MapInfo.
Where Opportunity Is Located™

MapInfo
Professional®

Comprehensive insight for location-powered decision support and data analysis

MapInfo *Professional*®

Increase revenue, lower costs, boost efficiency and improve service with location-based intelligence

MapInfo Professional helps businesses and government agencies make better informed decisions about their customers, assets and operations, resulting in improved operating performance, reduced operating costs and increased return on investment (ROI).

These gains are made almost automatically, by appealing to the innate human ability to visualize information. Here's how: Data is typically represented "flat," as part of a table, spreadsheet or chart. Using MapInfo Professional, the address field in the data can be used to superimpose one data set over another: e.g. sales data, service records and traffic flow. This comparison process is enlightening. Patterns emerge, relationships clarify, opportunities are uncovered and problems reveal their own solutions.

Simply put, several types of data, correlated by using a single address, add intelligence to that location. The address now "means" something. It now carries inference for decision-making or analysis: Location Intelligence.

Businesses today share three common opportunities for growth: increased revenues, increased efficiencies and lower costs. And governments everywhere share three common opportunities to better serve their citizens: improved collaboration and distribution of information, faster, more natural visualization and decreased emergency response times. More and more of these organizations now recognize that location intelligence is fundamental to developing these opportunities.

Publish information faster and in more formats

Business and government are both under pressure to get better information out faster. Your maps and reports will have detailed charts and legends and can be published via paper, electronic files or static HTML, including support for dynamic mapping or "live map" capability via the Web. This capability gets the most current information to where the users need it most, whether that's in the next meeting or the next country.
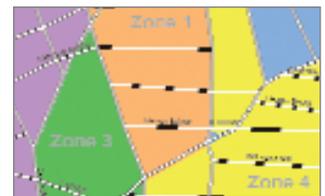
Access data from any business-standard database

MapInfo Professional supports Oracle 9i as well as versions 8.1.7 and 8.1.6. MapInfo technology can read and write Oracle Spatial™® data types directly. MapInfo SpatialWare® extends this same capability to an IBM Informix® or Microsoft® SQL server. With MapInfo technology, spatial data – points, lines, and areas (polygons) – are accessed, stored and protected like any other data in the database.

Complex analysis tools are simple and easy to use

Through a simple user interface, you'll automatically generate Voronoi polygons, a complex and powerful analysis tool that allows you to easily analyze cellular service areas, retail trade areas, and voter registration districts or risk analysis reports. The Split-by-Line/Polyline feature easily divides up areas under examination using a street, a utility service line, or any line at all. For instance, comparing 911 response times above or below a river or roadway, is now one easy operation.

A single address contains several different types of data, valuable for decision making or analysis

City planner

To a city planner, the family at 5650 1st st. has two children in middle school, has a 2200 sq ft house on two tax lots, drives two cars, has a household income between $50,000 and $65,000 and is five minutes in drive time from a proposed middle school and mall.

Insurance company

To an insurance company, the family at 5650 1st st. is in a low-risk area, has auto and homeowner's insurance, a 40-year old house, is on a flood plain and is a prospect for flood insurance and a home warranty program. An agent contacted them six months ago.

Grocery chain

To a retail grocery chain, the family at 5650 1st st. is a loyal and valuable customer, has two incomes, has a pattern of buying convenience meals, more paper products, laundry detergent, and colas than the average customer, owns a home five minutes from the store and responds well to coupons.

Map creation and editing for the advanced user

Analysts can "undo" the last node, or as many nodes as necessary, to step back through the creation of a map. To create a difficult diamond shape (or any parallelogram) users can rotate map objects, move or "nudge" them using the arrow keys. "Snap-to" nodes automatically follow common boundaries or geographical features during data creation.

Maps that are current and database driven

With MapInfo Professional, multiple sources of data are accessed directly and easily combined into one view. Customer data, proprietary data, competitive data, municipal data or commercially-provided data such as highways, area codes, mail delivery routes or imagery data can all be combined to provide a cohesive, comprehensive look at the big picture. If any of this data changes, the map automatically updates to give analysts and co-workers access to the very same data and analysis.

▲ TECHNOLOGY

Find hidden value and keys to success through data analysis and visualization

With MapInfo Professional, the promise of location-enabled technologies is available to mainstream Microsoft Windows® users operating on business-standard platforms and directly accessing the full range of today's leading databases.

