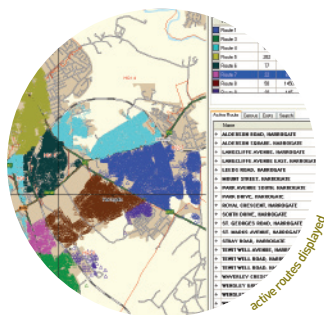


Revolutionise the way that you cost, plan, implement and control door-drop marketing campaigns using Geoplan AddressFinder.



active routes displayed



the selected streets are highlighted in red



import from PAF to bring in a Postcode District or Sector

Geoplan AddressFinder is part of a family of products including StreetFinder and GPS Module that has been developed specifically for the door to door industry and has been designed in consultation with leading businesses in the field.

Our careful and extensive study of existing practices and workflows highlighted the opportunity to improve the standard and efficiency of the current approach and save money at the same time by:

- Link delivery round creation, address selection, map production, job costing and client presentation material together creating a seamless process that generates all the information and outputs necessary to secure, plan, cost, implement and control the job.
- Improve the quality of the map and report output for use at point of sale, in planning and in the field.
- Improve accuracy by using constantly up to date information that can easily be viewed alongside street level map bases. Thus reducing print and distribution costs for all stakeholders involved in the process.
- Improve targeting with reference to residential and business counts, supported by penetration figures for dwelling type and tenure.
- Save time and money by automating the process and removing the need for laborious manual report production, data cutting, map drawing and production.
- Improve filing and audit trail by producing and saving all project work in digital form.
- Ensure all map and data outputs are accurate, produced to a high standard and are reproduced legally by adhering to map and data supplier copyright.
- Improve validation and transparency of distribution by implementing GPS tracking functionality. Providing easy to read information on location, date and time of a given agent and delivery.
- Link to more advanced customer and business targeting tools within the Geoplan range.
- Delivers benefits to all stakeholders in the supply chain, including commissioning companies, agencies, distributors and advertisers. Saving distribution and print waste which translates into cost and resource savings.

Whilst capable of delivering the above we knew that the product had to be:

- Simple to use – no training.
- Accurate and Up to date.
- Fast.
- Cost effective.

DESCRIPTION

AddressFinder Software Annual License Full UK coverage
AddressFinder Software Annual License Regional coverage (8 Regions in the UK)
Streetfinder Software Monthly Rental Regional coverage (8 Regions in the UK)
OS Streetview optional and extra - price per tile 5km x 5km from

PRICE

£24,950 per user, per annum
£9,950 per user, per annum
£2,495 per user, per month
£11.89

Geoplan products are powered by





Core map and data components

Map base

- Full UK map coverage including Northern Ireland.
- TeleAtlas street level map base
- Administrative and County boundaries.
- OS StreetView – highly detailed and styled map base that shows Premise footprint. Suitable for use at a local level by agents in the field.
- OS AddressPoint - 27million Individual Premise level locations including odd and even house numbers and names accurate to 1metre.
- Extent of built up areas.
- Geoplan – Pro Postcode Unit, Sector, District and Area boundaries
- Geoplan – 1.8m Geopoint Unit Postcode locations.
- Geoplan – 1.8m Unit Postcode boundaries.

Data

- Full UK data coverage including Northern Ireland.
- Geoplan/Royal Mail - Postcode Sector labels.
- Geoplan/Royal Mail - Unit Postcode level PAF – 1.8m records.
- Geoplan/TeleAtlas - street or road name.
- Geoplan/Royal Mail - residential or business identifier.
- Geoplan/ONS - percentage penetration of tenure and dwelling type by street.
- OS AddressPoint - 27million Individual Premise level address details including odd and even house numbers and names.

