '© 2012 Google - Terms of Use Report a problem' are at the bottom.

As empresas também se beneficiam...

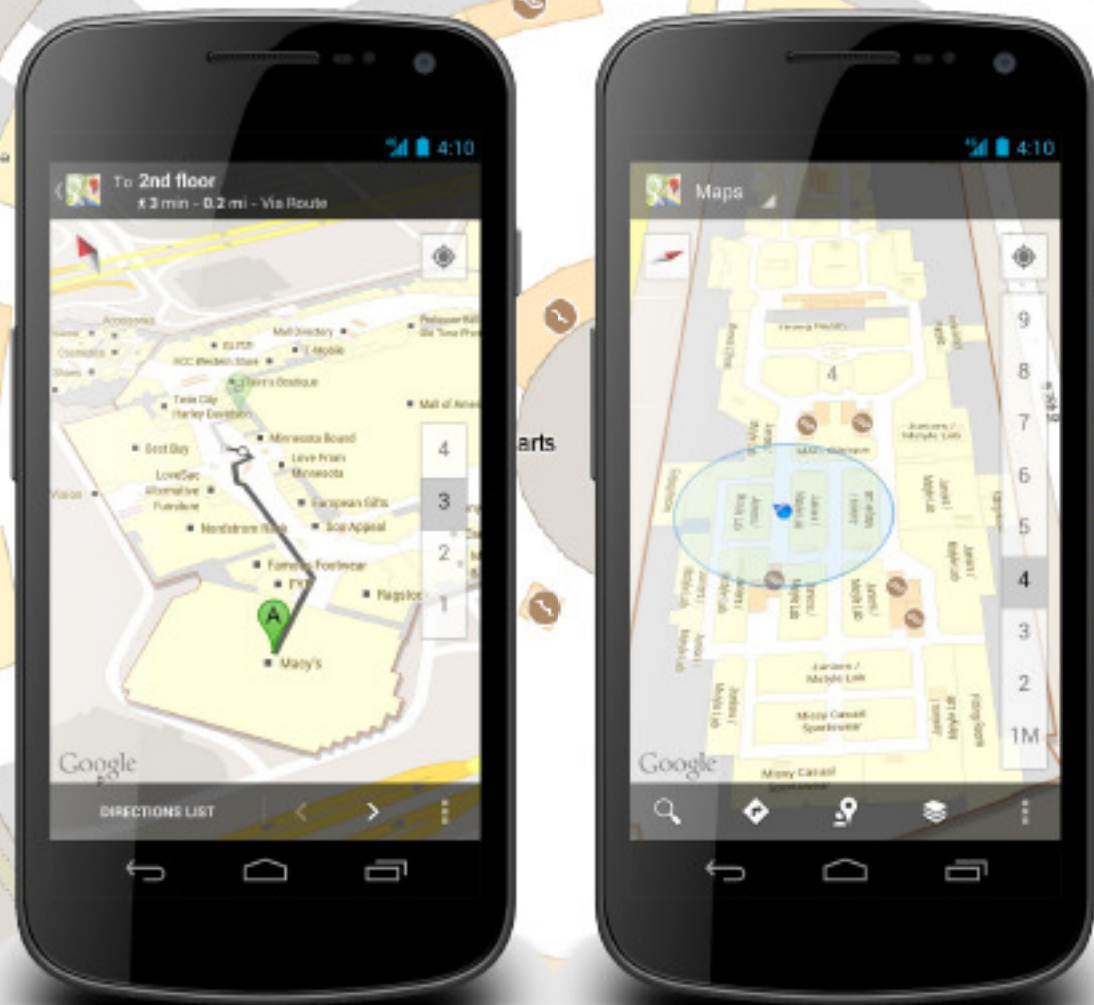
The screenshot displays the Ferrari.com website interface. At the top, the navigation bar includes the Ferrari logo, the text "Ferrari.com", and a "REGISTER/LOGIN" link. A menu of categories is visible: "GT & Sport Cars", "Pre-Owned", "Services", "Dealers", "Corse Clienti", "About Us", and "My Ferrari". A shopping cart icon and a "FERRARI STORE" button are also present.

The search bar shows "Use my position" or "Bologna, Italy" with a filter set to "Sale". The search results section is titled "Results" and "Directions". It indicates the search was for "Bologna, Italy".

The main content area features a 3D Street View of the "Motor S.p.A. - Bologna" dealership. The address is listed as "via Po, 2/11, Bologna, BO, 40139 ITALY". The 3D view shows the interior of the dealership with several cars on display, including a blue Ferrari and a white convertible. Labels on the floor indicate "Exit" and "Atelier Maserati".

At the bottom of the 3D view, the "Google" logo and "Terms of Use Report a problem" link are visible.

As empresas também se beneficiam...



Todos se benefician...

The screenshot shows the Trulia website interface for Mountain View, CA. At the top, there is a navigation bar with the Trulia logo and links for Buy, Rent, Advice, Mortgage, Local Info, Find a Pro, and Mobile. On the right side of the navigation bar, there are links for Submit your ratings, For Professionals, SIGN UP, Log In, and Help.

The main heading reads "Find a home. Get the inside scoop." Below this is a search bar with the following options:

- For Sale (selected), For Rent, Sold, Estimates
- Location: Mountain View, CA
- Filters: Beds, Baths
- Search button (magnifying glass icon)
- Price range: \$ MIN to \$ MAX
- Filters: Sqft, Property Type
- More search options

The location is set to Mountain View, CA. Below the search bar, there are three main content sections:

- Today's local listings:** A card showing a house image with "5 new listings" and "10 price reductions" below it.
- What's up in Mountain View:** A card featuring a question from "willychow" asking "Which high school is for the property at 430 kent Drive," with "6 answers" and a link to "view more questions." Below the question is a map of Mountain View with callouts for "Market Trends," "School reviews," and "Crimes."
- Find your Trulia Estimate:** A card with a map and the text "Find your Trulia Estimate" and "Claim your home and tell us what you think."
- Get mortgage quotes in real time, from real lenders:** A sponsored card with the text "Get mortgage quotes in real time, from real lenders." and "Visit the new Trulia Mortgage Center." It includes a "Get a quote" button and a link to "San Francisco Mortgage Rates."

