Mapbox and CARTO Partner to Take Location Intelligence Mainstream

Integration Marks Shift From Legacy GIS to Location Intelligence, Empowering More People to Analyze Real-Time, Streaming Location Data.

Today, CARTO, the leader in location intelligence, announced a new partnership with Mapbox, the mapping and location data platform for developers, to advance the state of the art in the location intelligence industry.

Legacy geographic information systems (GISs) have provided a foundation for businesses to collect and visualize geographic information, but as millions of sensors, internet of things (IoT) devices and connected vehicles proliferate the marketplace, enterprises need a new path forward to make decisions based on location intelligence data predictions, not just see historical information on a 2D map image. In order to make Location Intelligence accessible to new classes of users, this integration adds an easy-to-use graphical user interface (GUI) that can be used by nearly any job category. A wide array of users will be able to process information introduced by data streams from sources such as connected cars, smartphones, sensorized IoT devices and more.

Through this partnership, customers get access to the most modern technologies for location data services and intelligence. CARTO provides advanced analytics and location applications, and CARTO is integrating Mapbox's maps, search, and navigation APIs and SDKs. Together, the companies' products represent the modern location technology stack, adept to handle new data streams, new analytics and new classes of nontechnical
users that don't need advanced training and certifications to gain visibility and make forward-looking decisions.

"Thanks to the influx of streaming data and connected devices, the explosion of location data is just beginning. This boom combined with a new set of users and evolving analytics capabilities means legacy solutions can't handle today's demands," said Javier de la Torre, Founder and CEO at CARTO. "People are demanding a more modern approach, and now you don't have to get a master's degree to do spatial analytics."

"Our map and location data services matched with CARTO's spatial analytics represent the modern location technology stack," said Eric Gundersen, CEO, Mapbox. "Together, we are working to simplify working with location data. We're putting spatial analytics into the hands of more users and are giving our customers competitive advantage with better decision making."

As spatial data science becomes top of mind for executives, enterprises will need to know not just what happened but what should happen to optimize their business in advance of unique situations. This partnership is enabling that shift, where enterprises can unlock location intelligence that affects core business decision making.

For more details on the partnership, read the blog posts from CARTO or Mapbox.

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.

Founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques, CARTO is based in New York and Madrid, with additional locations in Washington D.C., London, and Estonia. CARTO has a team of 100 employees, a portfolio of 1,200 customers including BBVA, BCG, NYC, Twitter, and Vodafone and more than 200,000 users over the globe. The company is backed by investors such as Accel and Salesforce Ventures.

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