



OnTerra Systems LLC Case Reference Leading the market by leading with advanced GPS/AVL

“The combination of aerial imagery, real-time tracking, reporting and alerts, customization and integration, together with the ability to do on-site implementation was what led us to OnTerra.”

*Lisa Ruggles, Senior Director of Field Research
CoStar Group*

Customer: CoStar Group

Web Site: www.costar.com

Customer Size: 1300+ employees

Location: Bethesda, MD

Industry: Real Estate Information



Customer Profile:

CoStar is the leading provider of information services to commercial real estate professionals in the United States and the United Kingdom, offering access to a proprietary database of more than 2.9M properties and 60B square feet of inventory.

Software and Services:

- OnTerra FleetTracker
- Microsoft Windows and SQL Server
- Microsoft Virtual Earth
- MapDotNet from ISC

Hardware:

- Sierra Wireless PinPoint GPS Modems
- Dell servers

For More Information Call:
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The Challenge

CoStar Group (NASDAQ: CSGP) began with the premise that the best research done by the best team would be the best in the business. Since launching its innovative, vehicle-based field research division in 1998, CoStar has always provided its field researchers with the best technology available, including vehicle tracking and location systems.

Two years ago, having outgrown its former hosted-solution, the company opted to pursue an ambitious upgrade of its field research fleet, and add several new features such as aerial views, real-time alerts and building database integration - to name just a few. While its former vendor had served it well for many years, the vendor's technology and product roadmap no longer supported CoStar's goal of putting advanced GPS/AVL technology to its advantage. This, plus the need to effectively manage the vast amounts of real estate data it collects on a daily basis, prompted CoStar to conduct a thorough survey of the industry for the best solution.

The Solution

CoStar quickly zeroed in on Microsoft Virtual Earth and its Bird's Eye View feature, which offered the extensive aerial imagery it was looking for. That in turn led CoStar to OnTerra, which offered off-the-shelf technology based on Virtual Earth, combined with the ability to tailor it to the specific needs of CoStar's research organization and license it for on-site use.

OnTerra's FleetTracker 2.0 software pulls vehicle location information from a customer's database and presents it through a graphical user interface (GUI) framing the Microsoft mapping software. This allows customers like CoStar to access several different views of tracking information, and integrate its extensive building and fleet visuals onto general maps.



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About OnTerra Systems LLC:

OnTerra Systems LLC offers on-premise integrated location solutions leveraging off-the-shelf software technologies combined with powerful - yet inexpensive - GPS tracking devices from a variety of vendors. OnTerra has customized, integrated, and deployed Virtual Earth and MapPoint-based solutions for many customers, enabling them to achieve competitive advantage in their industry due to the uniqueness of their respective solutions.

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The Benefits

Having used FleetTracker for almost a year, CoStar's Field Research Managers find the enhanced aerial imagery and overlay of their own building data a great tool for helping to direct their Field Researchers. "With the previous solution, the managers could only see a roadmap, with no aerial or building data," said Ruggles, Senior Director of Field Research for CoStar. "With the OnTerra solution, we can see details such as the type of property our researcher is tracking, and we can help them locate difficult-to-find addresses or direct them to new construction sites."

The ability to display CoStar's proprietary data as a layer within in the FleetTracker software also is an important plus. "We feel we have greater control of our data because the system is on site, as compared to other tracking solutions we considered before choosing OnTerra."

“This system is a great way to ensure the investment in our field staff is being maximized at all times.”

*Lisa Ruggles, Senior Director of Field Research
CoStar Group*