MapInfo Professional®

Comprehensive Insight for Location-powered
Decision-making and Data Analysis

Pitney Bowes
Software

With MapInfo Professional, you can visualize the relationships between data and geography.
So business analysts, planners, GIS professionals—even non-GIS users—can gain new insights into their markets, improve strategic decision-making and share information-rich maps and graphs.

Problem

Data is typically represented "flat," as part of a table, spreadsheet or chart. It can be hard to interpret and just as hard to share with internal and external audiences.

Solution

Using MapInfo Professional, the address or other location information in 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 become clear, opportunities are uncovered and problems reveal their own solutions.

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

Opportunity

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

"MapInfo Professional cuts the time by 25 percent that it takes to audit our network of banking centers, along with easily mapping and analyzing their geospatial measurements."

Scott Weston
AVP for Retail Distribution Analytics
Bank of America

Expand to the Cloud
Share your location-based data and analysis with customers and citizens by publishing it to the cloud for instant, 24/7 access.

MapInfo Professional users can upload their data directly to the cloud using the built-in Stratus uploader.
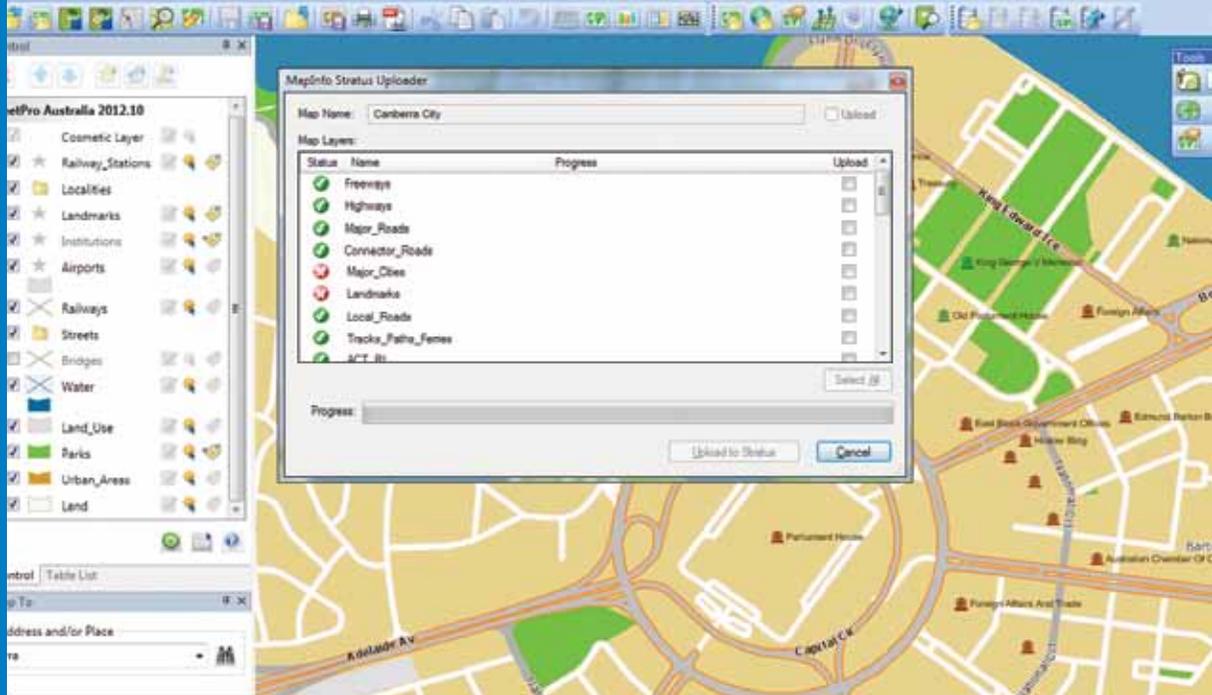
The MapInfo Suite

MapInfo Professional is the cornerstone of the MapInfo Suite of Location Intelligence products. Maps and data created in MapInfo Professional can be published to the web for customers or citizens to access or shared internally across the organization using the MapInfo web mapping and enterprise GIS applications. Metadata stored in a central catalog created by MapInfo Manager, can be easily edited by nominated MapInfo Professional users, to ensure that metadata is kept current. All of this is possible with the integrated MapInfo suite of products.

