



## Black & Decker Cuts Mapping Costs With MapPoint Web Service



### Customer Profile

Black & Decker is a multinational corporation with more than \$4 billion in annual revenues from power tools, hardware and home improvement, and fastening divisions.

### Business Situation

Black & Decker needed to replace a store locator from an outsourced mapping service that was expensive and required more-complex processes to maintain location databases.

### Solution

MapPoint Web Service provided Black & Decker with a straightforward programming model, a clean interface for users, and the ability for users to manage their location databases centrally and within their own firewalls.

### Benefits

- Reduced mapping costs (by two-thirds)
- Easier programming model
- Expandable service to Europe
- Increased performance
- Cleaner interface for end users

### Summary

The Black & Decker Corp.'s old outsourced mapping service for store locators presented a number of problems, including high costs, conflicts with internal production servers, difficulty keeping location databases synchronized, and a lack of mapping and proximity search capabilities for U.K. and other European and markets.

Black & Decker replaced an existing mapping service with Microsoft® MapPoint® Web Service, and now mapping costs are one-third of what they used to be. The company also has been able to clear up integrity issues with address databases by storing all addresses of factory service centers and factory stores in a single database on a central server. In addition, Black & Decker is in the process of rolling out MapPoint Web Service for store locators in the United Kingdom and elsewhere in Europe, replacing the older service that provided European locations by city but offered no mapping or distance capabilities.

### Business Situation

Black & Decker had been using an outsourced mapping service for store locators for its Black & Decker and DeWALT Web sites. The service required an application to be maintained on internal Black & Decker Web servers, often causing conflicts inside the firewall. It also required Black & Decker to submit a list of locations to the service, leading to problems synchronizing multiple databases of store locations. Nor did the service provide address mapping and proximity searching capabilities for Europe, where Black & Decker products are sold through many outlets.

### Solution

Black & Decker replaced the existing mapping service with MapPoint Web Service and has been extremely pleased with the results. "We made the switch and never looked back," said Bill Gerst, director of Global eBusiness Systems at Black & Decker. "Our mapping costs are one-third what they used to be, and we've been able to clear up integrity issues with our address databases by storing all addresses of factory service centers and factory stores in a single database on a central server."

The MapPoint programming model makes it easy and secure for the application to call a central database inside Black & Decker's firewall for a store location. According to Gerst, this capability propelled Black & Decker to line up a number of internal business processes across its enterprise. For instance, customer service now uses this same location database to tell callers where they can find the nearest service center.

Gerst also said the footprint on internal servers is minimal. "We had to run an application on our Web servers to use the previous mapping service. That led to some conflicts that, by using MapPoint Web Service, we no longer have."

Another compelling benefit was the availability of street data for the United Kingdom and other parts of Europe. Gerst said, "We will be rolling out MapPoint Web Service for our store locators in Europe and the United Kingdom, replacing the older service that only provided European locations by city, but no mapping or distance capabilities."

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**Bill Gerst**  
Director of Global eBusiness Systems  
Black & Decker

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**Bill Gerst**  
Director of Global eBusiness Systems  
Black & Decker

## Benefits

### Development

- Easy programming model and development using Visual Studio® .NET
- Ability to maintain location database centrally and keep it synchronized

### Business

- Reduced mapping costs (by two-thirds)
- Aligned business processes requiring use of location data

### End User

- Cleaner, more straightforward mapping interface

## Development Environment

- Visual Studio .NET

## For More Information

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For more information about Black & Decker's products and services, call (800) 544-6986 or visit the Web site at <http://www.blackanddecker.com/>.

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