

Bing Maps Developer Keys Are Retiring – What CDXZipStream Users Need to Know

Microsoft has announced a major change that affects many users of our CDXZipStream Excel add-in: **free Bing Maps developer keys will stop working after June 30, 2025** ¹. This is because Bing Maps for Enterprise is being unified with Azure Maps and essentially **retired** as a standalone service ². In practical terms, **Microsoft is “turning off” the free Bing Maps API service on that date**, and if you’ve been using a free Bing Maps key in CDXZipStream, you’ll need to take action to avoid any disruptions. Don’t worry – in this post, we’ll explain what’s happening and walk you through your options in a clear, business-friendly way.

Why Are Bing Maps Keys Being Retired?

In June 2024, Microsoft announced plans to create a single mapping platform by merging Bing Maps Enterprise into Azure Maps ². As part of this transition, **all free or “Basic” Bing Maps keys will lose access to the service on June 30, 2025** ³. After that date, any CDXZipStream functions using Bing Maps (such as address geocoding or route calculations with a Bing key) will **no longer work** if you’re on a free key. Microsoft’s message is clear: free Bing Maps for Enterprise is ending, and they *encourage users to migrate to Azure Maps* or another solution before the cutoff ⁴.

For those who absolutely need to stick with Bing Maps, Microsoft is offering an **Enterprise license** option (paid) that would allow continued use of Bing Maps APIs until 2028 ⁵. However, this comes with significant costs and effort, which we’ll discuss below. For most CDXZipStream users, the better approach will be to **switch to one of the alternative mapping services** now supported in our add-in. Let’s break down what each option means for you.

Option 1: Staying with Bing Maps (Enterprise License – Cost Considerations)

The only way to keep using Bing Maps after the June 30, 2025 deadline is to **upgrade to a paid Bing Maps Enterprise license**. This essentially converts your usage to a commercial contract with Microsoft. While this path lets you continue using Bing Maps until June 30, 2028 ⁵, it’s important to understand the implications:

- **Increased Cost:** Bing Maps Enterprise licensing is not free – in fact, it can be quite expensive. According to Bing Maps resellers, entry-level enterprise packages start at around **\$999 just to get started** ⁶, and costs can go higher based on usage. This is a big jump from “free.” You would be paying for what was previously complimentary, so budget accordingly. Microsoft requires you to contact their sales (or a reseller) to obtain an enterprise key, and pricing is typically tailored to your usage volume ⁷. For a small or mid-size business that only needs occasional geocoding or routing, this price tag often isn’t worth it.
- **Deadline to Upgrade:** If you do choose to pursue an Enterprise license, you must arrange it **before June 30, 2025**. Microsoft has stated that free accounts will be **deactivated after that date** ⁸. So you would need to have your enterprise key in hand and updated in CDXZipStream by the deadline to avoid any downtime.
- **3-Year Window:** With an enterprise license, you’d be effectively buying yourself a grace period – Microsoft says even paid Bing Maps services will end by June 30, 2028 ⁹. That means you’d still need a long-term plan for when Bing Maps is fully shut down. In other words, an enterprise license is a **temporary extension**, not a permanent solution.

Given the high cost and temporary nature of this option, our team at CDX Technologies anticipates that **most CDXZipStream users will want to migrate to a different mapping service** instead. We've been proactive in adding support for other platforms so you have choices. Let's look at the alternatives now available, and how they stack up.