Todos se benefician...

trulia Mountain View, CA LOCAL Buy Rent Advice Mortgage Local Info Find a Pro SIGN UP Log in Help

Find your best mortgage rate from hundreds of lenders - free in Trulia's mortgage center »

Mountain View Real Estate Overview

Overview Market Trends Schools Crime Community Info Visit the Trulia mortgage center

Properties
Type: For Sale
Beds: 3
Baths: 2

Home Values
Crimes
Schools
Commute
Amenities

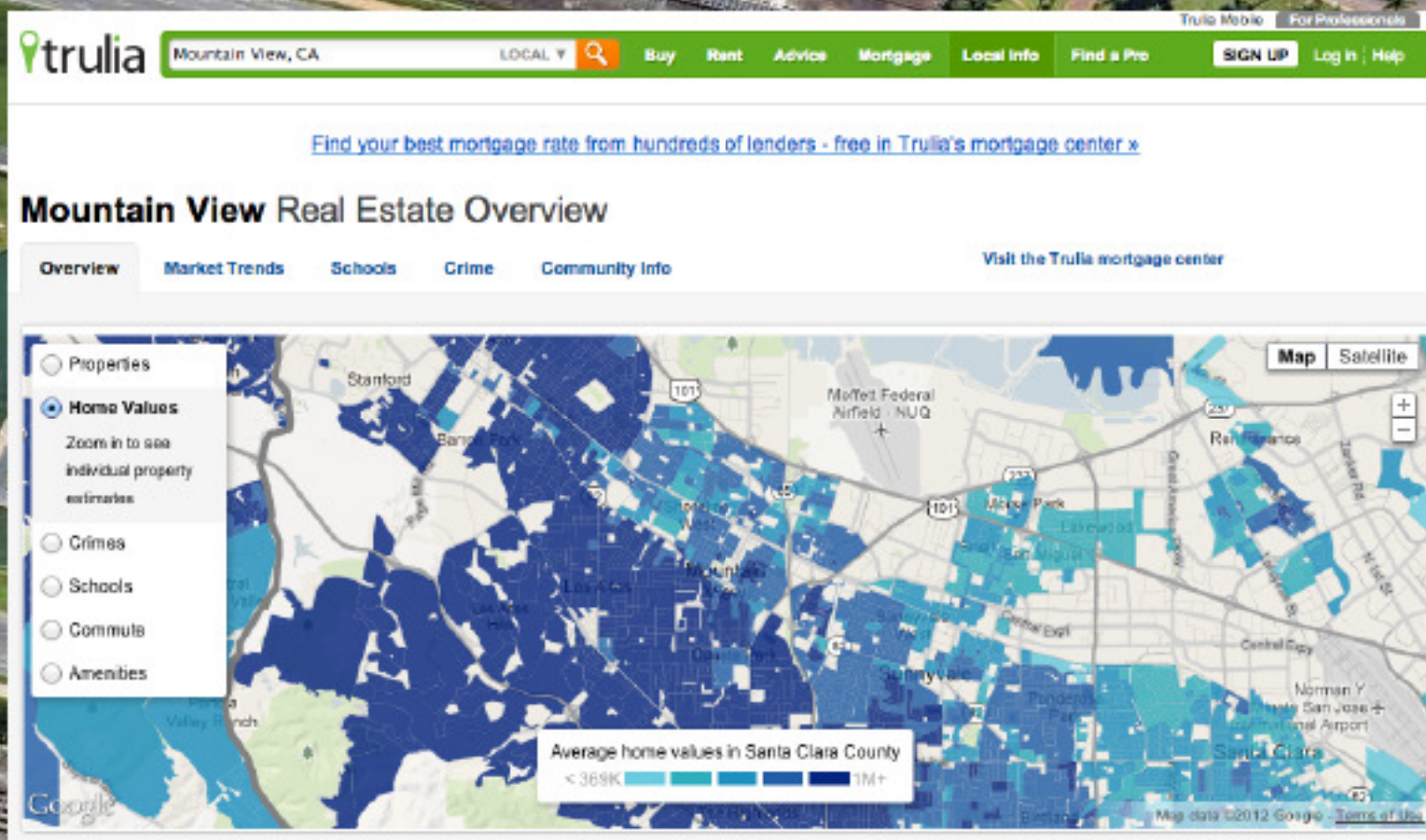
Map Satellite

20 for sale properties, \$618,832 average price

Map data ©2012 Google - Terms of Use

The screenshot displays the Trulia website interface for Mountain View, CA. At the top, there's a navigation bar with the Trulia logo, location (Mountain View, CA), and various service links like 'LOCAL', 'Buy', 'Rent', 'Advice', 'Mortgage', 'Local Info', 'Find a Pro', 'SIGN UP', 'Log in', and 'Help'. Below this is a link to find mortgage rates. The main heading is 'Mountain View Real Estate Overview', with sub-links for 'Overview', 'Market Trends', 'Schools', 'Crime', 'Community Info', and 'Visit the Trulia mortgage center'. The central feature is a map showing property listings with price tags. A sidebar on the left allows filtering by 'Properties' (Type: For Sale, Beds: 3, Baths: 2), 'Home Values', 'Crimes', 'Schools', 'Commute', and 'Amenities'. A summary box at the bottom of the map indicates '20 for sale properties, \$618,832 average price'. The map shows various neighborhoods like Stanford, Barron Park, Shoreline West, Los Altos, Sunnyvale, and Santa Clara.

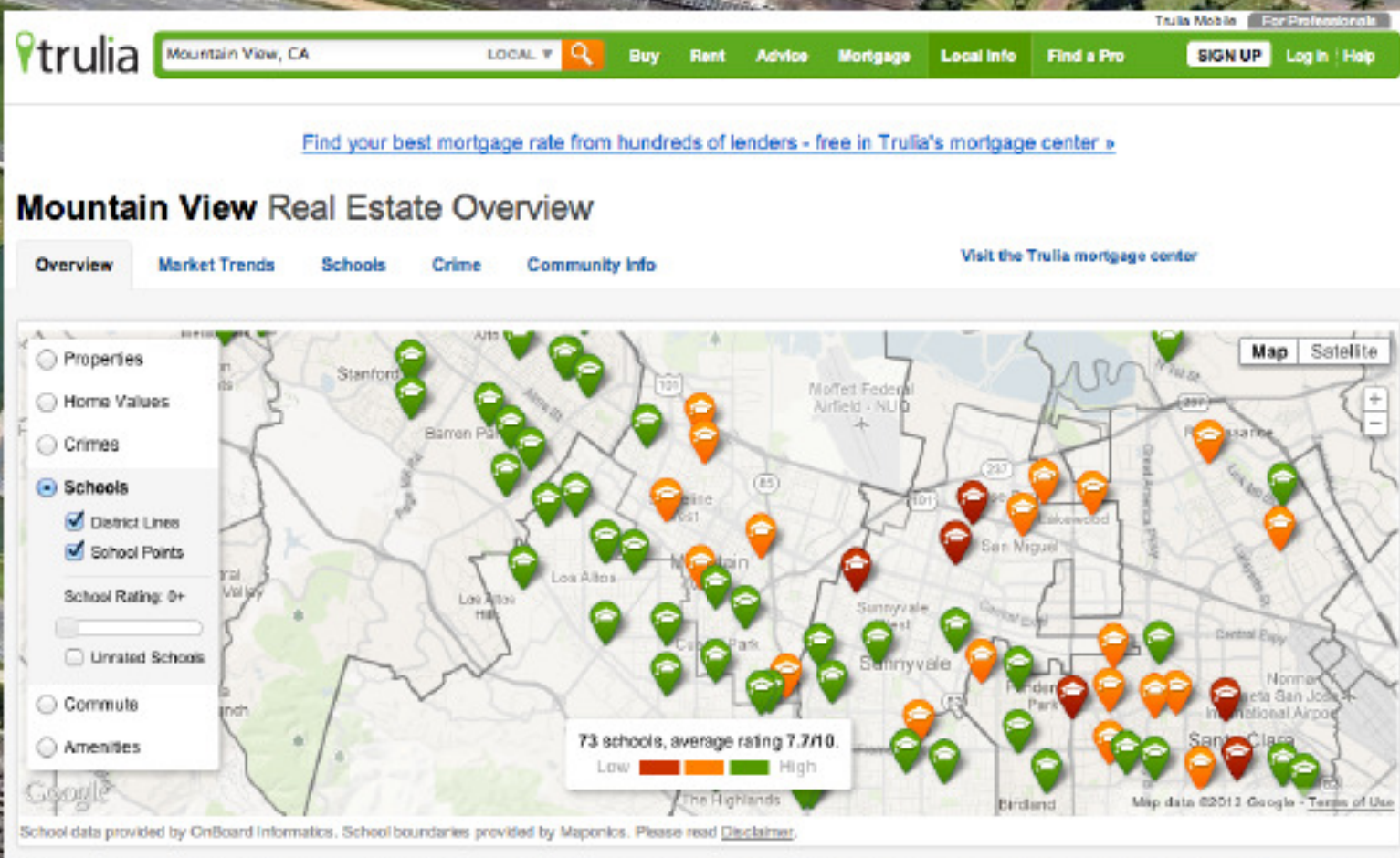
Todos se benefician...



