



Google

Developers



Our Maps, Your Business

A guide to making the most of our enterprise products

Brett Morgan, Developer Programs Engineer
Ken Hoetmer, Product Manager

attending talk

about 'enterprise'



Your startup is an enterprise



And your enterprise has location data



[Average taxi speed at each location, a month later by Eric Fischer, on Flickr](#)

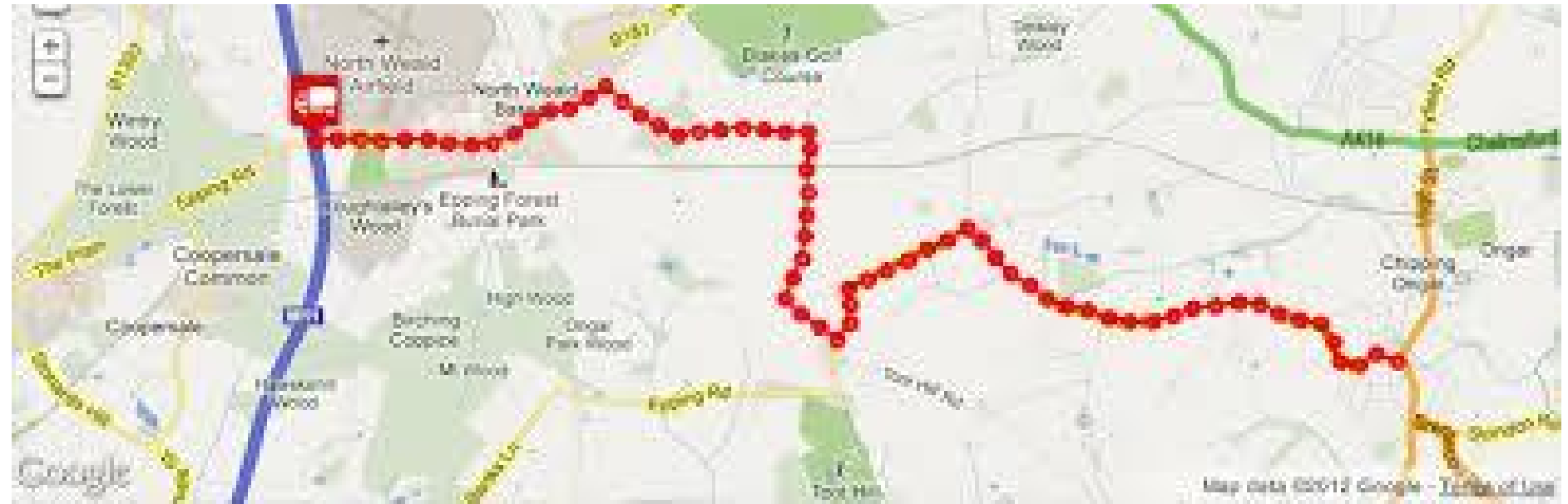
But the Maps API doesn't manage data



Some products we will discuss



Google Maps Coordinate



Google Maps Tracks API



Google Maps Engine Platform



Brett and Ken's Startup: CatWalkr



CatWalkr's Core Problem



[Sleeping Cat by dominigs, on Flickr](#)