Option 2: Switching to an Alternative (Google Maps, HERE, or Mapitude)

The good news is that **CDXZipStream already supports several alternative geocoding and routing services** besides Bing Maps ¹⁰. You can switch to using **Google Maps, HERE Technologies, or Caliper Mapitude** within our Excel add-in – all of which provide the same types of functions (address lookup, distance calculations, driving routes, etc.) that you're used to. Each alternative has its own pricing model and benefits:

Google Maps – New Free Tier for Mapping Services

Google Maps is a popular choice and now easier on the budget for light to moderate use. **As of March 2025, Google introduced a new pricing model** that includes a generous free usage tier ¹¹. Here's what to expect:

- **Free Usage:** You get **up to 10,000 requests per month for free** on core Google Maps APIs like geocoding and directions ¹¹. This means if your CDXZipStream usage (address lookups, route calculations, etc.) stays under 10k calls in a month, you won't pay anything – a great benefit for many business users. This free allowance resets every month.
- **Pay-as-You-Go Beyond Free:** If you do go above 10,000 calls in a month, Google will charge on a pay-as-you-go basis. The exact rates vary by API, but to give a general idea, it has historically been about **\$5 per 1,000 additional requests** for geocoding or routing ¹² (and Google applies automatic volume discounts if you use a very high volume). In practice, that works out to fractions of a penny per request. You'll need to enable billing with a credit card on Google's Cloud platform, but remember you won't actually be charged unless you exceed the free monthly quota.
- **Global Quality and Coverage:** Google's mapping data is known for its accuracy and worldwide coverage. If your business involves international addresses or you simply trust Google's results, this is a solid choice. Many CDXZipStream users find Google's data quality to be top-notch for both domestic and global use.

Setting up Google Maps with CDXZipStream is straightforward – you just obtain a Google API key and plug it into the CDXZipStream settings. (We have a step-by-step guide on how to create a Google API key and use it with our add-in ¹³.) Once configured, you can use the **CDXLocateGoogle** and **CDXRouteGoogle** functions in Excel just like the old Bing functions, only now they'll pull data from Google's services.

HERE Technologies – Generous Free Allowance and Low Costs

HERE Technologies is another excellent web-based mapping service that we've integrated into CDXZipStream. In fact, we often recommend HERE because of its combination of a large free tier and affordable pricing beyond that. Here's what HERE offers:

- **Free Usage:** HERE allows **up to 30,000 geocoding or routing requests per month for free** with their base plan ¹⁴. This is three times Google's free allotment and far above what Bing's free limit was. For many users, 30,000 lookups or route calls every month is more than enough headroom. (To compare, Bing's old free key was capped at about 10,000 requests per month ¹⁵.)

- **Additional Usage Costs:** If you exceed the 30k free monthly calls, HERE's pay-as-you-go rates are very budget-friendly. The incremental pricing is roughly **\$0.75 per 1,000 extra requests** ¹⁶ (less than a dollar for a thousand calls!), which low rate means even heavy users can keep costs manageable. For example, 10,000 extra requests in a month would cost under \$8 – significantly cheaper than comparable usage on some other platforms.
- **Data Quality and Features:** HERE is a well-established mapping provider (you may remember it as the former Nokia/Navteq maps). It offers quality international coverage and accurate results, comparable to Bing or Google in many areas. In fact, HERE was rated #1 in a recent survey of location platform vendors ¹⁷, which speaks to its reliability. CDXZipStream's **CDXLocateHERE** and **CDXRouteHERE** functions support similar capabilities to the Bing functions, including options like time-aware routing (with traffic) if needed. By default, we use non-traffic routing to maximize the free allowance (since real-time traffic calls have a separate 5,000/month free limit) ¹⁸.

To start using HERE in CDXZipStream, you'll need to sign up for a free API key from the HERE developer portal and enter it into the CDXZipStream settings (just like with a Bing or Google key). If you provide a credit card when signing up (required to unlock the full 30k free quota), **HERE's portal will let you monitor your usage easily** so you won't be surprised by any overage charges ¹⁹. Our **CDXLocateHERE** and **CDXRouteHERE** Excel formulas will then send requests to HERE's servers. We've designed the integration to be seamless, so your experience in Excel remains friendly and familiar.