Publish Maps to the Cloud

Publish spatial data directly from MapInfo Professional to the Cloud, where it can be accessed immediately by users through a web browser, providing live information when and where they need it. MapInfo Stratus, a web-based mapping application, lets you share interactive map data and services with just a few clicks. Being cloud-based, MapInfo Stratus requires minimal infrastructure and personnel overheads to implement and maintain, leaving you to focus on more important things.

Spatially Enable Your Enterprise

Pitney Bowes Software solutions help organizations to use location intelligence and GIS to fully optimize their operations and/or gain a competitive advantage from the single desktop through to the whole enterprise. Our enterprise platform, Spectrum Spatial, provides GIS capabilities that can be integrated into virtually any system to help you make the most of your location data.

Create a Single Point of Truth

Create an easily searchable, industry-standard catalog to manage enterprise data, improve access and avoid data duplication. MapInfo Manager catalogs and harvests metadata to create a single point of truth for spatial data assets. Built on Open Geospatial Consortium (OGC) Catalog Services Web (CSW) standards, MapInfo Manager catalogs can be searched by MapInfo Professional and other CSW compliant applications. Nominated users can also update the metadata in the corporate catalog directly from the MapInfo Professional interface, without the need to use complex metadata software.

Need Something More Specific?

Pitney Bowes Software also offers a number of industry specific solutions which integrate with the MapInfo suite for demographic modelling, crime mapping, flood modelling, geological mapping, geophysical analysis and much more.

"Location Intelligence is a real sales tool... everyone can see and understand why we charge what we do for gold. Without Pitney Bowes Software we wouldn't have been able to achieve this."

Brendan Green
Chief Executive Officer
Hire A Hubby

With the insight gained from location intelligence, users are providing superior service, improving operating performance, reducing operating costs and increasing their return on IT investments. Our team is here to make certain that you get the most out of your location-based analysis technology.

Features and Benefits

DATA ACCESS

Built-in support lets you access and view a variety of data formats directly. So you can view Microsoft Excel, Microsoft Access or database data such as Oracle, Microsoft SQL Server, SQLite and many other file formats, out-of-the-box. You can also view images of virtually any format, ensuring that MapInfo Professional fits your current IT environment with no additional cost.

DATA CREATION AND EDITING

Over 40 CAD data creation and editing tools are provided out-of-the-box as well as the ability to edit tabular data (values and names). Make all your changes for maps and data in one application and save time and effort.

DATA PROCESSING

Powerful spatial data processing in MapInfo Professional allows users to 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 (proximity to a major road or sales territory). Derive new insights and data by joining or splitting geographic regions (suburb boundaries). Create exclusive trade areas for all your service centers.


"With Pitney Bowes Software's technology, we experienced a net return on investment of over 900 percent in the first 10 months."

**Steve Wallace
Senior Strategic Planner
Florida Farm Bureau
Insurance Company**
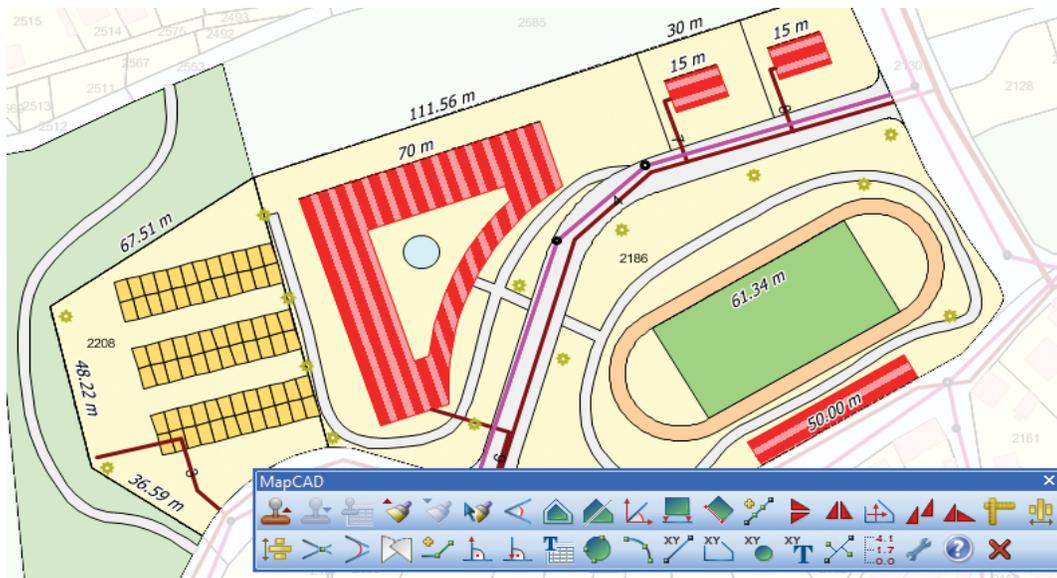
Enterprise GIS

