

Toyota and IS Solutions use PTV platforms to deliver a motorist portal in the UK

GetMeThere.co.uk, a joint venture between Toyota GB and IS Solutions, has created a motorist's portal where users can plan all aspects of their journey and access a host of useful tools.

Toyota's website is very popular: the volume of visitors to these pages began to undermine the smooth running of the main Toyota.co.uk site and in 2004 it was agreed that IS Solutions would build a more robust, scalable and fully supported, new environment for the launch of a GetMeThere.co.uk portal. SBD, IS Solutions, PTV and Toyota created the basic concept for the motorist's portal.

Customer: Getmethere.co.uk, Toyota's motorist portal in the UK

Challenge: Provide a scalable and robust platform to support a range of portal services, including traffic information, route planning, street maps, phone finder and TARA mobile phone navigation.

Solution: PTV MobilityPlatform, PTV eServers and xServers, PTV TrafficPlatform and PTV NaviGuide.

Achieved with the support of PTV

Jon West, Director of GetMeThere.co.uk says: "GetMeThere.co.uk is designed with the intention of developing the best independent motorists' portal in the UK. The website offers a number of free-to-use and pay-per-use tools enabling an easy and smooth journey across the UK and into Europe. We achieved this goal with the support and cutting-edge technology of PTV."

GetMeThere.co.uk is now an independent on-line motorist's portal outside of the main Toyota.co.uk website, but still containing specific Toyota content and enough space to promote brochure requests, test drives and vehicles. This meets Toyota's objective of drawing in non-Toyota drivers and owners.

Dynamic and independent platform

The PTV MobilityPlatform offers flexibility and independence, enabling services to be sold on to third parties and consumers.

The mobility platform now includes live UK traffic feeds, European maps and routing, a billing engine

capable of billing on a pay-as-you-go basis through credit and debit cards and SMS, an advertisement server, GPRS, SMS and WAP interfaces for personalisation.


Personalisation of services is enabled by the PTV platform, which dynamically matches content against profiles when a user visits, allowing different content to be delivered for different web sites, countries, individuals, look and feel, pricing and interfaces.

Growing range of services enabled by PTV

As the Getmethere business has developed, more and more features of the mobility platform are being activated to extend and enhance the product range.

One of the exciting new developments launched by Getmethere.co.uk is TARA Mobile SatNav. TARA, which stands for Traffic Avoidance and Routing Application, bases itself on PTV NaviGuide, PTV's online navigation solution.

TARA delivers full function turn-by-turn navigation to a user's mobile phone, also ensuring that the user has access to the latest maps and traffic information before and during their journey.



The screenshot shows the GetMeThere.co.uk website interface. At the top, there's a navigation menu with links for Home, Routes and Maps, Traffic Services, Toyota, Register, and About Us. Below the menu, there are several sections:

- TARA Mobile SatNav:** The FIRST, FREE to install, pay-as-you-go Traffic Avoidance and Routing Application for your mobile phone.
- Advantages of TARA:** No expensive equipment (no need to purchase expensive hardware, all you need is a compatible mobile phone and a GPS Receiver to monitor your position).
- Pay-as-you-go:** TARA Mobile Sat Nav can be downloaded free of charge - only pay when you use it with as many route updates as you like during your journey (£1.50 per destination).
- Integrated traffic reports:** TARA takes into account traffic conditions when calculating your route and will direct you around jams so that you get to your destination as quickly as possible.
- Fully mobile:** Because of its hands free map and voice instruction and with no bulky equipment TARA Mobile Sat Nav can be used to guide you in your car, on a bike or even by foot.
- Corridor routing:** Should you take a wrong turn or detour TARA will guide you back on course with no complaints and at no extra charge.
- Latest map data:** Unlike traditional systems, TARA...

There are also sections for "GETTING STARTED WITH TARA" (1. Register OR log-in to GetMeThere.co.uk, 2. Download TARA for your device, 3. Install TARA on your device, 4. Request an Activation Code which will be sent to you via email, 5. Enter the code into TARA and you're ready to go) and "Compatible Handsets" (Any Series 60 Smartphone using Symbian V.6 or above or PDA using Windows CE 2003 List of compatible mobiles).

The GetMeThere.co.uk portal has been profitable since launch. The visitor count continues to grow with over one million unique visitors a month. The portal is an impressive showcase of collaboration between service providers and the automotive industry.