Caliper Maptitude – Desktop Software with Unlimited Usage

The third alternative we support is **Caliper Maptitude**, which is a bit different from Google or HERE. Maptitude is **desktop mapping software** that you install on your PC, rather than an online API service. CDXZipStream can use Maptitude (if installed) to perform geocoding and routing via the **CDXLocateMaptitude** and **CDXRouteMaptitude** functions. Why might you choose Maptitude?

- **Unlimited Usage:** Because Maptitude runs locally on your computer, once you have it, you can perform **unlimited geocoding and routing without any per-call fees**. There are no monthly quotas or API call charges – it's all on your machine. This makes it ideal for very high-volume needs or scenarios where you want a fixed-cost solution. In fact, for users who need to process massive numbers of addresses or routes, a one-time Maptitude license can be more economical in the long run (no worrying about exceeding HERE's or Google's limits) ²⁰.
- **One-Time License Fee:** Maptitude is sold as a software license. The cost is approximately **\$695 for a single-user license** ²¹, which includes the mapping software and a detailed dataset (such as the entire U.S. map data) to get you started. This is a **flat upfront cost**. You own the software and can use it indefinitely. (Caliper provides optional annual updates or new versions for a fee, but you aren't required to upgrade if the 2024 or 2025 data is sufficient for your needs.) Compared to the ongoing fees of cloud services, \$695 can be a very reasonable investment for heavy users – it's roughly equivalent to the cost of 6–12 months of a Bing or Google API bill for moderate usage, for example.
- **Data Privacy & Offline Capability:** Because everything runs locally, your address data isn't sent over the internet to a third-party service. This can be a plus if you have sensitive data or simply prefer an offline solution. Maptitude includes robust maps for the U.S. (and other countries if you purchase those packages) and can geocode or calculate routes without an internet connection once installed. It's a powerful GIS tool in its own right, often used by analysts and planners.

However, keep in mind Maptitude is Windows-based software that you need to install (and it requires a fairly large data installation). It also only updates when you choose to purchase new versions, so the map data could become outdated over several years if not refreshed. Still, for many businesses, the trade-off of a single upfront cost for unlimited usage is well worth

it, especially if you're processing thousands of locations regularly. We made sure CDXZipStream is compatible with Mapitude (versions 2014 and later with US data) ²² to give you this high-volume option.

Why We Didn't Adopt Azure Maps

You might wonder, since Microsoft is pushing Azure Maps as the replacement for Bing Maps, why didn't CDXZipStream simply switch to Azure Maps? After all, it's the "official" path forward from Microsoft's perspective. We carefully evaluated Azure Maps and decided **not to integrate it** as one of our supported options, mainly for two reasons: limited free usage and migration complexity.

- **Very Limited Free Tier:** Azure Maps' free allowance is *only 1,000 requests per month*, which is far lower than what Google or HERE offer ¹⁶. For example, Azure's free limit is just 1k calls, compared to 10k on Google and 30k on HERE. This means most users would exhaust the free Azure quota quickly. Beyond that, Azure's pay-as-you-go rates are relatively high – roughly **\$4.50 per 1,000 transactions** after the free tier ¹⁶ – which could lead to higher costs for our users. In short, Azure Maps would likely be more expensive for the average CDXZipStream user than the other alternatives.
- **Complex Setup and Migration:** Azure Maps is part of Microsoft's broader Azure cloud platform, which adds complexity. Users would need an Azure account and might have to navigate Azure's portal, authentication, and billing systems, which can be overkill if all you want is simple Excel geocoding. Some customers have told us the Azure platform (while powerful) felt *too complicated for their needs*, with a confusing transaction-based pricing model and a heavy Azure integration that wasn't as straightforward as Google or HERE ²³. Essentially, moving from a simple Bing Maps key to Azure Maps isn't plug-and-play – it would involve a learning curve and possibly changes in how requests are made. We wanted to minimize disruption and keep things easy for business users.

