

Nearmap

Exec Summit

The Pendry, Park City UT



Enterprise Account Governance

What we heard from you

Direct quotes from enterprise customers, 2025

Data-cap fear suppresses usage

"We generally use Nearmap very sparingly because of that data cap. We use other providers and then come check you guys."

— Customer 1, AEC consultancy

Runaway API consumption

"We had a couple months where someone's API was pulling tons of data — couldn't figure out what was going on at first."

— Customer 2, Engineering firm

No way to charge clients back

"My exec wants to charge clients for usage of Nearmap, but we don't have a reliable way of doing it."

— Customer 3, Property services

Admin governance gaps

"Audit was unhappy that I can go in along with 12 other admins and delete the API keys."

— Customer 4, Insurance carrier

The flat account doesn't match how you work

TODAY · Flat account

One Account

All users · all API keys · all usage

- No project attribution
- Shared keys, no scope
- No chargeback signal
- No audit, no separation of duties

HOW YOU ACTUALLY WORK

Account

Department

Project 1

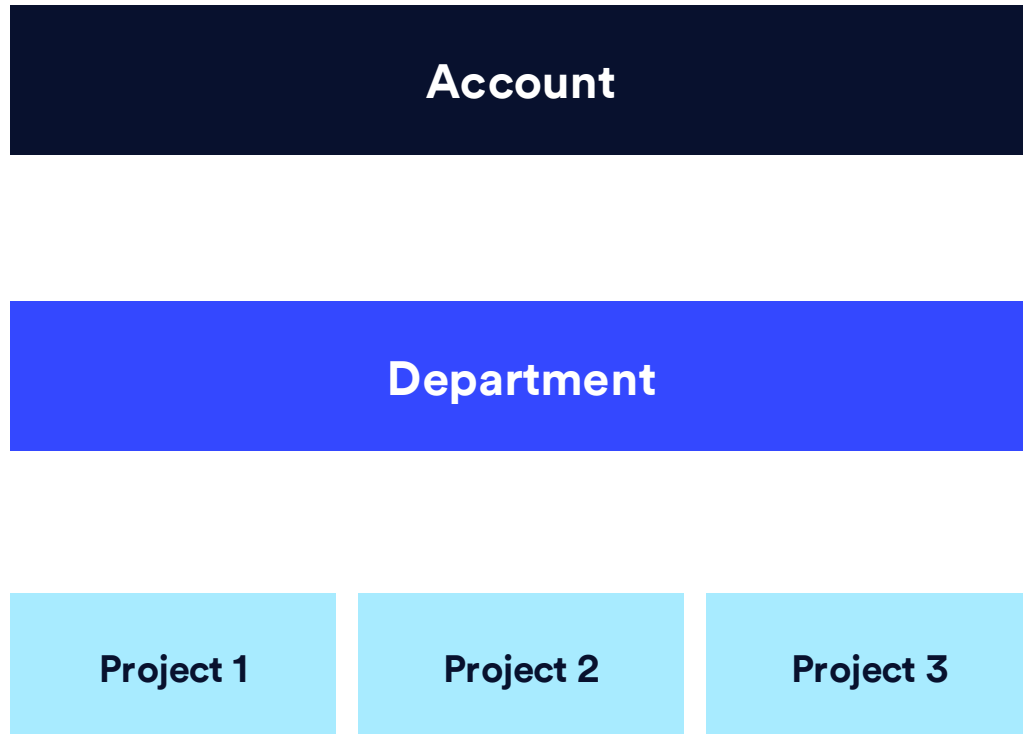
Project 2

Project 3

- Usage attributed by project
- Scoped, purpose-bound credentials
- Budgets & chargeback align with contracts
- Audit, roles, separation of duties

A hierarchical, API-driven account model

Inheritance flows down · access, geofence, budget, entitlements, audit



Each level can carry:

• Users & roles	Assigned to OUs with role-based admin permissions
• Credentials & API keys	Purpose-bound, scoped to one OU & integration
• Entitlements	Products granted to specific OUs (Tower, RA, MapBrowser)
• Geofence	Geographic boundary enforced at access time
• Budget	Allocated, monitored, optionally approval-gated
• Usage & audit	Attributed to OU, user, integration; all changes logged

Six capabilities, one platform

1

Project-level governance

Nest departments, projects, sub-clients as first-class entities

2

Purpose-bound credentials

API keys scoped to one OU, geofence, and integration

3

Real-time consumption visibility

Usage attributed by OU, user, integration — via UI and API

4

Heavy-usage detection

Spot runaway integrations early, scope or rotate keys structurally

5

Roles, audit, separation of duties

Tiered admin permissions with auditable change history

6

Durable system of record

One source of truth across MapBrowser, Tower, RA, Betterview, APIs

For AEC: govern Nearmap by project

Project is the unit of work. The platform now treats it that way.

