



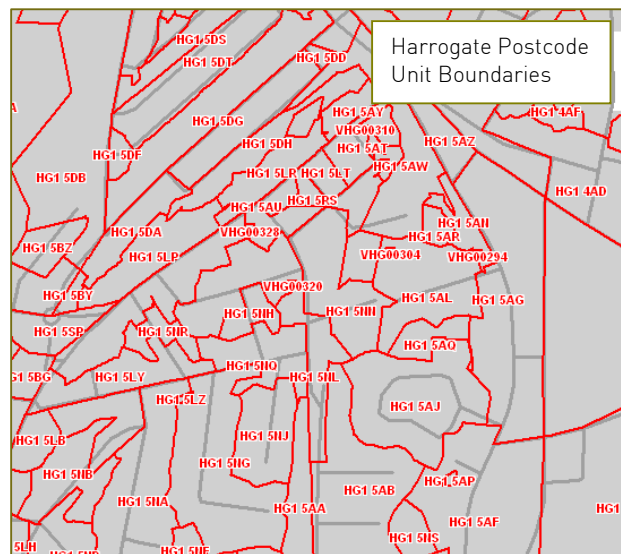
OVERVIEW

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.

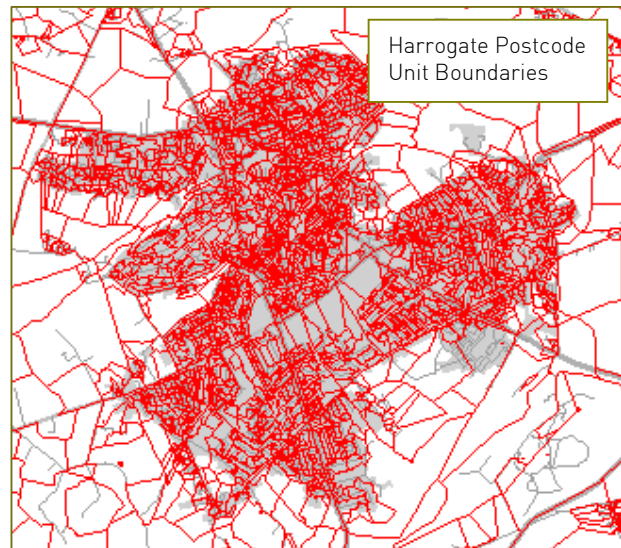
Many businesses hold postcoded address databases of their customers. The use of digital Postcode geography, allows the relationship between the customer and their geographic location to be established.

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 datasets to provide broader market analysis.

APPLICATIONS
Used for all market analysis applications including direct marketing, retail planning and 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 Postcode Unit 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's large scale vector mapping product
High level boundary accuracy
Easily match to internal data sets



PRODUCT CONTENT
Latest Postcode Geography (updates every six months)
UK coverage: Includes England, Wales, Scotland and Northern Ireland but does not include the Channel Islands and the Isle of Man.
Approximately 1.7 million boundaries existing at Unit Postcode level
Data is supplied with OSGB map projection

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

CONT



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

EXTRA FEATURES PROVIDED

Discarded Points

A file is provided detailing any Postcode points that have been discarded along with brief explanations to indicate the reason why the point was discarded (e.g. quality)

Multiple Postcodes in the same location

A look-up table is provided listing any Postcode points with matching National Grid attributes that cannot be represented in the boundaries file (to prevent overlapping boundaries)

Quarterly Updates

Geoplan updates its XT Postcode product range every three months to provide the most up to date and accurate dataset available and to ensure 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 get the most out of your data.

OTHER OPTIONS

Specialised formats

Alternative map projections

Additional attributes e.g. Administrative geography

The XT Postcode Unit Boundaries can be purchased by selected Postcode Area instead of a full UK supply

PRICING

Prices quoted are for single user. For information on multi-user licenses please contact us on 01423 569538.

Single User License

£3,295 per user, per annum

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