Given these factors, we focused our development effort on Google and HERE (and the existing Mapitude support), which we believe provide the best experience and value for our users going forward. Azure Maps remains an option in the broader market – and it might make sense if your organization is already deeply invested in Azure's ecosystem – but for most of our CDXZipStream community, the alternatives above will be more attractive. We may revisit this decision in the future.

Planning Your Migration – What Should You Do Next?

With the Bing Maps free service shutting down soon, **now is the time to plan your migration**. Here are some friendly guidelines to ensure a smooth transition:

1. **Assess Your Current Usage:** Take stock of how you use CDXZipStream's mapping functions today. Are you primarily geocoding addresses? Calculating distances or drive times? How many requests do you typically make (hundreds, thousands, tens of thousands per month)? Knowing your volume will help choose the right replacement service. Also, check which version of CDXZipStream you have – if it's an older version, upgrade to the latest so you have Google and HERE functionality available ¹⁰.
2. **Choose an Alternative Service:** Based on your needs:
3. If you have **light to moderate usage** (well under 10k requests a month) and want something easy, **Google Maps** might be ideal, since you could likely stay within the free tier and you're maybe already familiar with Google's accuracy.

4. If you anticipate **higher usage** (tens of thousands of requests) or want to maximize free usage, **HERE Technologies** could save you money with its 30k free calls per month. It's a strong choice for a broad range of use cases.
5. If you need **very high volume** on a fixed budget or prefer an offline solution, consider **Caliper Maptitude** despite the upfront cost. Once purchased, you won't have to worry about per-request fees at all.
6. We generally **do not recommend trying to continue with Bing via an enterprise license** unless you have a special case. The cost and effort are usually not justified for typical users, especially given that one of the above alternatives can likely meet your needs at lower or no ongoing cost.
7. **Obtain the Necessary Key or Software:** Once you've picked a service, set it up:
 8. For Google or HERE, you'll need to sign up on their respective developer websites and get an API key. This is a simple process – for Google, you use the Google Cloud Console; for HERE, the HERE developer portal. Both services offer free sign-ups (just have a credit card handy for verification if needed). We have guides and blog posts to help: for example, our article on creating a Google API key for CDXZipStream will walk you through it ¹³, and similarly, we've provided instructions for HERE keys.
 9. For Maptitude, you'll need to purchase the software (from Caliper's website or an authorized reseller) and install it on your PC. Once installed, you just tell CDXZipStream where Maptitude is, and you're ready to go. Make sure you have a compatible version (Mapitude 2014 or later with the appropriate country data) ²².
10. **Update CDXZipStream Settings:** In Excel, open the CDXZipStream Settings dialog. Enter your new API key (Google or HERE) in the appropriate section. If using Maptitude, ensure the add-in knows to use Maptitude for route and location functions (and that the software is properly installed). You can have multiple services configured at once – for instance, you might input both a Google and a HERE key, and then choose in each formula which one to use. The interface allows you to select the mapping source for each function (Google vs HERE vs Maptitude, etc.). This flexibility is by design, so you can test out and use different services as needed.
11. **Test and Validate:** Try a few known addresses or routes using the new service to make sure everything is working as expected. For example, you can use **CDXLocateHERE** on a sample address and verify the latitude/longitude or returned address matches what you expect, or use **CDXRouteGoogle** to get a drive time between two cities you know. This will give you confidence that the new setup is functioning correctly *before* you have an urgent need. (Tip: It's a good idea to do this well ahead of the June 30 deadline, so you have time to resolve any issues.)
12. **Monitor and Adjust:** Once you've migrated, keep an eye on your usage especially in the first few months. Both Google and HERE offer online dashboards where you can see how many API calls you've made. This is useful to ensure you're staying within free limits (if that's your goal) or just to track your costs. You can also set up alerts or caps – for example, Google Maps Platform lets you set a budget limit to prevent unexpected charges. We highly recommend doing this ²⁴, as a safety net if you're using pay-as-you-go services.
13. **Stay Informed:** The mapping services landscape can continue to evolve. We at CDX Technologies will do our best to keep you updated (through our blog, newsletter, and support site) on any major changes that could affect your CDXZipStream experience. Whether it's pricing updates, new features, or deprecations, we'll pass along relevant news. We're here to help you navigate these changes.