With MapInfo Professional, you'll make better decisions with better information:

- Prospect and lead generation. Analyze lifestyle patterns, buying trends, traffic patterns and boundaries of both your customers and your competitor's customers.

- Sharing of risk-assessment or environmental data across organizational boundaries. Reduce risk in the insurance industry or for Homeland Security.

- Intuitive management of networks or infrastructures. Evaluate geographically-based assets such as cell towers, fiber-optic cable or water, sewer and telephone services.

- Territory design and management. Determining the best locations for new stores, branch offices, service (ATM) sites or trade areas. Estimating sales for a potential location, while accounting for cannibalization and competitors when expanding. Maintain market share during consolidation.

- Customer analysis. Analyze demographics and psychographics; clustering of target customers.
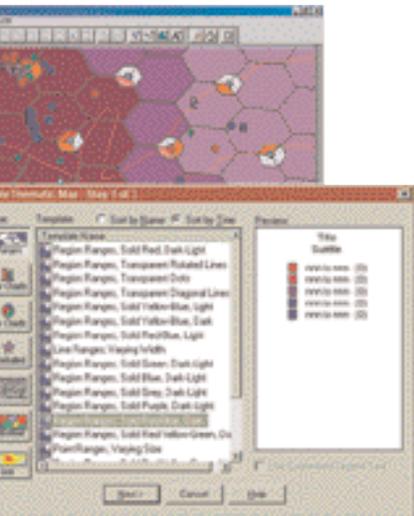
Support for MapBasic®

MapBasic is a complete, BASIC-like programming language used to create custom applications. MapBasic extends geographic functionality, automates repetitive tasks, and integrates MapInfo Professional with other applications. MapInfo Professional can also be integrated via OLE Automation into applications built using common languages such as Visual Basic, Delphi and C++. Dynamic Data Exchange (DDE) communicates with other software packages, and MapBasic applications call routines in Windows DLL files.

Industry-leading publishing options

Reports can be created using the incorporated Crystal Reports 8.5. MapInfo maps can be embedded via OLE to create charts and reports. Extensive report export options include formats such as PDF, HTML or XML. Support is also provided for "Send Map to MapX Mobile," which lets users export MapInfo Professional map windows to MapX Mobile applications. "Send Map to MapInfo Discovery" provides the option to publish a workspace to a MapInfo Discovery server.

Access, process and publish with MapInfo Professional

MapInfo Professional makes it easy for organizations to evaluate data and propose "what-ifs" for problem solving

Access any business-standard IT system and all ODBC-compliant databases.

MapInfo Professional is logo certified to run beside all of the other MS-Windows® software in your organization and reads MS Excel, MS Access 2000 and XP, delimited ASCII, dBase and Lotus 1-2-3 directly. Information contained in your maps is stored as spatial data inside the database and enjoys all of the inherent security, scalability, access and backup that other data systems enjoy. And since the data is accessible via the network, multiple users access and resource the same information at the same time. Supported databases include Oracle, MS SQL, MS Access, IBM Informix for Spatial and any ODBC enabled database for point information.

Process data for analysis and map creation.

When it made its way into the mainstream, spreadsheet software revolutionized analysis by making it easy for organizations to evaluate data and propose "what-ifs" for problem solving. Now, mapping software is providing welcome new tools to businesses who need to find new ways to increase sales to existing customers, expand customer bases, increase customer loyalty, discover new markets, reduce risk and generally, make every decision as informed and qualified as possible.

- Risk Analysis. Area-by-area risk management for municipalities or insurance carriers.

- Logistics. Develop tactics to successfully manage the procurement, distribution, maintenance, and replacement of material and personnel.

- Trade Areas. Compare optimum locations for new development or traffic-dependent businesses such as restaurants or convenience stores.

- Retail Market Analysis. Analyze customer and market-place demographics, traffic patterns and store placement for national retail/chain stores. Evaluate customer trends, utilization of services and success factors.
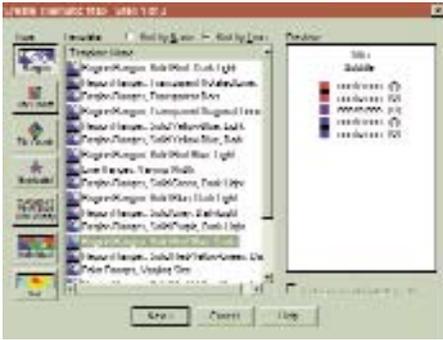
- Asset Management. Manage geographically-based assets, such as stores, people, property or physical assets such as cables, pipes or support equipment.