Todos se benefician...



Todos se benefician...



Todos se benefician...

Mountain View, CA LOCAL Buy Rent Advice Mortgage Local Info Find a Pro SIGN UP Log In | Help

Trulia Mobile For Professionals

[Find your best mortgage rate from hundreds of lenders - free in Trulia's mortgage center x](#)

Mountain View Real Estate Overview

Overview Market Trends Schools Crime Community Info [Visit the Trulia mortgage center](#)

Map Satellite

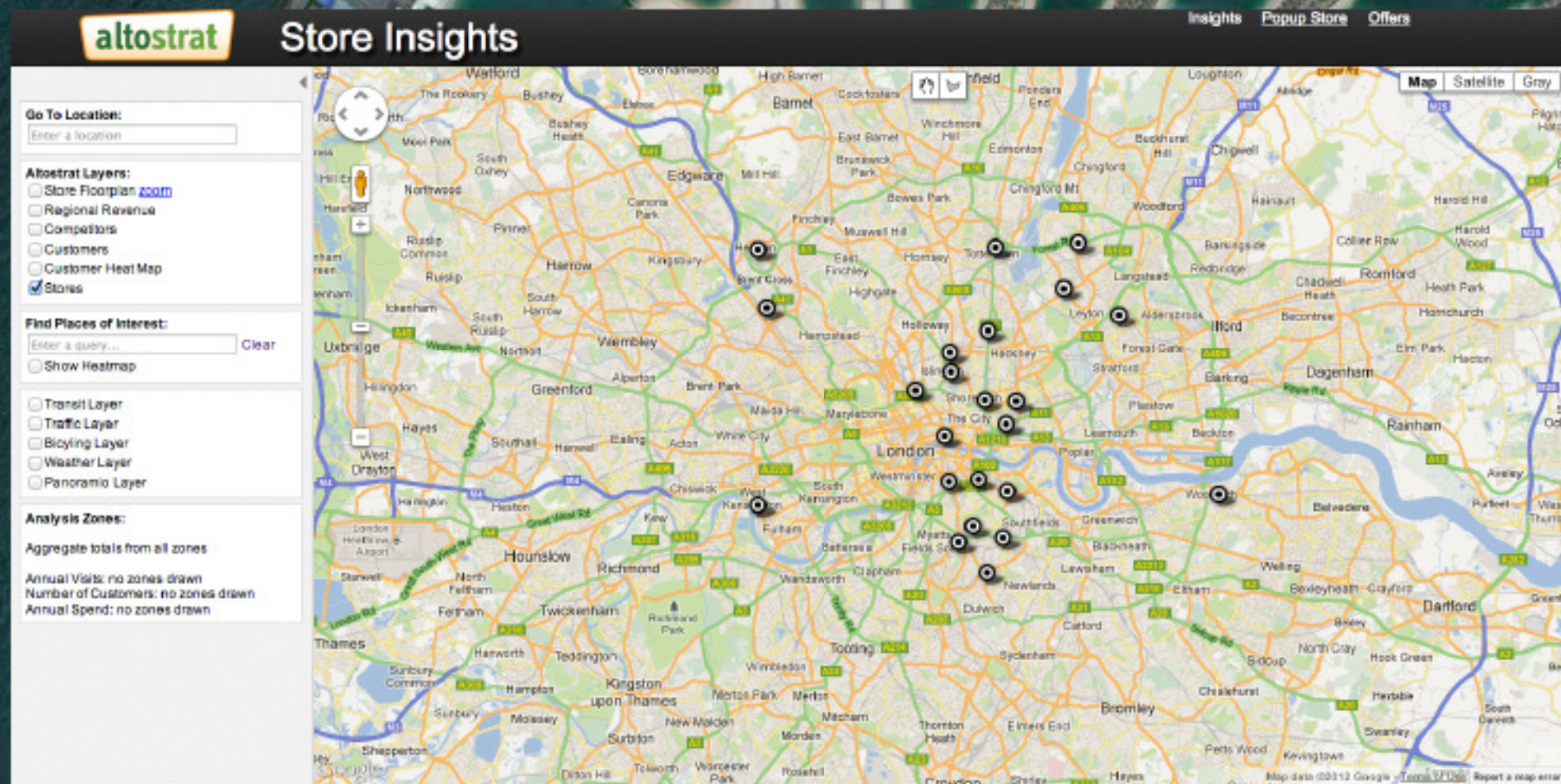
- Properties
- Home Values
- Crimes
- Schools
- Commute
- Amenities
 - Restaurants
 - Groceries
 - Banks
 - Gas stations

20 restaurants, 20 banks, 20 gas stations, 20 groceries.