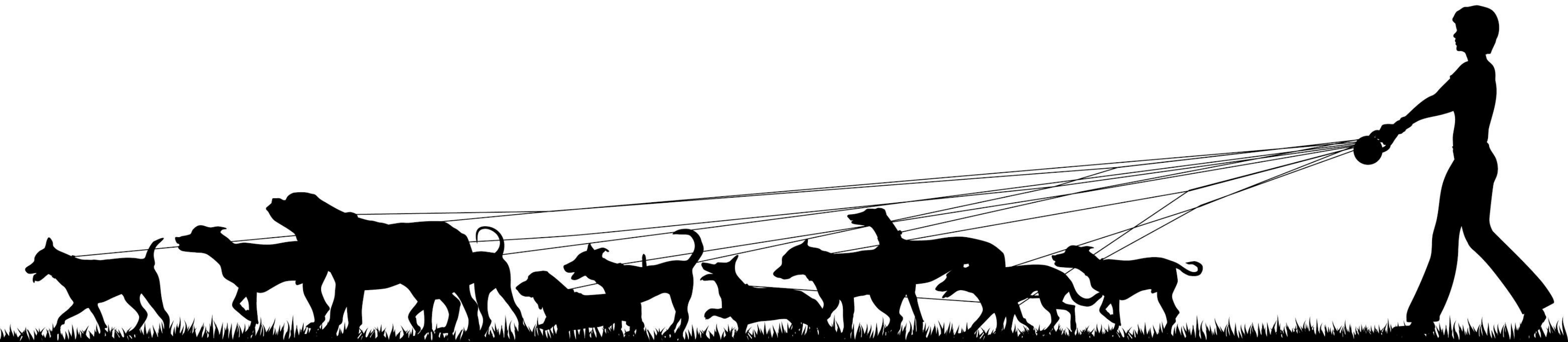
So we pivoted



[Roller Derby Pivot Embroidery Hoop Art by Hey Paul Studios, on Flickr](#)



Next Idea: DawgWalkr



Stage 1: Launch and prove the market

- Hire 10 dog walkers
- Simple web form
- Google Maps Coordinate API to create jobs
- Coordinate console / mobile apps to manage jobs





Demo

DawgWalker v1. Using Google Maps Coordinate

Coordinate API Integration

JavaScript

```
var clientId = 'YOUR_CLIENT_ID';
var apiKey = 'YOUR_API_KEY';
var coordinateTeamId = 'YOUR_TEAM';
var scopes = 'https://www.googleapis.com/auth/coordinate';

function handleClientLoad() {
    gapi.client.setApiKey(apiKey);
    window.setTimeout(checkAuth, 1);
}
```



Coordinate API Integration

JavaScript

```
var coordinateRequest = gapi.client.request({
  method: 'POST',
  path: '/coordinate/v1/teams/' + coordinateTeamId + '/jobs',
  params: {
    address: $scope.address,
    lat: place.geometry.location.lat(),
    lng: place.geometry.location.lng(),
    title: 'Walk ' + $scope.dogName,
    customerName: $scope.ownerName,
    customerPhoneNumber: $scope.phoneNumber,
    note: $scope.notes
  }
});
```



Coordinate API Integration

JavaScript

```
var coordinateRequest = gapi.client.request({
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    note: $scope.notes
  }
});
```