- 911 Planning. Analyze routes, and response times for emergency response, development analysis, and highway expansion or traffic revisions.

Once analysis is complete, presentation is made easy with intuitive map editing capabilities such as rotating and nudging objects, snap-to editing, select using a boundary, smooth/unsmooth and easy layer translucency. There are North arrows, scale bars, grids, support for TrueType® fonts and text rotation and an unlimited number of available colors. And the most dramatic function of mapping, data visualization through thematic maps, is made easy. For example, analysts can combine objects to display multiple variables, use ranged shading, bar and pie charts, dot densities or other controls that emphasize data or conclusions. More than 100 thematic examples are available including six major ones that are automatically supported. Without any prior mapping experience, you'll easily create expressive, visually-appealing maps for presentation and publishing.

Publish your work. Increase its visibility and value across your organization.

MapInfo recognizes that organizations want more options for publishing the results of their inquiry. With Seagate Crystal Reports 8.5, included free with MapInfo Professional, you can generate professional-looking reports, embed maps and graphics and export them to formats such as PDF, HTML or XML. With MapInfo Professional, you can print individual windows or layouts to any Windows-compatible printer or plotter as well as output to many formats, including bitmap (.BMP), Windows metafile (.WMF) or Adobe Photoshop®. There is support for 24-bit color and control over color dithering method, transparency-handling technique, page size and defaults.

Easiest to operate GIS software available

Advanced GIS specialists will work more swiftly and efficiently with MapInfo Professional. A single FILE OPEN command opens tables, workspaces, raster images, ESRI® Shapefiles or database connections. A Windows-like SET DEFAULT LOCATIONS, finds TAB files, workspaces or imports file directories. FILE NEW TABLE uses the existing table as a template for table structure and a built-in menu option automatically checks for product updates.

MapInfo brought the Power of GIS to the desktop. With MapInfo Professional, we extend that power to the enterprise level

MapInfo Professional is logo-certified for Windows XP® and Windows 2000* and is the most open, accessible, easy-to-use location software available. Throughout your organization, our software and data products will be recognized for their openness, ease-of-use, ease-of-customization and affordability. They are based on the Open GIS Consortium (OGC) standards for interoperability and tightly conform to industry standards for Java, XML, LIF, API2, J2ME, J2EE, and J2SE.

MapInfo customers enjoy the widest possible options for extensibility, scalability and deployment.
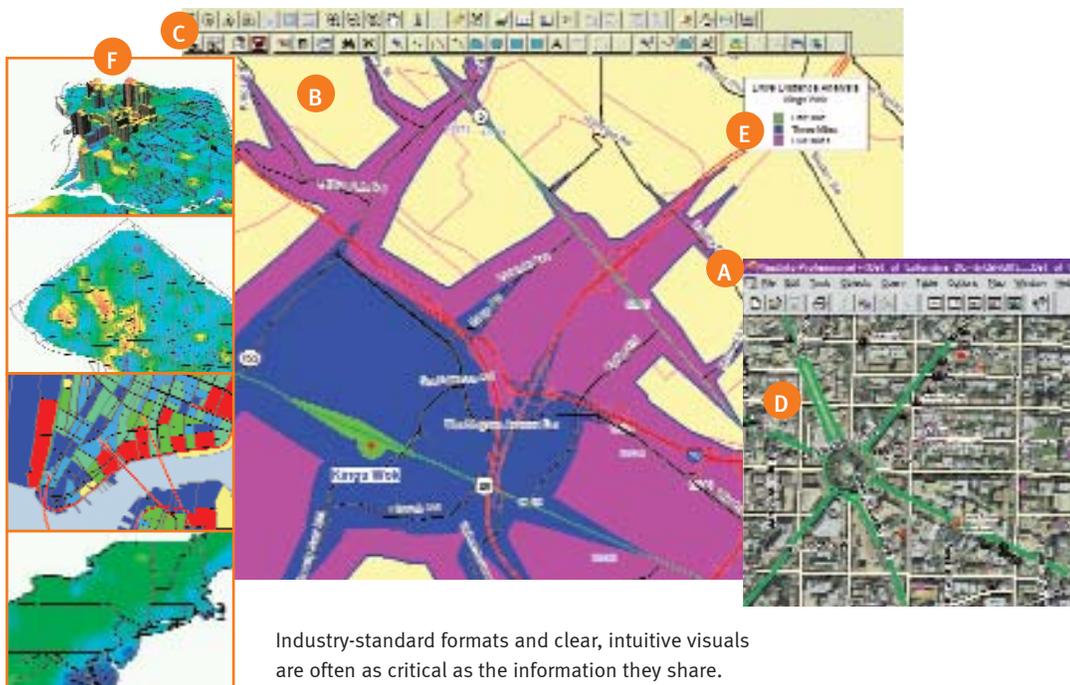
MapInfo pioneered desktop spatial services in 1986. This pioneering spirit has taken the technology from the domain of GIS specialists into the business-standard, Windows-compliant operating environment. With the insight gained from location intelligence, our customers are providing superior service, improving

