

Case Study: Product Launch – HD Traffic



The client



The challenge

To successfully launch TomTom's innovative HD Traffic information service into the Dutch market in a very short time scale. This launch represented TomTom's entry into the premium subscription consumer services market, raising a number of new Go to Market challenges.

Market context

TomTom is the world's leading provider of in car satellite navigation devices and digital mapping services. HD Traffic is a revolutionary TomTom developed service that provides highly accurate, real time traffic information directly to a driver's Personal Navigation Device. The service was being launched into one of the most sophisticated traffic information markets in Europe.

Approach

A team from **FirstPartner** designed, lead and project managed the Go to Market Project and provided advisory expertise in key aspects of service launch. The scope spanned finalization of the value proposition, end-to-end customer experience, delivery of the technology, marketing, customer service and operational support infrastructure.

Key deliverables

- Effective launch and post launch project management .
- Successful 500 user consumer trial.
- Design and implementation of customer and operational support processes.
- Service KPIs and performance targets.
- Project and service reporting.



Project delivery

HD Traffic successfully launched in The Netherlands in November 2007, with a high profile press event and significant TV coverage. The HD Traffic device achieved sales of over 50,000 units in its first year in market. The service has received extremely positive press reviews and is widely acknowledged as being the market leader in terms of coverage, accuracy and speed of reporting of traffic information.