

## Lightstone Explore purchases MarketScope from TomTom South Africa

In a move to broaden its service offering and add further value to its client base, [Lightstone Explore](#) has just concluded a deal with [TomTom South Africa](#) (leading provider of digital map data, navigation technology and location based services) to purchase MarketScope.

MarketScope, location based business intelligence software owned by TomTom, provides decision-makers with the ability to compare and contrast company data on consumers, sales patterns and customer trends with the latest Census 2011 data and demographic information such as Living Standards Measures (LSMs). MarketScope is an ideal addition to the Lightstone Explore family, and fits in well alongside the company's current product and service offering.

As part of the deal, Jan Claassens, MarketScope Sales Engineer, will be joining Lightstone Explore. Trevor Holmes, Managing Director of Lightstone Explore, is looking forward to taking the software to even greater heights, together with Claassens and the Lightstone Explore team. "Our skilled team will be setting out to enhance the functionality and offering, providing even more value for all our clients, who will now have access to a web based product, and will be part of a wide business community who are sharing ideas that will ultimately enhance the product."

Trevor was an early adopter of Geographic Information Software and was one of the pioneers in introducing the technology as a business tool in South Africa. He has founded and built several companies, usually with a focus on spatial technology and statistical models to develop strategic solutions to business problems. Together with his team, the future of MarketScope is in good hands – clients can be assured of that.

Etienne Louw, Managing Director for TomTom SA, is delighted to have been able to conclude this deal. "We believe that Lightstone Explore, with their exciting range of products and solutions, is well positioned to offer our existing MarketScope clients a continued service (as they have become accustomed to receiving from TomTom) and grow their business solutions offerings beyond what MarketScope currently provides," says Louw.

All existing contracts will stay in place between TomTom and their clients, who will continue to receive joint support from both Lightstone Explore and TomTom to facilitate a seamless move.

### **About Lightstone Explore**

Lightstone Explore uses data, analysis and deep industry expertise to assist and empower clients to make well informed decisions relating to business issues that have a spatial element.

For more information visit <http://www.lightstoneexplore.co.za/>

### **About TomTom**

TomTom Africa offers businesses and government organisations high quality digital maps with accurate and extensive coverage of Africa and the globe on the world's foremost Location Based Services (LBS) platform. TomTom Africa is an all-encompassing digital mapping company. Working together with partners, TomTom Africa establishes innovative and comprehensive suites of digital mapping platforms to position itself as the leading international enabler of accurate location-based platforms throughout Africa.

For more information visit <http://www.tomtom.co.za/geospatial>