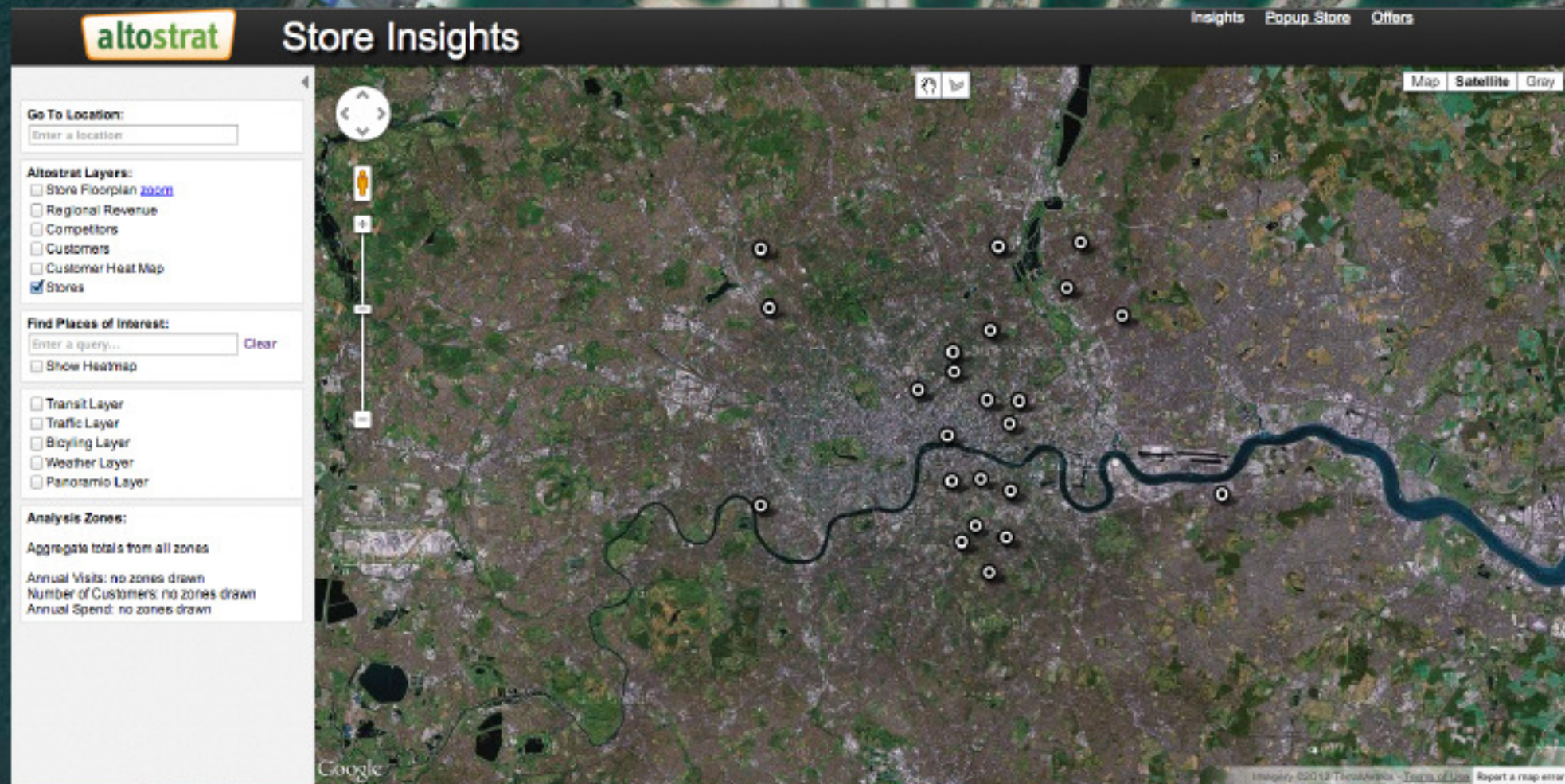
Map data ©2012 Google - Terms of Use
Walkability rating provided by Walk Score®

