



## Venue Management Platform (VMP)

The world of location data is changing before our eyes. The Arora ATLAS® Venue Management Platform allows our customers to create, maintain and distribute accurate, real-time venue data for consumption by Indoor Positioning Software, Venue & Content Management Systems, App Developers, and Digital Map Vendors.

The ATLAS VMP is designed to allow owners to take control of their facilities' floor plans. Our platform allows organizations with multiple buildings, public access, changing floor plans, or multiple locations to easily manage and maintain accurate and timely facility floor plan data.

With the VMP, owners have all of their up-to-date floor plans in a single location and have the ability to easily share that information with anyone who needs it. Emergency evacuation plans can be digitized and delivered across multiple channels, visitor analytics can be collected and shared with partners for increased revenue, and visitors can receive up-to-date venue information when changes in infrastructure occur.

### BENEFITS TO FACILITY MANAGERS AND OWNERS

- + Reduced OpEx related to creation, distribution and management of IPS maps
- + Data delivered via an API
- + No contractual obligation to vendors requesting IPS maps
- + Single Source of Truth for location data
- + Assurance that available maps are accurate and up to date
- + Ability to control the method and recipients of map distribution
- + Ability to monetize IPS/POI data
- + Customized standards and workflows for the conversion of AEC data
- + Maintenance and versioning of Base map file
- + Provides a tool to make minor additions, changes, and deletions of POI

### BENEFITS TO MAP VENDORS

- + Map data that is guaranteed accurate and up-to-date
- + Single Source of Truth for Data
- + Diligent review and screening of vendors
- + Eliminates expense of 3rd party surveys

