

DATA FOR MAPPING

Established in 1984, Geoplan is the only independent company in the UK that is wholly committed to the maintenance, enhancement and exploitation of Postcode data to competitive advantage. Our Partnership with Royal Mail has facilitated the development of a fully integrated range of Postcode related products and services.

Geoplan Postcode products have long been regarded by customers and suppliers alike, as the industry standard, for their quality, accuracy and recency. It is this reputation for quality and service that we have applied to all of the datasets that we offer in our range.

Our core focus is to offer the primary datasets required for the application of GIS (Geographic Information Systems) in a business environment for the UK and Europe. If you require a dataset for a given country or industry application that is not in our catalogue, we can source it through our team of specialist GIS personnel.

HOW GIS WORKS

Although descriptions and terminology may differ between the manufacturers of GIS systems, data is broadly handled as sheets, like transparent acetate layers, one laid over the other, which can be:

- Viewed through.
- Panned across.
- Zoomed into.
- Turned on, or off.
- Styled and coloured.
- Navigated.
- Linked together using a geocode or grid reference.
- Cut, manipulated and analysed.
- Exported and printed.

The **Data Layers** (see page 2) typically used in a business orientated mapping system can be broadly categorised as:

- Map base.
- Postcode boundary and point layers.
- Other boundary layers – administrative, media, industry specific.
- Demographic or business data layers.
- Customers own boundaries, territories, catchments or coverage areas.
- Customers own performance data, revenue, cost, margin, KPI's, stores, branches, depots, offices, personnel, customers, suppliers, competitors.

The key to linking, visualising and analysing customer data on a map is through the use of a geocode e.g. Postcode or ZIP code in the USA.

The Postcode for example has a specific grid reference. As a consequence any data attached to that Postcode e.g. Contact details, sales data, sales representative, can be mapped. Either as individual point locations or aggregated up to higher levels of geography such as Postcode Sector, Sales Territories or Store catchments.

Data managed in this way can be mapped to show areas of opportunity, difficulty, overlap, market potential, competitive pressure or, waste.

Data formats

The data in this catalogue is primarily designed for use within Geographic Information Systems (GIS) e.g. Tactician, MapInfo, ArcInfo and ArcView are available in the following formats as standard. If the format is not listed, please call:

- T2K - Geoplan Tactician System.
- TAB - MapInfo System.
- MIF - MapInfo Interchange.
- SHAPE - ArcView System.
- E00 - ArcInfo Interchange.
- CSV - Comma Separated Variable ASCII.

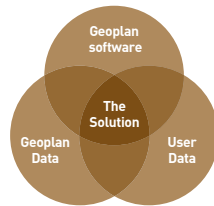
FOR MORE INFORMATION... Our expert team are on hand to talk you through your precise requirements. This way, you can be sure that you will get the right product for your business needs, call

01423 569538

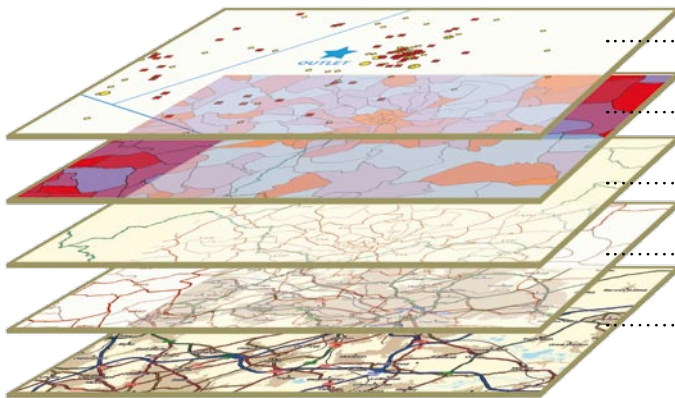
or email us at info@geoplan.com

DATA LAYERS IN MORE DETAIL

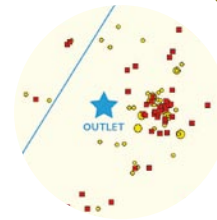
A closer look at the content and role of the data layers is detailed below.



DATA LAYERS



- 1 Customer boundaries and performance data layer.
- 2 Demographic or business data layer.
- 3 Other boundary layers.
- 4 Postcode boundary or point layer.
- 5 Map base layer.



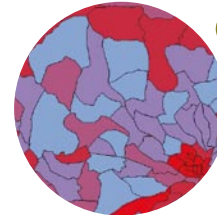
1 CUSTOMER BOUNDARIES AND PERFORMANCE DATA LAYER

Standard data layers are created from your own business information. This data is input as layers into the software and overlays the base map and Postcode layer to show information such as...

- Customers.
- Prospects.
- Stores/depots.
- Competitors.
- Sales Territories.

This information is analysed by our software to enable you to solve business problems such as...

- Locate new prospects.
- Re-locate stores/depots.
- Pinpoint the competition.
- Re-organise sales territories.
- Analyse sales performance



2 DEMOGRAPHIC OR BUSINESS DATA LAYER

Geoplan data layers and add-on modules offer you comprehensive additional information. These layers of data are overlaid and used for analysis by our mapping software to calculate an answer to your business problems.

Data layers available include:

- Demographics and Lifestyle data.
- Business data.
- Industry specific data e.g. Healthcare and Automotive
- Media information i.e. TV, radio, local newspapers.
- Census data.



3 OTHER BOUNDARIES

Geoplan software can utilise a broad range of other boundary layers to facilitate data analysis. Any boundary layer can be used to cut through the data held within the system to give a localised view of the data held e.g. market potential and share by sales representative, or leads received by media type.

Typical boundaries include:

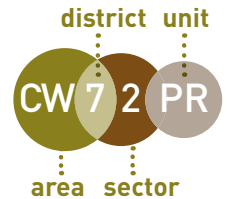
- County, District, Ward and Parish.
- Census Output Areas.
- Media boundaries.
- Drivetime boundaries.
- Industry specific boundaries e.g. RSA Bricks for Healthcare.



4 POSTCODE BOUNDARY OR POINT LAYER

It may look simple, but a Postcode is probably the most accurate way to identify a location. A familiar and widely used reference, it provides routing instructions for the delivery of mail and pinpoints on average just 15 addresses.

The Postcode is broken down into Areas, Districts, Sectors and Units. This enables us to pinpoint accurately an address to within several metres.



5 MAP BASE LAYER

Geoplan works alongside Ordnance Survey, Tele Atlas and other leaders in the industry to ensure that our map bases are the most accurate, reliable and trusted on the market today. Geoplan systems contain street level data as standard enabling detailed local analysis.