

# CIO

## APPLICATIONS

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# MAPPING

EDITION



# MazeMap

## Unlocking the Power of Intelligent Indoor Maps

A university student effortlessly checks the library's study room occupancy using a smartphone app. She reserves a desk with a single click. The same app guides her through the building to the library using a 3D map. Her phone's connection to the Wi-Fi network protects her booking, even when she arrives a few minutes late.

MazeMap, a mapping vendor, orchestrates this entire scenario by revolutionizing the way users navigate their indoor environments. It combines cutting-edge mapping technology, advanced visualization, and automation to help decision-makers optimize the allocation and use of their buildings and assets while delivering a seamless experience to the user.

At the heart of MazeMap's offerings is a powerful mapping and wayfinding service, available to users. Key landmarks and 3D assets facilitate easy navigation to rooms and resources within buildings, eliminating the frustration of losing one's way or wasting time searching for specific locations. It can also help locate high-value resources, such as master keys in universities or mobile equipment in hospitals, minimizing the risk of loss or misplacement.

"By putting information of availability into the hands of end users and giving decision makers access to data on utilization we can increase utilization of buildings by 20 percent and user satisfaction at the same time!" says Thomas Jelle, CEO of MazeMap.

The 3D maps and assets on the MazeMap platform can be modified by customers using a built-in map editor. Leveraging advanced tools like AI and machine learning, it significantly reduces the manual effort required to create and maintain environments in the 3D map.

Through MazeMap, users get access to intuitive navigation and single-click remote booking features that enhance productivity and convenience, whether it's finding a meeting room or booking a desk. A 10-minute timer for bookings is implemented to discourage no-shows and optimize resource usage. Using

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data from the building's Wi-Fi network, the platform can determine whether a user is close to the booked asset. If the person fails to arrive within the allocated time, the reservation is automatically canceled, freeing up the resource for other users.

MazeMap gathers data on buildings from two sources - sensors and Wi-Fi. These technologies help it ascertain room occupancies, as well as resource and user locations. A comprehensive analytics dashboard provides a detailed overview of the collected data, including occupancy on different floors, meeting room and desk bookings, cancellation statistics, and historical data.

It provides decision-makers with valuable insights into the real-time and historical popularity and efficiency of various rooms and resources, facilitating informed choices regarding resource allocation and scaling.

For example, if smaller meeting rooms consistently have high utilization rates while larger ones remain underused, adjustments can be made to optimize space allocation and improve overall efficiency.

MazeMap has helped building owners and decision-makers optimize use of their assets by around 20 percent while also helping the end users of the building save time, stress and frustration. Vegard Nilsen, project manager at Norwegian University of Science and Technology (NTNU), says, "At one of NTNU's campuses, MazeMap is saving users 3,000 hours."

Bjorn Hammer, the chief of operation center at St. Olavs University Hospital, states, "MazeMap helped to generate a 31 percent reduction in missed appointments from 2014 to 2016. This equates to savings of , €1.5 million yearly and more patients treated."

MazeMap is committed to serving diverse users, as evident in its compliance with accessibility standards. The platform meets WCAG 2.1 Level AA compliance, ensuring that individuals with disabilities, including those in wheelchairs and vision impaired, can easily use its solutions.

A team of experts supports MazeMap in transforming the way users navigate buildings and decision-makers manage resources. Through its mapping, wayfinding, and resource allocation solutions, it stands out as a trusted partner for building owners and key decision makers, driving efficiency and user satisfaction to new heights. **CA**

Thomas Jelle,  
CEO



# MazeMap



*The annual listing of 10 companies that are at the forefront of providing Digital Mapping solutions and transforming businesses*