operating performance, reducing operating costs and increasing their return on IT investments.

The goal of the MapInfo team is to make certain that your customers get the most out of their MapInfo location-based analysis, technology and customer relationship.

* MapInfo Professional is also supported on Windows NT and Windows 98

MapInfo Professional:
features and benefits section

Industry-standard formats and clear, intuitive visuals
are often as critical as the information they share.

A. Logo certification

MapInfo Professional is Microsoft Windows XP and Windows 2000 logo certified (also compatible and supported on NT and 98 SE). The official Microsoft logo ensures that MapInfo Professional meets the highest quality standards for software installation operation and ease-of-use.

B. Data access

MapInfo Professional provides built-in support to access and view a variety of data formats directly. This means you will be able to view your Microsoft Excel, Microsoft Access or database data such as Oracle, Microsoft SQL Server as well as many other file formats directly out of the box. You can also view many images of virtually any format. This capability ensures that MapInfo Professional will fit into your current IT structure directly with no additional cost.

C. Data creation and editing

MapInfo Professional provides many CAD-like data creation and editing tools as well as the ability to edit your tabular data such as values and names. This means you don't have to switch between applications. Make all your changes for maps and data in one application and save time and effort.

D. Data processing

Data processing, specifically spatial data processing, is where you will see the power of MapInfo Professional. Perform geographic queries on customer data such as: "Show me all customers within a mile of my office." Instantly create trade areas based on common geographic variables such as proximity to a major road or within sales territories. Derive new insights and create new data by joining or splitting map objects such as ZIP code boundaries. Automatically create exclusive trade areas for all your service centers. The uses and benefits of this functionality seem infinite and are found in every industry.

E. Display

Map display options are one of the great strengths of MapInfo Professional. You can instantly shade/change style or mark territories (using any symbol, graduated symbols, charts or graphs), boundaries, highways, fiber lines, or points based on any tabular data values through a simple wizard. You can also aggregate values using statistical or any math functions to associate a symbol or a color to a point or a region based on a calculated value. For example, shade the sales territories based on number of customers. Trends based on geography reveal themselves, patterns become clear and better decisions with impact are imminent.

F. Data and map publishing

Sharing your results in industry formats is often as critical as the information itself. In today's IT environment, the need to have multiple publishing options is critical to meaningful commun-ication between applications. MapInfo Professional provides a spectrum of options for this purpose. From the ability to export data to any format, to publishing large maps with legends and charts, MapInfo Professional seamlessly integrates across applications. In addition, MapInfo Professional is Web-enabled. Publish static or interactive maps through easy-to-use wizards. Share the results in a format that best fits your needs.

SPECIFICATIONS

MapInfo Professional is logo-certified for Windows XP and Windows 2000*. It is also supported on Windows NT and supports direct access to all industry-standard databases.

* For the most up-to-date product specifications, please refer to www.mipro.com

MapInfo Professional Ships with Hundreds of Free Data Sets to Get You Started:

- World map, oceans, countries, capitals, graticule.

- Cities, various administrative boundaries, water, and highways for Australia, Austria, Benelux, Canada, China, France, Greece, Germany, Iberia, India, Italy, Japan, Scandinavia, Switzerland, United Kingdom and the United States.

- Country, state, and ZIP code boundaries with corresponding demographic data for the United States.

- Elevation, rainfall and temperature data grids for the United States.

- Sample telecommunications, utilities and risk data for the United States.

- Sample workspaces and tutorials.

Available Languages:

Arabic, Brazilian Portuguese, Simplified Chinese, Czech, Danish, Dutch, English, Finnish, French, German, Hebrew, Italian, Japanese, Korean, Polish and Russian.

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