



Application Note

Symphia NowForce Google Map License Model

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Contacting Cognyte Service and Support

At Cognyte, we value our users and partners, and we strive to continuously improve the customer service experience. Cognyte Smart Support™ ensures 24/7, on-demand service and support. Enter support requests, access training and troubleshooting tips, initiate RMAs, check warranty status, access resources, and more.

If you encounter any type of problem after reading this document, contact your local distributor or Cognyte representative. For the main service and support page on the Cognyte web page, visit: <https://www.cognyte.com/contact>

For immediate assistance, contact the support team:

Cognyte Support™ App	Contact Support	
<p>Android</p> 	Americas	<p>Phone: +1-866-639-8482 or +1-303-254-7005</p> <p>Email: symphia.support@cognyte.com</p> <p>CALA: Open 9:00 am to 5:00 pm (EST) Monday to Friday</p> <p>Canada/USA: Open 9:00 am to 5:00 pm (Local Time) Monday to Friday</p>
<p>iOS</p> 	Europe, Middle East, and Africa	<p>Phone: +44 (0) 845-843-7333</p> <p>Israel: +972 99624286</p> <p>Email: symphia.support@cognyte.com</p> <p>Open 8:00 am to 6:00 pm (GMT) Monday to Friday</p>
	Asia/Pacific	<p>India: (+91) 124 415 9500</p> <p>Singapore: (+65) 6549 7769</p> <p>Email: symphia.support@cognyte.com</p> <p>Open 9:00 am to 5:00 pm Local Time (Monday to Friday)</p>

Overview

From the first version of NowForce, Google Maps were by default provided by NowForce. Digital maps play a significant role in the NowForce platform, and they are an integral part of the solution. Maps enable Dispatchers, Responders and Reporters to know the location of incident and assets, to monitor operations in AOIs (areas of interest), pinpoint the closest Responders to an incident, and many more location-based features.

As a result of Google changing its Google Maps licensing model from charging for a fixed number of concurrent assets to a model that charges per actual usage, licensing for Google Maps will no longer be sold by Cognyte as part of an on-premise NowForce solution. It will still however be included as part of the NowForce SAAS offering.

NowForce on-premise customers are now required to purchase the Google Maps license directly using the Google Maps Platform. The following Application Note describes some of the financial and technical implications of the change.

The Financial Implications

Google has switched its pricing policy to a “pay as you go” policy. As a result for most of Cognyte NowForce customers this change will SIGNIFICANTLY REDUCE the costs. This is because most of the mapping services used in NowForce are either free or come at a low price. Furthermore, Google’s current policy (Nov 2021) provides each customer with \$200 of free monthly usage.

Organizations that use NowForce for dispatching thousands of incidents a month might however encounter higher costs depending on how they want the estimated time of arrival (ETA) of the closest responders calculated. You can calculate the ETA using either real turn-by-turn calculation or aerial distance/Pythagorean calculation.

Calculating ETA for Responders

When dispatching the closest responders to an incident, the system must calculate the distance of nearby responders to the incident. Determining which responder is closest can be done either by measuring the aerial distance or by taking into account the actual route. In most cases both methods will generate the same list of responders, although the actual ETA might not always be accurate by measuring aerial distance.

Customers that cannot rely on aerial distance (direct distance), for example in cases where physical obstacles like rivers and mountains are present, would need to activate the Google Maps routing service (“Distance Matrix”). Such customers who rely heavily on Google Maps routing service for ETA calculations might see an increase in their cost, as these services are now being charged per usage. Depending on the organization’s usage pattern, for example if they use more than \$200 per month these new costs might be more significant.

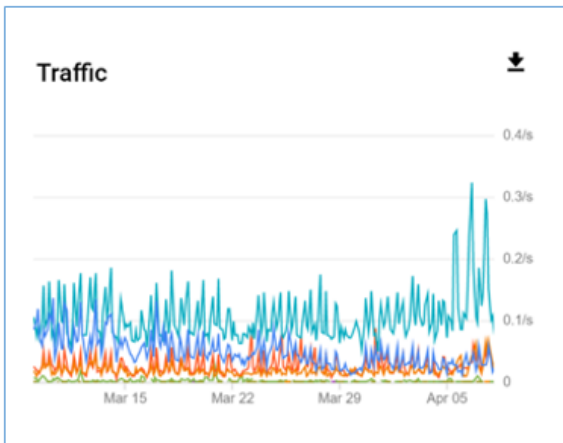
Purchasing Google Maps

You can purchase:

- Directly at [Google Maps Platform](#).
- Via a Google reseller – [List of resellers](#).

