

Case Study



192.com

The UK's Premier Online Directory

Computers in business and the home and the ever growing availability of broadband connections to the Internet means that businesses and the public has access to more information than ever before. However there is a downside to this. With so much content available it can be very difficult to find exactly what you want, hence the rise and rise of the search engine. Away from Google and Bing, essentially Internet indexing sites, there is still a huge demand for specialist internet enabled directory sites like 192.com.

A pioneer in the online space, 192.com has been providing search solutions to individuals and businesses across the UK since 1997. The winner of many awards, 192.com has over 2.5m unique visitors every month. 192.com is the premier UK source of people, business and place related information on the web with an unequalled breadth and depth of data accessing almost 700m records with detailed information on over 4m businesses and 40m people. 192.com's premium people finding service is number one in the UK, searching Electoral Rolls from 2002 to 2009, Director Reports and Directory Enquiries. In 2009, 192.com was voted 'best online directory' for the sixth consecutive year at the international 118 awards.

Aerial Photography

Many of 192.com's searches are concerned with place, where a person lives, where a business is located or what services are available in a user's locale. For this reason 192.com has been using Getmapping aerial photography on its site since 2001 with the imagery fed on demand directly from Getmapping's servers, revolutionary at the time of its introduction. "Getmapping aerial photography has enhanced our search facilities and added life to the information we make available through the site," said Dominic Blackburn Product Director of 192.com. "Getmapping continues to provides us with consistent high quality national coverage," continued Blackburn.

In 2006, 192.com launched a new UK mapping tool complete with Ordnance Survey street coverage and new higher resolution aerial photography from Getmapping available at the greater zoom levels. Every pixel in the imagery is equivalent to 12.5 centimetres on the ground, providing new levels of detail. The photography which is updated as part of Getmapping's annual update program is fed direct to 192.com to ensure fast on demand delivery. The imagery remains on Getmapping's constantly updated servers so there is no need for 192.com to maintain its own version. Site performance is however boosted further by 192.com's own interactive mapping engine which caches data received so that it is available immediately if requested again. The speed and responsiveness of the system is impressive.

"Our customers include individuals wanting to find old friends through to genealogists tracing relatives or the area their ancestors came from. The site is also used by businesses needing to verify a delivery address or see the area in which someone lives. A lot of our business subscribers use the site simply to find out more about the people they do business with. You can tell a lot about a person or business simply by seeing the area in which they are located. Providing our users with high quality aerial photography adds huge value to our offering. Working with Getmapping over the last eight years has been thoroughly enjoyable and it is a relationship we certainly wish to continue," said Dominic Blackburn.