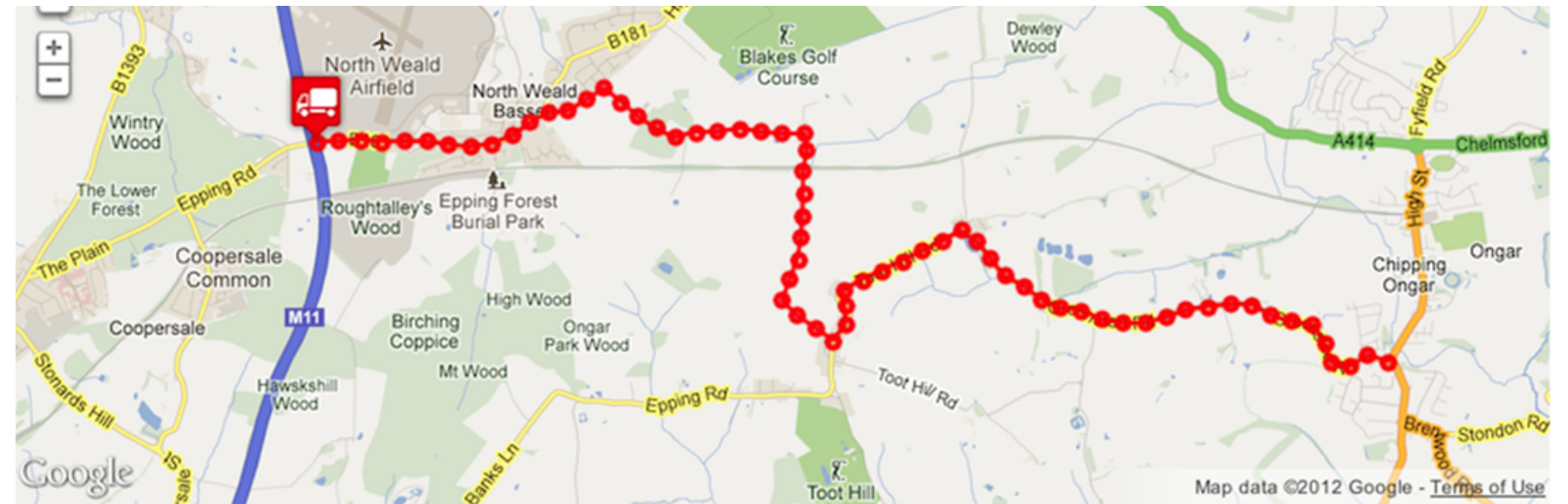


Stage 2: Build the marketplace

- Build a mobile app for walkers / owners

- Desires:

- real-time dog location
- visualize walks on map



- Manage the data? Google Maps Tracks API





Demo

DawgWalker v2. Using Tracks API

Tracks API Integration

JSON

```
{  
  "confidenceRadius": 5,  
  "location": {  
    "lat": 37.7676408321385, "lng": -122.4380902068533  
  },  
  "timestamp": 1341375062.19,  
  "userData": {  
    "dog_name": "Fluffy", "owner_name": "Bob", "walker_name": "Brett Morgan"  
  }  
}
```



Stage 3: Expand the business

- How to find more dogs and walkers?
- Want to correlate
 - dog parks
 - demographic data
- Solution: Google Maps Engine Platform





Demo

DawgWalker Analysis Tool. Using Google Maps Engine Platform

Google Maps Engine API Integration

JavaScript

```
var map_engine_api_key = 'YOUR_API_KEY';
var san_fran_census_id = '14182859561222861561-09580897318535824526';
var dog_park_asset_id = '14182859561222861561-05982659265268674603';

var dog_park_url = 'https://www.googleapis.com/mapsengine/v1/tables/' +
    dog_park_asset_id +
    '/features?version=published&maxResults=600&key=' +
    map_engine_api_key;

jQuery.get(dog_park_url, function (data, textStatus, jqXHR){ ... });
```



Google Maps Engine API Integration

JavaScript

```
var map_engine_api_key = 'YOUR_API_KEY';  
var san_fran_census_id = '14182859561222861561-09580897318535824526';  
var dog_park_asset_id = '14182859561222861561-05982659265268674603';  
  
var dog_park_url = 'https://www.googleapis.com/mapsengine/v1/tables/' +  
    dog_park_asset_id +  
    '/features?version=published&maxResults=600&key=' +  
    map_engine_api_key;  
  
jQuery.get(dog_park_url, function (data, textStatus, jqXHR){ ... });
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Google Maps Engine API Integration

JavaScript

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    dog_park_asset_id +
    '/features?version=published&maxResults=600&key=' +
    map_engine_api_key;

jQuery.get(dog_park_url, function (data, textStatus, jqXHR){ ... });
```



GME API - Where Clauses

JavaScript

```
var bracket = 'AGE_30_39';
var bracketMinimum = 0;
var bracketMaximum = 2000;

var filtered_census_url = 'https://www.googleapis.com/mapsengine/v1/tables/' +
    san_fran_census_id +
    '/features?version=published&maxResults=600&key=' +
    map_engine_api_key +
    '&where=' + bracket + ' > ' + bracketMinimum +
    ' AND ' + bracket + ' < ' + bracketMaximum;
```



Conclusions and parting thoughts

- You always need more than a Maps API
- Plan for a large amount of location data
- Stick around for the fireside chat



Thank You!

Questions, please!

Brett Morgan, Developer Programs Engineer

Ken Hoetmer, Product Manager





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