

# Hero Honda Motors



“MapInfo's technology enables us to deliver on our commitment to customers throughout India, ensuring we maintain our high level of satisfaction.”

Mr GD.Sharma, Senior Manager, Outbound Logistics, Hero Honda Motors

## About ML Infomap

Headquartered in New Delhi, India, ML Infomap Private Limited (MLI) provides IT Services and Solutions, focussing on Geographical Information Technology. Founded in 1993, the company has established a reputation for providing quality, timely, competitive and successful GIS solutions. MLI has significant strengths in GIS consulting and in the design, development and deployment of complex GIS using MapInfo range of products, including Web based GIS and Fleet Management solutions on MapXtreme. Visit ML Infomap at [www.mlinfomap.com](http://www.mlinfomap.com).

## The Solution

In 2003, Hero Honda Motors recognised the need for a fast, easy and reliable software solution that could identify optimised delivery routes and monitor the distance travelled on each delivery in order to increase customer satisfaction, enhance productivity, improve accuracy and reduce costs.

Hero Honda Motors teamed with ML Infomap, a GIS solutions and services provider to implement a

customised mapping solution based on MapInfo Professional. Utilising ML Infomap's support expertise, the implementation and integration of the MapInfo solution into Hero Honda Motor's existing infrastructure was almost seamless.

This customised solution allowed for MapInfo's technology to be easily integrated into Hero Honda Motors' existing IT infrastructure with minimal difficulty due to the support provided by ML Infomap.