Tracking and Managing Google Maps Expenses

The Google Maps Platform provides extensive tools and dashboards displaying MAP API consumption and trends that enable you to track and manage your map usage:



Name	↓ Requests
Maps Static API	295,078
Geocoding API	272,924
Distance Matrix API	127,099
Maps SDK for iOS	70,030
Maps SDK for Android	50,387
Maps JavaScript API	31,942
Places API	10,381

Understanding APIs

The following list describes what each of the Google Map API does:

1. **Maps Static API** - Enables you embed a Google Maps image on your web page.
2. **Geocoding API** - Provides conversion of text addresses to geographic coordinates and vice versa.
3. **Places API** – Returns places predictions and can provide functionality such as auto-complete for text-based geographic searches.
4. **Maps JavaScript API** – Enables you to customize maps with your own content such as to layers of resources (incidents, users, assets etc.).
5. **Maps SDK for Android** – Enables you to display maps for the native Android app.
6. **Maps SDK for iOS** - Enables you to display maps for the native iOS app.
7. **Distance Matrix API** – Calculates travel distances and times for responders to incidents.

Current Google Maps API Pricing

The new Google Maps Platform (GMP) is based on the following model:

- Consumption-based model with a pay-as-you-go pricing plan.
- Rolling monthly contract (no contract end date).
- Each API call with map has a specific cost per thousand calls, see attached sheet.

Cognyte has no control over Google Maps Platform licenses and their included terms, which may change from time-to-time.

Customers can search for the latest Google Maps Platform pricing at <https://mapsplatform.google.com/pricing/>.

How much will it cost?

After analyzing current usage of NowForce customers we have calculated that the average AWS usage is around \$100-\$300 excluding the costs of the “Distance Matrix API”.

You should bear in mind that because Google currently provides \$200 free monthly usage, the actual costs can be lower than \$100 per month.













Note

Because pricing is based directly on actual usage, costs will vary based on the quantity of users and incidents in your environment.

Caution

For organizations that do need the Distance Matrix API, costs can be hundreds or even thousands of dollars depending on the number of calculations being sent to the Google Maps API.

To retain control of your costs, we recommend to set quotas and alerts so that you are not caught by surprise.

Quota type	Service	Metric	Location			
Quotas with usage	All services	All metrics	All locations			Clear
<input type="checkbox"/>	Service		Location	Current Usage	7 Day Peak Usage	Limit
<input type="checkbox"/>	Maps Static API Unsigned requests (if URL signing secret is defined) per day		Global	 5,989	 5,989	25,000
<input type="checkbox"/>	Geocoding API Premium plan web service requests per 100 seconds		Global	 4,163	 41	5,000
<input type="checkbox"/>	Places API Requests per 100 seconds		Global	 0.134	 11	10,000
<input type="checkbox"/>	Maps Static API Unsigned requests (if URL signing secret is defined) per 100 seconds		Global	 10,672	 53	50,000
<input type="checkbox"/>	Distance Matrix API Premium plan web service elements per 100 seconds		Global	 3,693	 35	100,000
<input type="checkbox"/>	Maps JavaScript API Map loads per 100 seconds		Global	 0.061	 1	50,000

Registering and Applying the Google Map Key

To use Google maps with Cognyte NowForce, you must register a Google Maps account with Google and apply the Google Maps Key in the NowForce system.

The basic flow is:

1. Enter Google Maps Platform using an existing Google account or create a Google account.
2. Add your billing information
3. Create a project
4. Activate and generate the following APIs:
 - a. Maps Static API
 - b. Geocoding API
 - c. Places API
 - d. Geolocation API
 - e. Maps JavaScript API
 - f. Maps SDK for Android
 - g. Maps SDK for iOS
 - h. Distance Matrix API
5. Enter the API key in the NowForce configuration.

Note

If you need assistance creating and implementing a Google Maps Key in NowForce, you can reach out to Cognyte's Customer Support.

Changing the Google Map Key

Once you purchase a Google Map key, you must enter the Google Map key into your Cognyte NowForce deployment.

▼ [To add or update the Google Map Keys in Cognyte NowForce](#)

1. In the Dispatcher, click the 'Settings' (gear) icon,
2. Click **Organization**, and then **System Configuration**.
3. In **Mapping and location** enter the relevant Google Map keys.

Note

If you need assistance changing a license in your Cognyte NowForce deployment, you can reach out to Cognyte's Customer Success Team.

More Information

For more detailed information on Google Maps please see:

Overview of Google Maps Platform:

<https://cloud.google.com/maps-platform/user-guide/>

Pricing Table:

<https://cloud.google.com/maps-platform/pricing/sheet/>

Migration Guide:

<https://developers.google.com/maps/premium/new-plan-migration>

Link to Developer's Console:

console.cloud.google.com

Optimization Guide:

<https://developers.google.com/maps/optimization-guide>