Key features

- Very easy to use, no training required.
- Excellent user support.
- Available for monthly rental or annual license.
- Product is constantly kept up to date and accurate, updates automatically provided.
- Select the individual premises, Postcode Units, Sectors or District or streets that you wish to interrogate on the map or in the table view and refine those for inclusion within the delivery round.
- View the Postcode and Premise Address list alongside the map of the delivery round on screen.
- Calculate costs of door to door activity, linked to delivery round size, walk rate, number of items and cost per hour.
- Generate map and Premise level address lists for internal planning, the field and the client.
- Draw, write and add images onto the map just like you do now, but on screen, for print, using the comprehensive Drawing Tools.
- Switch map layers on and off, such as - House numbers, Administrative and County Boundaries and optional raster map tiles.
- UK map coverage to street level is updated and supplied every 12 months.
- UK Postcode boundaries, points and address information updated and supplied every 6 months.

- Alternative optional map backcloths including your own images or maps, A to Z and aerial photography can be loaded into the system by Geoplan.
- Available with UK Coverage as standard, or as one of eight regions by request.

AddressFinder functionality

Premise level mapping

- View maps, data tables and routes all in the same view on screen.
- Use the navigation tools to zoom and move around the map

Route Import Wizard

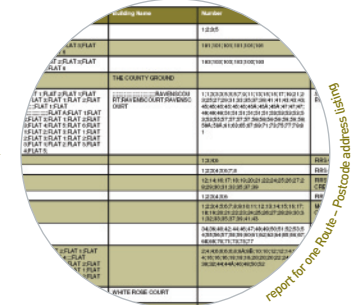
- This enables an existing data source to be selected (e.g. a database, CSV file) that contains data on routes and the Postcodes within them.
- Once imported the routes appear on the map and are defined by colour.
- Data on streets, residential delivery points, business delivery points and items to be delivered display in the reporting panel.
- Additional routes can be manually added once the initial data import is complete.
- Import data at Postcode Unit or Sector level presented down to Premise level.
- Report on accuracy of data imported for exclusion, correction.

Adding and editing rounds

- Routes can be edited, added and removed by selecting individual premises, unit Postcodes, streets, or groups of streets. This can be achieved on the map or in the address data table.
- Routes can be added manually or by importing data from PAF or another data source.
- Highlight individual route on the map or data table using colour coding.
- Use Goal Seek to work out the number of delivery points from a chosen location.
- Choose whether to include residential and or businesses.
- The Define Area tool can be used to specify a particular geographical area to create routes within.

Active Routes Panel

- When a route is selected in the Route Panel, the Active Routes Panel is populated with all of the streets and individual premises that constitute this route.
- As the route is amended through the addition/removal of items, this summary panel is automatically updated.
- Data is provided for each street to show the number of delivery points on that street which have been included in the route.
- Each street can be expanded to show all the premises on the route. The selected streets are highlighted green on the map and in the data table.



- The report panel also provides an editable costs report.
- Analyse tenure and dwelling type within the route. 2001 Census at Output Area level has enabled the modelling of the dwelling and tenure type to be shown as a percentage for the route.

Exporting data

- Your delivery route can be exported out of the AddressFinder software.
- The Postcode information contained within the route can be exported as a csv file or directly to a database via ODBC link.

Printing reports

- Reports can be generated in Microsoft Word, Excel and PDF format.
- Print reports and address listings at individual Premise level
- Choose to generate a report for one or all your routes.
- Each report will contain:
 - A map of the delivery route.
 - The percentage penetration of house type and tenure type.
 - The Postcode Address list for all the streets within the route.

Optional reports include:

- Cost of the job.
- Master map of all the delivery rounds.
- Report for one route – map, costs, house and tenure type
- Report for one route – Premise level and Postcode Address listing.

Printing maps

- The Master Map function generates a map of all of the routes plus individual reports on each route individually which is delivered in a suite of Excel reports.
- Maps can be generated directly to the printer.
- Maps on screen can be saved as PNG image files for print, email or to embed in other reports.
- Choose to generate a map for one or all your routes.
- Let the software fit the map to A4/A3 and/or choose the best orientation to fit the route on.
- Each map will contain:
 - A map of the delivery route.
- Optional maps include:
 - Master map of all the delivery rounds.