Spatially enable your organization by providing access to your maps and related data via an intuitive mapping portal.

MapInfo Professional includes a built-in set of comprehensive CAD-like drawing and editing tools.

Some of the visualization and analysis possibilities in MapInfo Professional.
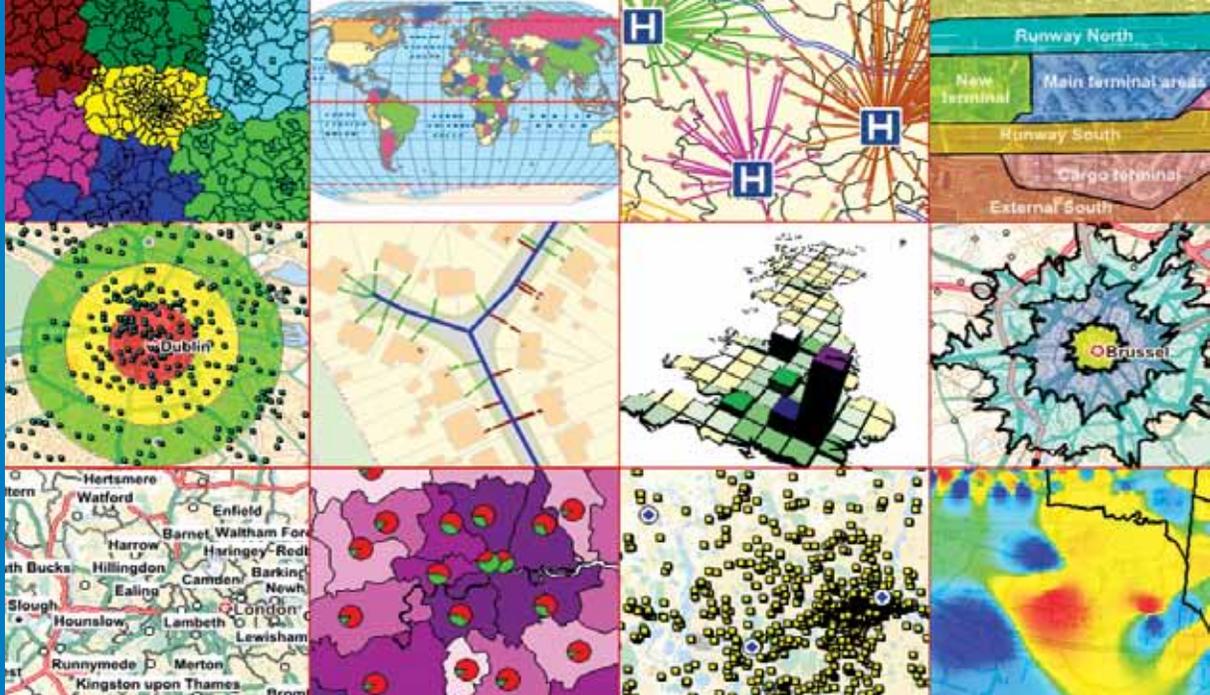
DISPLAY

Instantly color code 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 the number of customers. Trends based on geography reveal themselves, patterns become clear and better decisions are made.