Amenity information provided by yelp

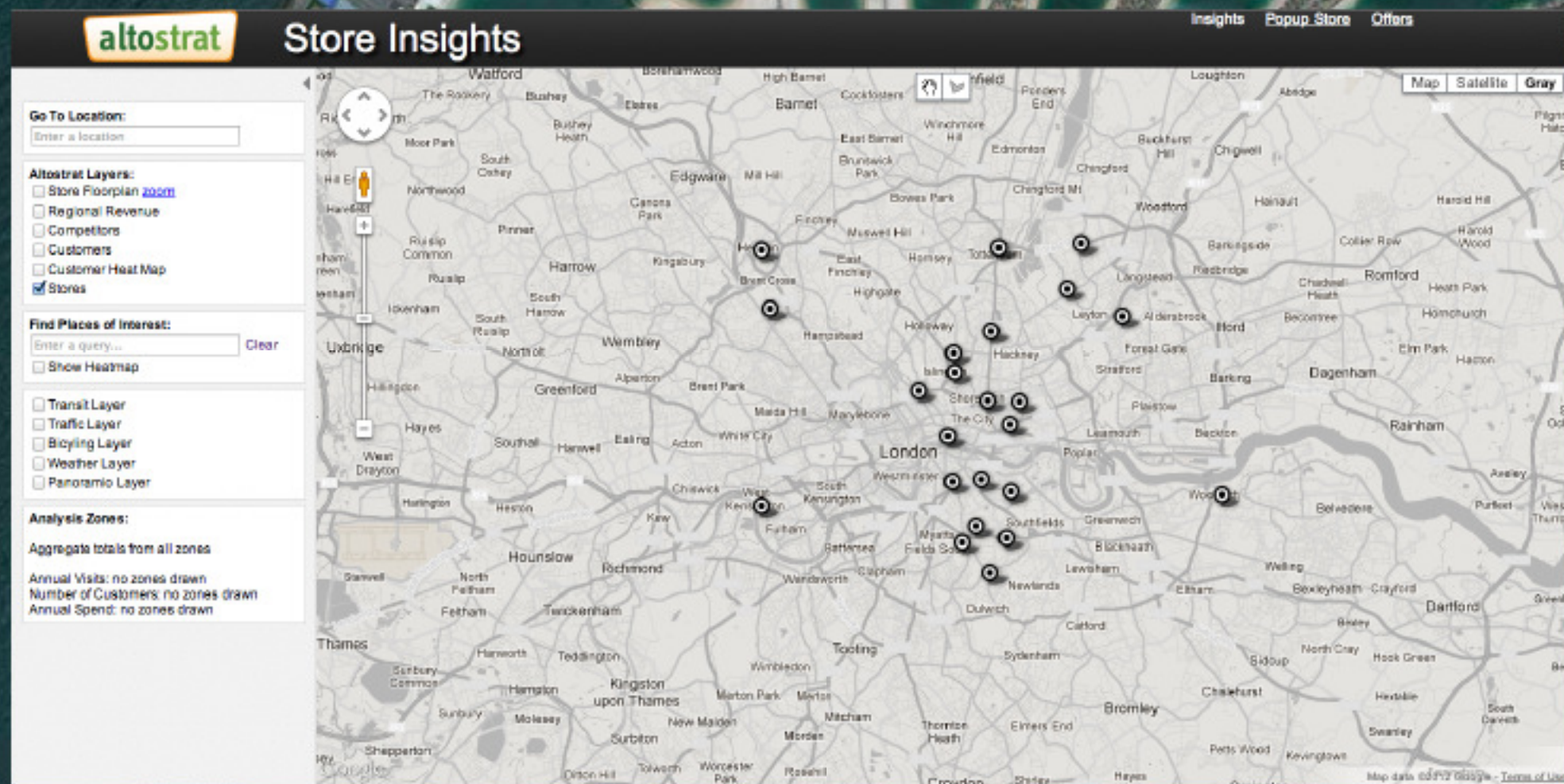
Geomarketing clásico



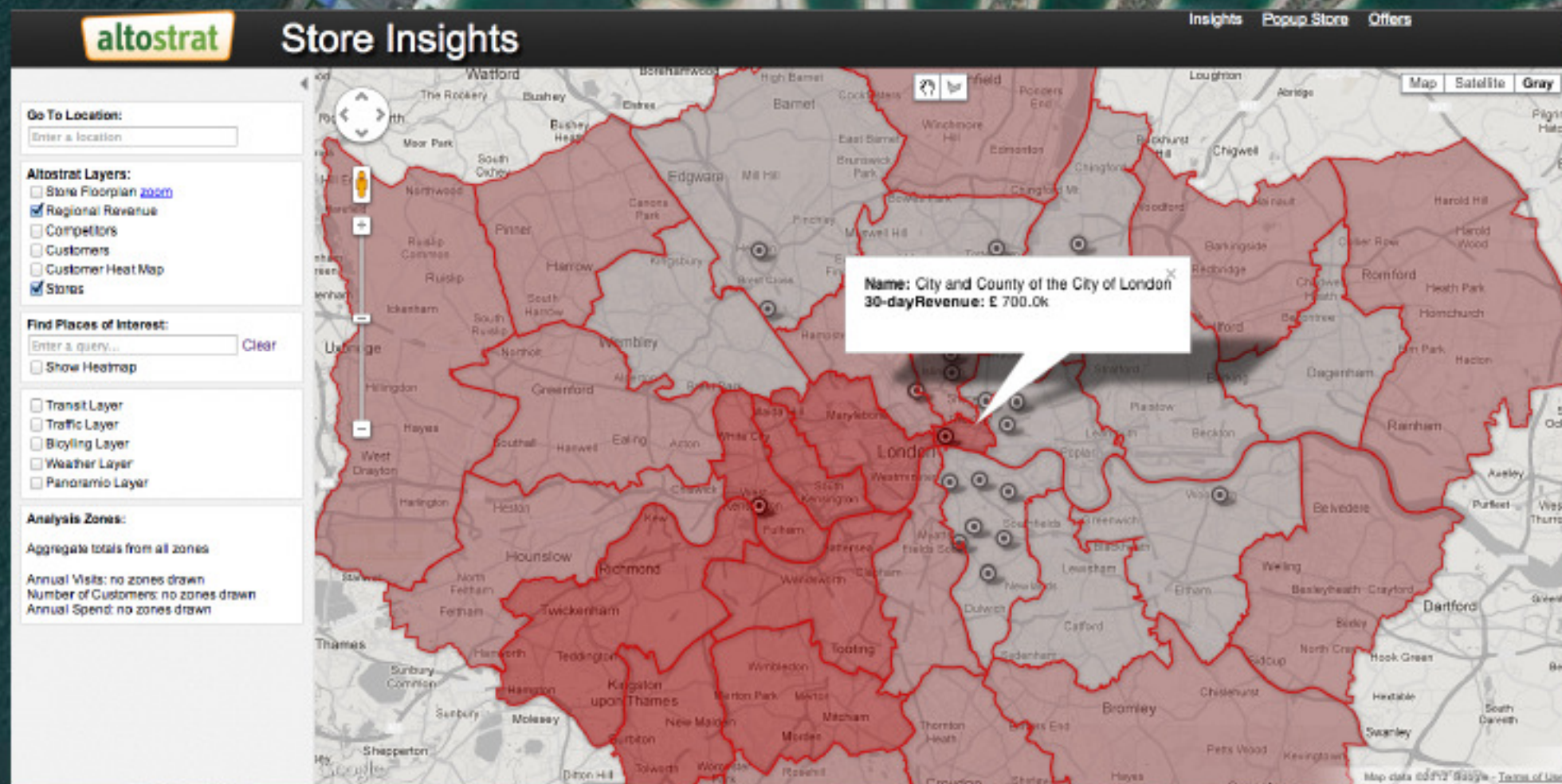
Geomarketing clásico



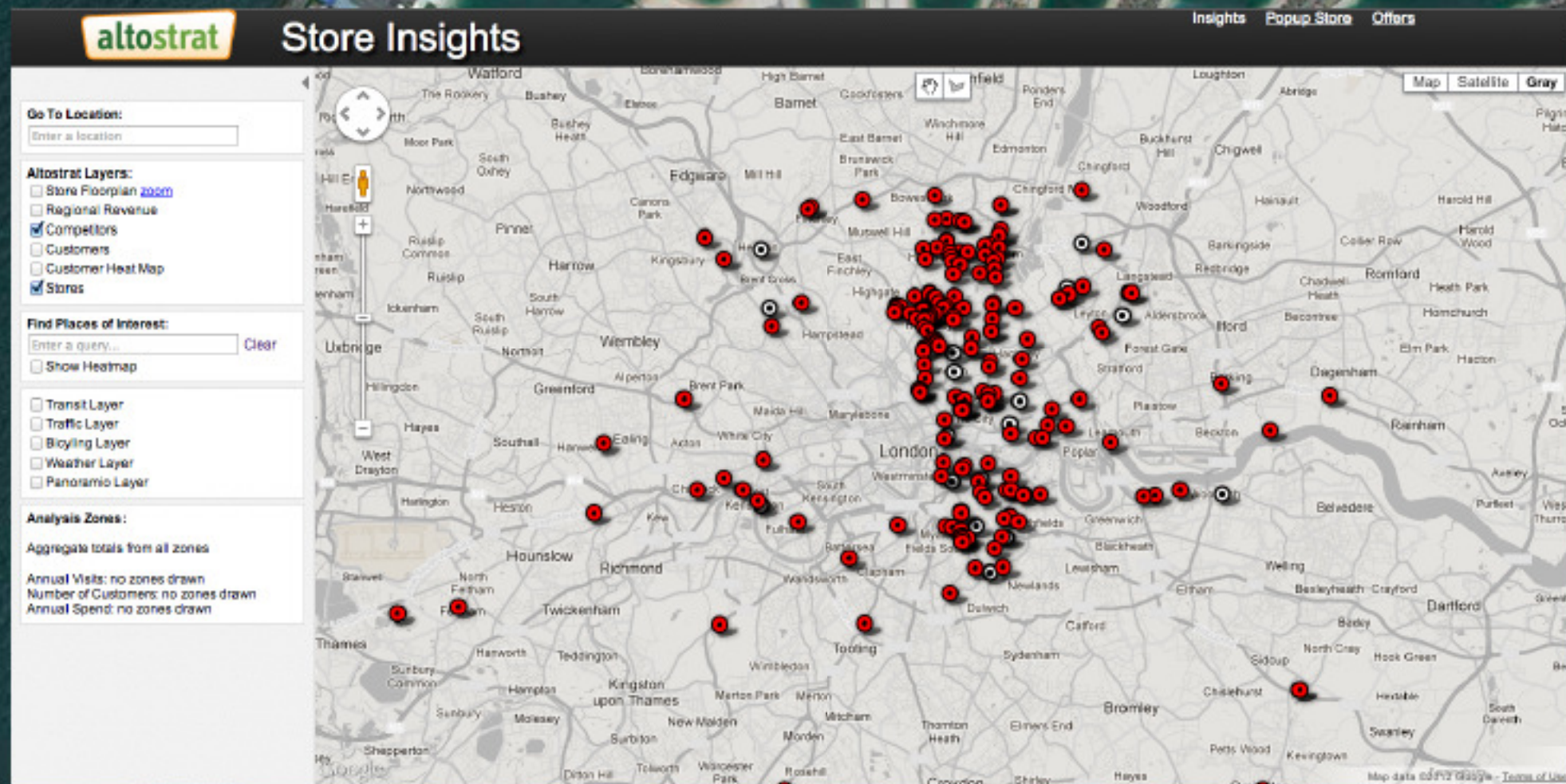
Geomarketing clásico



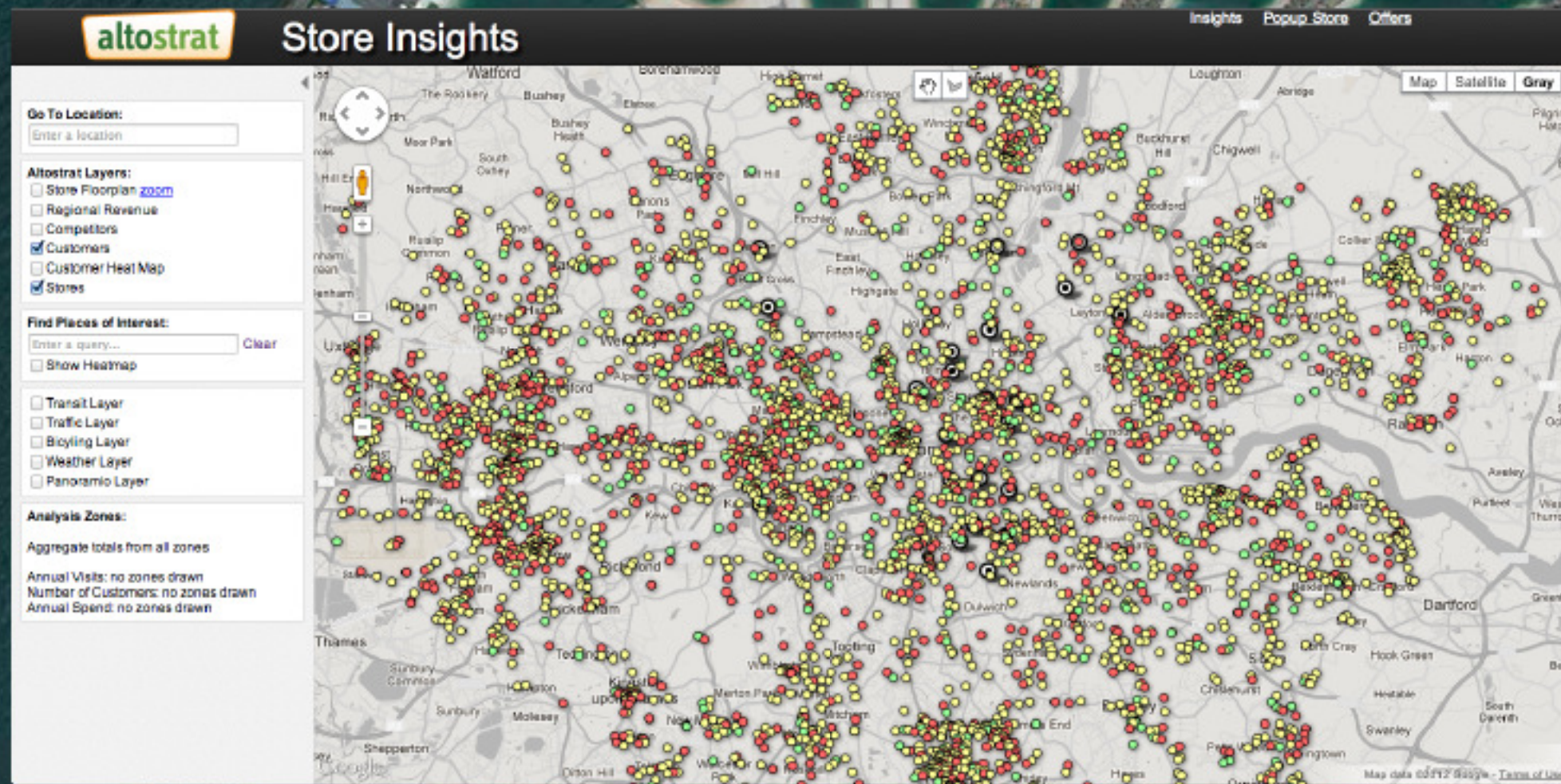
Geomarketing clásico



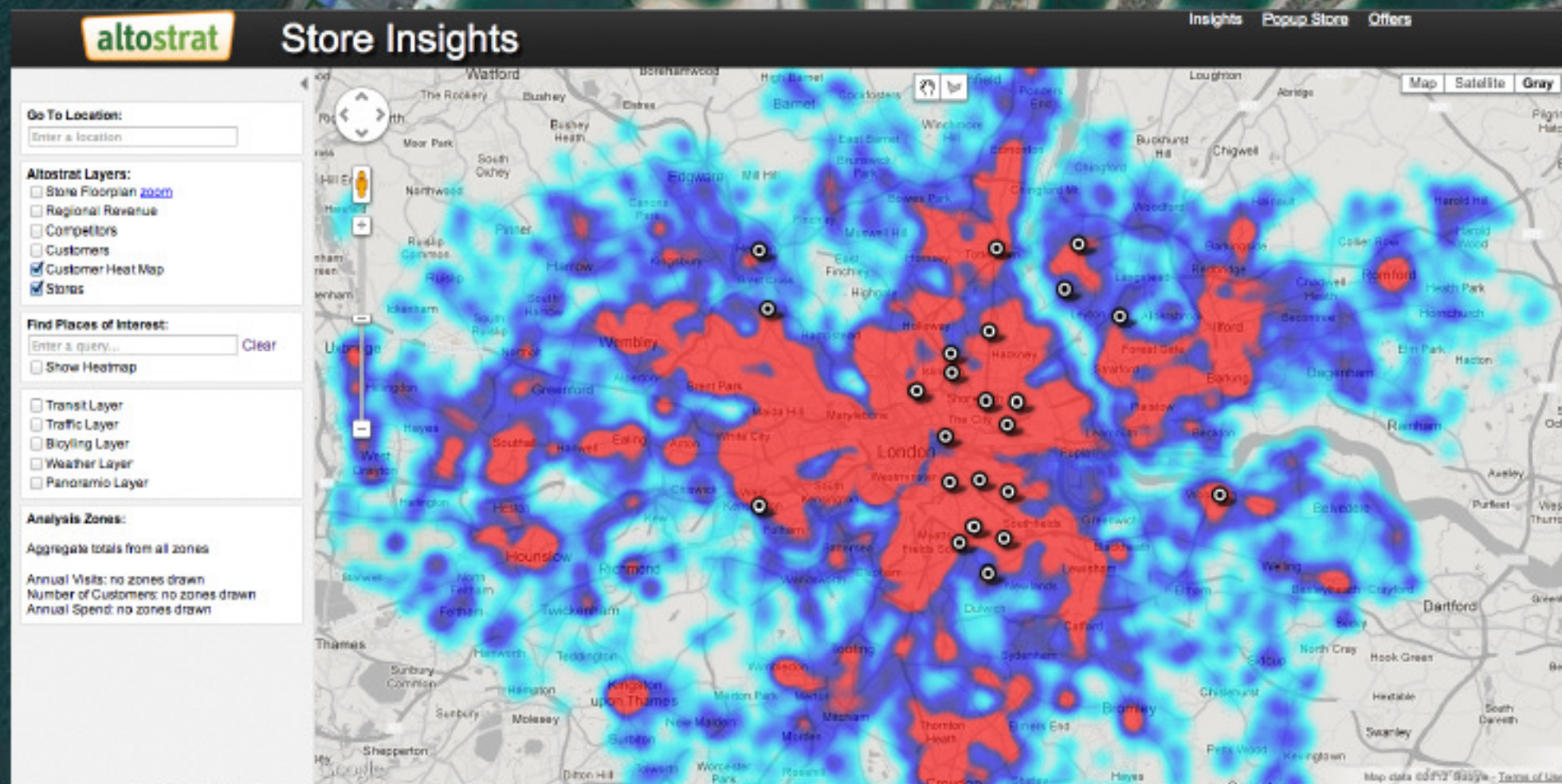
Geomarketing clásico



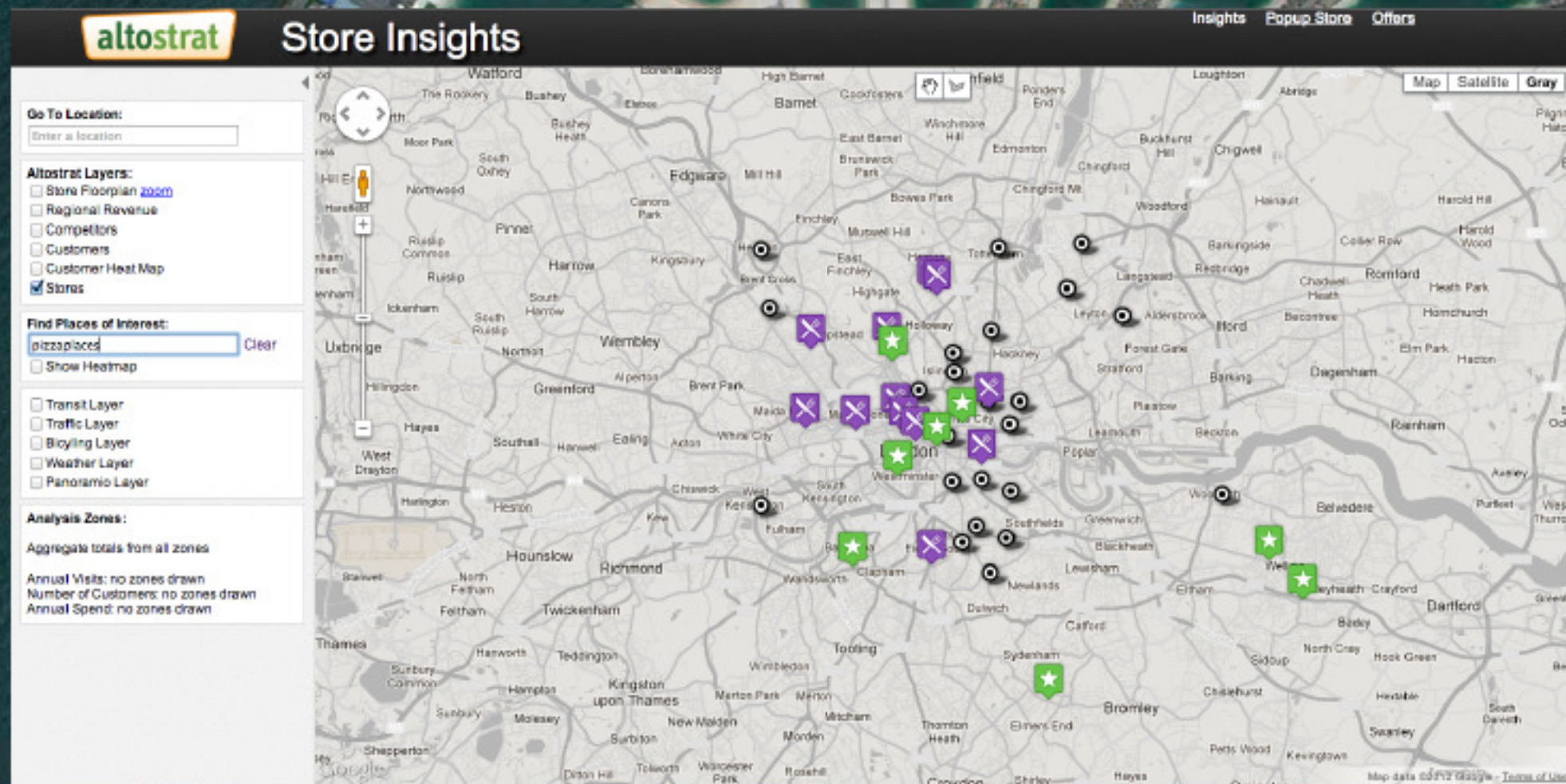
Geomarketing clásico



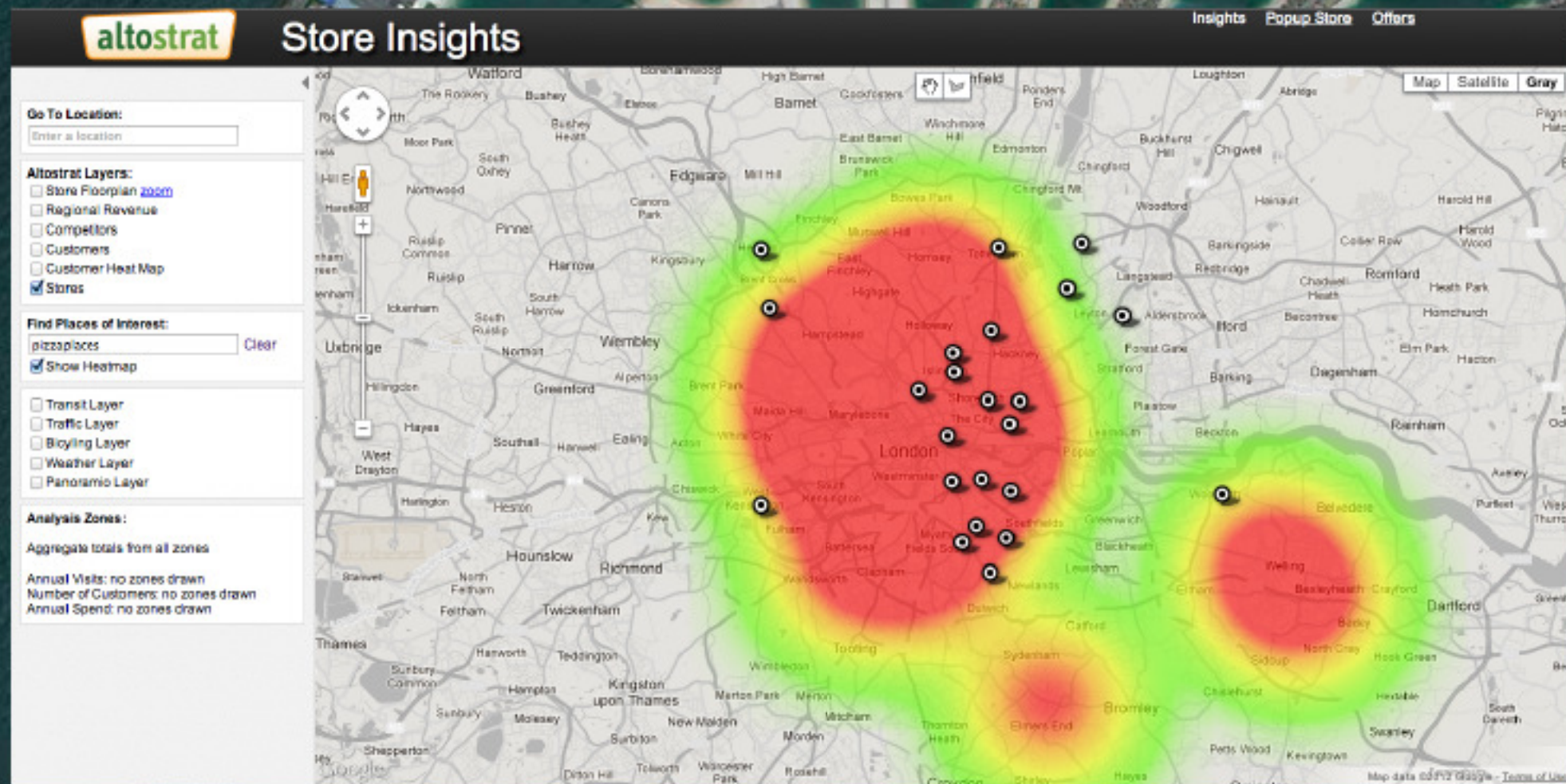
Geomarketing clásico



Geomarketing clásico



Geomarketing clásico



