

Microsoft & CARTO partner to bring innovative Location Intelligence solutions to the Enterprise world.

Madrid, June 29 2017.- Today Microsoft and CARTO announce their strategic partnership, focused on bringing cutting-edge Location Intelligence solutions to the Enterprise world.

Innovation is in Microsoft's DNA and, supporting entrepreneurship is one of their main objectives. This agreement with CARTO highlights Microsoft's support of innovation and the high-growth startup ecosystem.

CARTO is turning to Microsoft Azure cloud technology to power their global [Basemaps](#) and [Location Data Services](#) offering, attracted by Microsoft's enterprise reliability and reputation. For CARTO, this marks another important milestone in their enterprise journey, which will strengthen its Basemaps and LDS solutions—already being used by market-leading Business Intelligence and Data Analytics companies such as Alteryx, Qlik, and Pitney Bowes, among many others. Currently, CARTO sees more than 100 million map views per month globally.

Microsoft and CARTO are strong believers in the power of Location data and Location Intelligence to deliver tangible business outcomes and this partnership is an important step in enabling access to disruptive LI tools in the Enterprise world—where Microsoft is a cornerstone.

“There is great potential for every single company to incorporate Location Intelligence & Location Data analysis solutions to help them gain a better understanding about the market landscape, and their customers and prospects behavioural patterns. The partnership with CARTO will allow us to enhance this type of offering to our clients through these Azure-based innovative solutions.” said Pilar Lopez, CEO at Microsoft Spain.

CARTO has achieved co-seller-enabled status with Microsoft, enabling Microsoft's salesforce to offer CARTO Builder and CARTO Engine products on top of Azure Technologies to their corporate customers, driving their delivery of innovative solutions in the Indoor Analytics and Retail optimization space.

“Our mission is to democratize Location Intelligence by putting it at the center of our customers' analytics strategy. Together with Microsoft, we will enable everyone to find insights on their location data, making it faster, easier, and safer than ever to deploy location analytics across entire corporations.” said Sergio Alvarez, co-founder and CPO at CARTO.

As part of the announcement, CARTO's offering will be available in [Azure's Marketplace](#) to empower data analysts, developers, and data scientists to more easily consume location data and make informed business decisions.

The availability of CARTO Engine and CARTO Builder in the Azure Marketplace provides a single, unified platform to serve both CARTO and Microsoft users looking to purchase and deploy location intelligence within a few clicks, simplifying the installation, and configuration.

About Microsoft

Microsoft (Nasdaq “MSFT” @microsoft) is the worldwide leader in software, services, devices and solutions “mobile-first, cloud-first” that help people and businesses realize their full potential.

About CARTO

CARTO is leading the location intelligence revolution. We are the platform that turns location data into better behavioral marketing, optimized delivery routes, strategic store placements and maximized assets. Everyone, from data scientists to business analysts, use our open, cloud software to understand where things happen, why they happen and predict what will happen in the future.

CARTO was founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques. The company is based in New York City and Madrid, with additional locations in London, Washington, DC, and Estonia. CARTO has a team of more than 1,500 global customers and more than 200,000 users over the globe, and is backed by investors including Accel and Salesforce Ventures.

ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and

predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

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