



OVERVIEW

Postal geography is the most common method of analysing and mapping corporate information for business users due to the almost universal knowledge of the Postcode by consumers and businesses alike.

Many businesses hold Postcoded address databases of their customers. The use of digital Postcode geography, allows the relationship between the customer and their geographic location to be established.

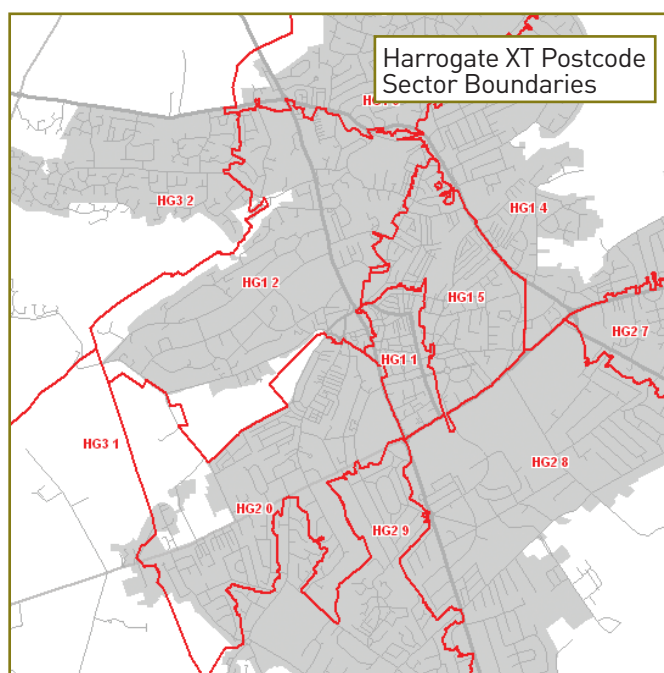
Postcode information may be mapped to analyse various relationships including the distribution of customers or sales by product line or period. Postcode information may also be mapped against one of the many geodemographic or business data sets to provide broader market analysis.

APPLICATIONS
Market analysis applications including direct marketing, retail planning, media analysis
Management of sales territory structures on a local level
Integrate with data e.g. Census to display geodemographic trends and patterns
Geographic searching
Thematic mapping
Mapping Sector based information on a regional or national basis

KEY FEATURES / BENEFITS
Incorporates the latest postcode changes across the Geoplan range
Produced using ADDRESS-POINT, Ordnance Survey Large Scale Vector mapping
High Level boundary accuracy
Produced in association with Royal Mail
Postcode District and Area boundaries provided
Easily matched to internal data sets

PRODUCT CONTENT
Defined by the outward portion of the Postcode and the first digit of the inward portion (e.g. HG1 5 from HG1 5AW)
Latest Postcode geography (updates every six months)
UK coverage: Includes England, Wales, Scotland, and Northern Ireland. Also includes the Channel Islands, and the Isle of Man providing extensive Postcode coverage.
Contains all Postcodes Sectors (9500 Geographic and 1177 Non Geographic)
Attributes include: Delivery counts for residential, non-residential and large-users Postcodes. Post town and sector area size is provided
Data is supplied with OSGB map projection

SUPPLY OPTIONS
Data is available in all major GIS and desktop mapping systems including GeoAnalyser, MapInfo, ArcInfo and ArcView
Data can be supplied via CD or via our FTP server



Digital sample data NOW available covering the HG Postcode Area can be downloaded from www.geoplan.com or please ring on 01423 569538.



EXTRA FEATURES PROVIDED

Postcode District Boundaries

Postcode Districts divide the UK into approximately 3,000 areas, defined by the outward portion of the Postcode (e.g. HG1 from HG1 5AW).

Postcode Area Boundaries

The least detailed level of Postal geography in the UK, Postcode Areas divides the country into the 124 areas, defined by the first one or two characters of the Postcode (e.g. HG from HG1 5AW).

Six Monthly Updates

Geoplan updates its entire Postcode product range every six months ensuring the best possible match between data products.

Technical Support

When purchased with Geoplan's ESP (Enhanced Support Programme) technical support is provided to give you assistance with your data. Geoplan's support team has a wealth of knowledge and can help you to get the most out of your data.

OTHER OPTIONS

Specialised formats

Alternative map projections

Additional attributes e.g. Administrative geography

Geoplan XT Postcode Sector boundaries can be purchased by selected Postcode Area instead of UK supply

PRICING

Price quoted is for single user. **For information on multi-user licenses please contact us on 01423 569538.**
Please note: Price quoted is per user, per annum and subject to annual RPI increase.

Single User License	£3,295 per user, per annum
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FURTHER PRODUCTS AVAILABLE

If this product does not meet your requirements please speak with one of Geoplan's experienced sales consultants for advice on our other standard data sets, or consultancy options.

- Postcode Boundaries
- Postcode Points
- Postcode Databases
- Administrative Data
- Media Boundaries
- Demographic Databases
- Business Databases
- European Maps
- World Maps
- Map Bases