Real time POI updates for Indian Landscape

Organization Name: HERE TECHNOLOGIES

Overview:

Mapping has always been about discovery. For centuries, two-dimensional maps guided us through the unknown to our destination. But we are no longer limited by the edges of our physical maps.
Today, at HERE we're creating live three-dimensional maps that grow upwards, breathing with layers of information and insights.
HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to getting drivers to their destination safely

Current Challenges

Realtime POI updates with high quality freshness in Indian landscape

In India there is a challenge to get quality POI data from any source. Some of the challenges in India are Inconsistence addressing, large language diversity, landmark based guidance, transliteration of POI, covering all the POI attributes. HERE platform need real-time POI's and maintain its freshness for sectors like Utilities, Banking, Public Sector, Healthcare, Telecom, E Commerce and Municipal corporation, Panchayat. Currently there is no real time pipeline to get POI data into the HERE platform backend and maintain high quality freshness for Indian landscape. We are looking for a solution where startup could help to build real time POI update pipeline for Indian landscape to have a high degree of freshness

Business Requirements:

Proposed Solution Ideas

- The platform could use technologies like web scrapping, crawling on news sites, regional news articles, popular Indian social networking sites such as Twitter, Facebook, Instagram, Pinterest, Just dial , Linked in, Google plus, WhatsApp, Quora to collect the real time data.
- It will clean up the collected data using Big data technology and validation mechanism.
- It will identify the POI using Machine Learning Natural Language Programming.
- The validated POI data will be ingested into the HERE backend database.