DATA AND MAP PUBLISHING

In today's IT environment, the need to have multiple publishing options is critical for meaningful communication between applications. Choose between a suite of PDF publishing options including standard PDF, layered PDF and geo-registered PDF. This enables you to share more than just maps with your colleagues, but location-based answers. In addition, MapInfo Professional users can publish static or interactive maps to the web through easy-to-use wizards. Share the results in a format that best fits your needs. Add MapInfo Stratus, and you gain 24/7 access to location-based data and analysis via the cloud—ideal for disseminating public information, enabling business users to fulfill mapping requests, and sharing geo-based enterprise data with co-workers, citizens, constituents and customers.

"An employee can save hours of time and labor once used for finding and drawing maps of territories. Now this information is right at their fingertips."

Jay Abrams
Manager of SDA Productivity
Pepperidge Farm

Without any prior mapping experience, you'll easily create expressive, visually appealing maps for presentation and publishing.

The Power of Location-Enabled Technologies

Mainstream Microsoft® Windows® users operating on business-standard platforms and directly accessing the full range of today's leading databases will be able to take full advantage of the power of location-enabled technologies with MapInfo Professional. You'll make insightful decisions with better information:

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

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

- **Prospect and lead generation.** Analyze demographic data, lifestyle patterns, buying trends, traffic patterns and boundaries of both your customers and your competitors' customers.

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

- **Customer analysis.** Analyze demographics, psychographics and clustering of target customers.

To help you put your own data into context, free worldwide Microsoft Bing™ Maps (aerial and hybrid maps) are included in MapInfo Professional to use as a background map. A premium option is available for an additional fee that provides unlimited access to worldwide Bing street maps, and a "Move Map To" feature to find a location anywhere in the world.

" Location Intelligence is an essential tool for business development. We are able to communicate data, analysis and strategy in a way that all employees understand and get excited about. "

**Ron DiGrandi
Director of Business Development
Time Warner Cable**

Create a Single Point of Truth

Create a centralized library of your organization's spatial assets to ensure that users are accessing the right data and that the data is fit for the purpose.

Microsoft® Bing™ Maps and other tile server data can be used as background maps for your organizations data. Bing Aerial and Hybrid Maps are included free with MapInfo Professional.
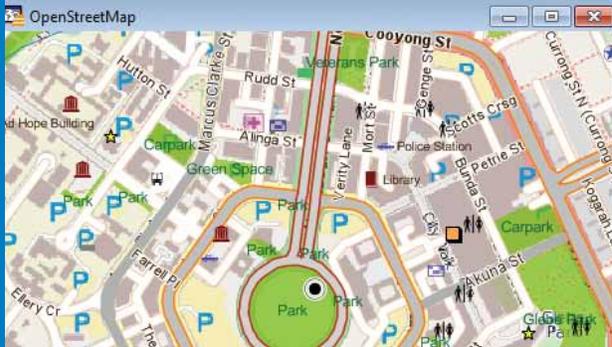
Technical Requirements

INTEGRATION
Object linking and embedding into applications built using common languages such as Visual Basic, Delphi, C++ and C#, MapBasic also has support for XML, FTP and HTTP. Communicates with other software using Dynamic Data Exchange (DDE), and MapBasic applications can call routines in Windows DLL and .NET assemblies.

INDUSTRY-LEADING PUBLISHING OPTIONS
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 communication between applications. MapInfo Professional provides a spectrum of options for this purpose. From the ability to export data in many formats, to publishing large maps with legends and charts, MapInfo Professional seamlessly integrates across applications. Share the results in a format that best fits your needs.

ACCESS ANY BUSINESS-STANDARD IT SYSTEM AND ALL ODBC-COMPLIANT DATABASES
MapInfo Professional tests and supports the latest Windows operating systems and commonly used data formats such as Microsoft Excel, Microsoft Access, Microsoft SQL Server, SQLite, Oracle, PostgreSQL (with PostGIS), CSV files including delimited ASCII, dBase and Lotus 1-2-3 files. MapInfo Professional also supports open standards such as the Open GeoSpatial Consortium's (OGC) GML, WMS, WFS, WFS-T formats, tile servers, Google KML and much more.

"With the help of MapInfo Professional, Portsmouth City Council has proved that GIS is fundamental to local councils delivering higher levels of service to the community in a cost-effective way."

John Shurvinton
GIS Manager
Portsmouth City Council

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Software

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