Geomarketing clásico

altostrat Store Insights Insights [Popup Store](#) [Offers](#)

Go To Location:
Enter a location

Altostrat Layers:

- Store Floorplan 2020
- Regional Revenue
- Competitors
- Customers
- Customer Heat Map
- Stores

Find Places of Interest:
pizzaplaces [Clear](#)

- Show Heatmap

Transit Layer
 Traffic Layer
 Bicycling Layer
 Weather Layer
 Panorama Layer

Analysis Zones:
Aggregate totals from all zones
Annual Visits: no zones drawn
Number of Customers: no zones drawn
Annual Spend: no zones drawn

Map **Satellite** Gray

Google

Imagery ©2012 Google, GeoEye, AeroMap, etc. | Labels ©2012 Google, The GeoInformation Group | [Terms of Use](#) [Report a map error](#)

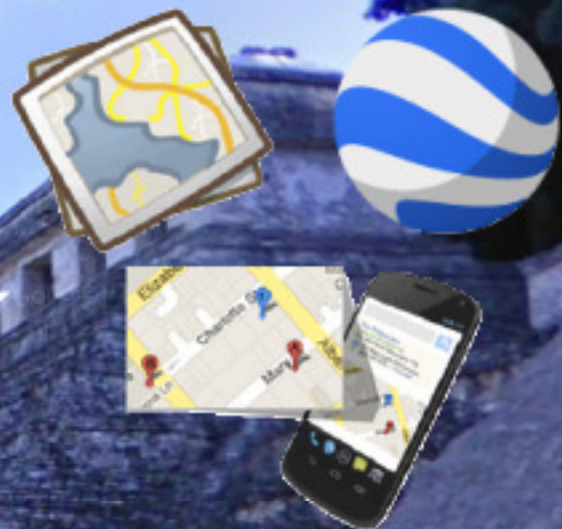
Seus dados disponíveis para quem você quiser

...seus dados...



na nuvem do Google...


Aplicações



APIs de Desenvolvimento



...para acesso a qualquer hora, de qualquer dispositivo, em qualquer lugar.

A map of South America with a red outline highlighting the borders of Brazil. The map shows various countries and states, including Ecuador, Peru, Bolivia, Paraguay, and several Brazilian states like Roraima, Amazonas, Pará, Maranhão, Ceará, Pernambuco, Bahia, Minas Gerais, and São Paulo. Major cities like Quito, Guayaquil, Lima, La Paz, Santa Cruz de la Sierra, Brasília, and São Paulo are marked. The text 'se uma imagem vale mais que mil palavras, então um MAPA vale mais que mil imagens.' is overlaid in large black font across the center of the map.

se
uma imagem vale mais que mil palavras,
então
um **MAPA** vale mais que mil imagens.



Muito Obrigado!

Eduardo Kenzo
ekenzo@google.com