Project = OU

Each engagement is a first-class container with its own users, keys, geofence, budget

Scoped credentials

API keys created in project context inherit its constraints automatically

Attribution to client

Every tile, transaction, and AI call rolls up to the project that consumed it

Pick the model that matches your contract

BUDGET-CONTROLLED

Pre-approve a data budget; enforce hard limits over the project life

- Budget allocated to the project OU
- Optional approval workflow (Enterprise tier)
- Usage tracked vs. allocation in real time
- Use when contracts cap data spend up front

CHARGEBACK

Track precise usage per project; reconcile to client or cost center after

- Usage attributed to project OU
- Programmatic export via APIs into your billing
- Convert tiles & exports to dollar values
- Use when contracts pass data costs through

For Insurance: book-of-business attribution

One governance plane across imagery, AI, APIs, and Betterview

Scoped to lines of business

Carriers and MGAs structure OUs by carrier, program, or book — usage rolls up exactly where finance expects

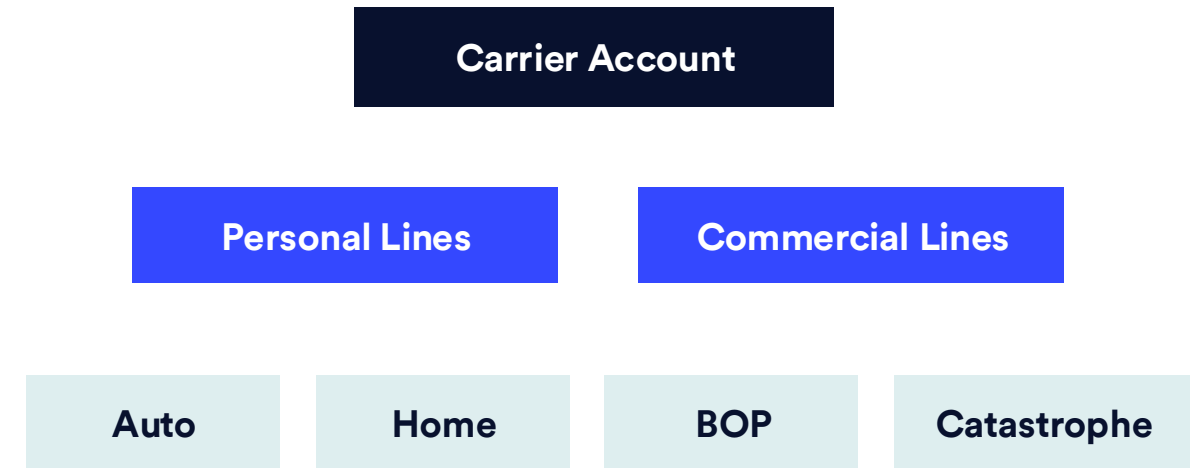
Underwriting & claims, with audit

Role-based admin, credential lifecycle, and full change history — meets the controls your security team already asks for

Betterview on the same plane

Property risk intelligence inherits the same hierarchy, geofence, and audit — one place to manage all Nearmap entitlements

Example: a carrier's account



Each program inherits the carrier's geofence, entitlements, and audit. API keys created in 'Auto' carry only Auto's scope.

Come see the visualization!

Working demo, please help us understand what could work better

The screenshot displays the Nearmap dashboard for Jason, showing an overview of Acme Engineering Corp. The dashboard includes several key sections:

- User Statistics:** Total Users (23), Active Users (21), Active Admins (1), and Pending (2).
- Applications:** MapBrowser, OpenSolar, Betterview, and Roof Assessment.
- Organizational Units:** A table listing units like Infrastructure, Insurance, Government Services, and AEC Projects with their respective project and member counts.
- Account Hierarchy:** A tree view showing the structure of the account, including departments like Infrastructure, Insurance, Government Services, and AEC Projects, with associated projects and budgets.

What you can try

- **Build hierarchy**
Create departments, projects, sub-OUs
- **Issue scoped credentials**
API keys bound to one OU + integration
- **Allocate budgets**
Assign per-OU; track usage in real time
- **Provision Public Display**
OU entitlement + geofence + referrer rules

Demo Time

Roadmap & how we work with you

1 Roll out

Now

Prototype live for feedback.
Documentation and early-adopter onboarding underway.

Early 2027

First capabilities roll out: hierarchical OUs, scoped credentials, and usage attribution for new P&P customers.

Through 2027

Budgets and approval workflow, geofencing, public display, and surface-by-surface adoption across MapBrowser, Tower, RA and APIs.

2 Transition path

Nothing changes until you configure it

Features ship enabled on your account, but behavior stays the same until you set up hierarchy, scoped credentials, or budgets.

Adopt as features ship

As each capability releases, we'll work with you to configure it for your org — at your pace.

Docs and hands-on support

Setup guides, in-app help, and direct support from your account team to get the new model in place.

3 How to engage

Visit with us at the summit

Catch the live demo, ask questions, and walk through the prototype with the product team.

Send us your reactions

Try the prototype on your own time and tell us what fits, what doesn't, and what's missing.

Join the advisory group

Help shape rollout, packaging, and feature design ahead of GA in your industry vertical.

We built this on what you told us. Help us finish it.

Nearmap