By following these steps, you can make the transition off Bing Maps *smoothly*, with minimal disruption to your workflow. The key is to act early and not wait until the last minute. Remember, if you do nothing, **your CDXZipStream Bing Maps functions**

will stop working after June 30, 2025 (Microsoft's cutoff) ⁸. We don't want any of our users to be caught by surprise on July 1st!

We're Here to Help

We understand that for non-technical business users, talk of API keys and mapping services might sound a bit daunting. But rest assured, **you don't need to be a developer to make this switch** in CDXZipStream. Our add-in is designed to keep things user-friendly. If you know how to enter a formula in Excel, you can use CDXZipStream with Google, HERE, or Maptitude – it's that simple. And if you need guidance, we've got plenty of resources for you:

- Our [CDX Technologies blog](#) has detailed articles and tutorials (with screenshots) on setting up each service.
- The **FAQ section** on our website covers common questions about obtaining API keys and choosing between services ^{25 22}.
- We also offer customer support – feel free to reach out if you need one-on-one help or have specific concerns about your setup.

In summary, **Microsoft's retirement of free Bing Maps keys** is a significant change, but it doesn't have to be a crisis. With a little preparation, you can seamlessly switch your CDXZipStream add-in to an alternative mapping service that meets your needs. Whether you opt for Google's ease of use, HERE's generous free tier, or the unlimited power of Maptitude, you'll be able to continue your Excel-based geocoding and routing tasks without interruption.

We hope this overview has been clear and helpful. At CDX Technologies, our goal is to make these transitions as smooth as possible for you. Change can be unwelcome, but it can also be an opportunity – you might find the new service you choose offers even better value or features for your business. **Happy mapping, and please plan your migration before June 30, 2025** – after that, it's onwards and upwards with your new mapping solution!

Sources: Microsoft's Bing Maps announcement and CDXTech updates ⁴, ¹, Bing Maps resellers ⁸ ⁶, Google Maps Platform pricing details ^{11 12}, HERE Technologies pricing and CDXZipStream integration info ^{14 16}, Caliper Maptitude information ^{21 20}, and Azure Maps comparisons ^{16 23}.

¹ ^{20 22 25} FAQs | Excel Zip Code Analysis Addin | CDXZipStream

<https://www.cdxtech.com/cdxzipstream/frequently-asked-questions/>

² ³ ⁴ ⁵ ^{9 17} CDX Technologies | Bing Maps for Enterprise Announcement

<https://blog.cdxtech.com/post/bing-maps-for-enterprise-announcement>

⁶ ⁸ How To Transition Off Bing Maps For Enterprise Free Usage License

<https://www.onterrasystems.com/how-to-transition-off-bing-maps-for-enterprise-free-usage-license/>

⁷ What are my options regarding Bing Maps for Enterprise Retirement? ... <https://blogs.bing.com/maps/2025-01/What-are-my-options-regarding-Bing-Maps-for-Enterprise-Retirement>

¹⁰ ^{12 13 24} CDX Technologies | CDXZipStream Version 6 - Now Supports Google Maps

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11 **Blog: Start building today with up to 10,000 monthly free calls per product and access more volume discounts online – Google Maps Platform**

<https://mapsplatform.google.com/resources/blog/start-building-today-with-up-to-10-000-monthly-free-calls-per-product/>

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<https://blog.cdxtech.com/post/here-technologies-api-support-in-cdxzipstream>

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23 **Switching from Bing Maps to Woosmap** <https://www.woosmap.com/blog/switch-bing-azure-woosmap>