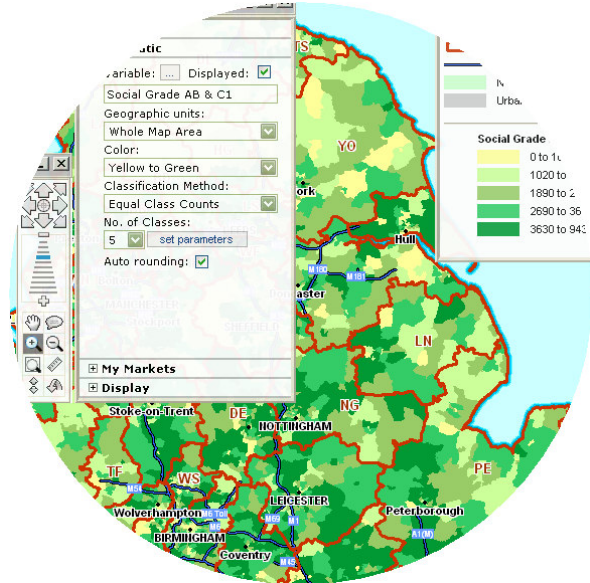
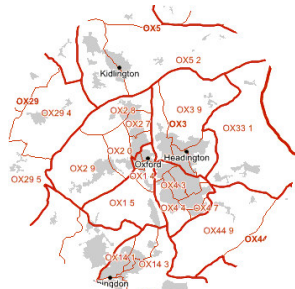
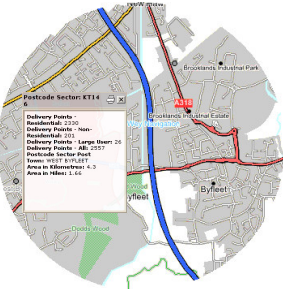


Geoplan Online Mapping can help to distribute your maps to a wider range of users – try out our **FREE TRIAL** straight away!



Geoplan Online Mapping provides users with a range of marketing, catchment area reporting, territory management, media planning tools. It also provides a cost-effective way of distributing your data and analysis to a broad range of users.

Access our **FREE TRIAL** service straight away, and get in touch with Geoplan to find out more about uploading your data and maps.

Easy to use...

Geoplan Online Mapping solutions are designed to allow sales, marketing, distribution and site selection personnel with modest computer skills to evaluate complete tasks such as:

- Evaluate existing sites or markets.
- Identify prospective sites and market opportunities.
- Develop marketing, sales and advertising strategies.
- Select from a range of pre-defined catchments and customer profiles using a business rule-based wizard, making this system incredibly easy to use.
- Create and adjust territories.
- Generate online reports and maps that highlight results to support management decisions.

Try out the online mapping solutions - right now!

Geoplan Customers can now try out a selection of our online mapping solutions for **free**. The trial will allow you to:

- Use the navigation tools to move around the map.
- Switch layers on and off (including Postcode Sector, District and Area boundaries).
- Display a legend for the map.
- Display hotspot maps using Census data.
- Create a 'flash report' of information for a selected postcode.

Accessing the online mapping solutions

To access the trial online solutions, visit the Geoplan website at www.geoplan.com, and then select 'Online Mapping' from the left-hand menu.

Alternatively you can navigate directly to:

https://www.geoplan.com/Online_mapping

The subsequent screens will then guide you through the process of accessing and using the system.

If you experience any problems signing into the system please contact **Geoplan Support** on **01423 722719** or email support@geoplan.com

Trial tools available

The following tools can be accessed for free via our trial site:

Navigation Tools - Use the navigation tools to:

- Zoom in
- Zoom out
- Pan
- Jump to Postcodes and Placenames
- Measure distance
- Set height

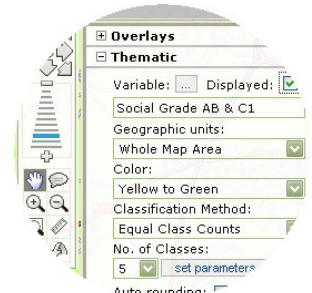
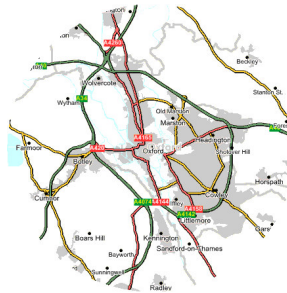
Overlays- Expand the Overlays section in the Map Panel to switch different layers on and off including:

- Geoplan Postcode Areas
- Geoplan Postcode Districts
- Geoplan Postcode Sectors

Thematic Mapping - The Thematic Mapping panel allows you to display a hotspot map from a range of three Census variables using the following steps:

- Select the Census variable of your choice.
- Select the colours and classification methods that you wish to use
- Update the map to see the results as a thematic map

SEE OVERLEAF FOR MORE DETAILS



Other Online Solutions available

The trial tools are just a sample of the capabilities of our Online mapping systems, which can be developed specifically for your business requirements, including systems that can

- Contain your own data, e.g. sales, marketing and operations data.
- Be embedded within your own corporate website or intranet.
- Contain your company branding.
- Be used as an operational tool within your IT infrastructure.
- Provide a visual selling tool for field-based sales teams.

Customised to suit your needs...

Geoplan offers customisation services to individual businesses on a range of levels, to create the internet mapping and analysis tool that your team or your clients' need.

Working hand-in-hand with our experienced team of consultants, customisation can include:

- Retail site selection tools for planning teams.
- Franchise investigation tools for development agents.

- 'Presenter' packages for media sales forces.
- 'Where's my nearest?' applications on your website.
- Geoplan can create, host and service Online sites, and can also load-in regular updates of your corporate data, such as a database of retail outlets

Quality Guaranteed

- Geoplan is ISO accredited, working to the highest quality standards.
- Our staff undergo continuous training and review to ensure that you receive the best service possible.
- You'll get your money back if not satisfied.

Our People

- The Geoplan team comprises qualified, skilled and experienced professionals and trainers, competent in a variety of skills including **GeoAnalyser, Tactician, MapInfo, ArcInfo, Oracle, FME, Microsoft** and **TourSolver**.
- We also have an in-house application development team who are **Microsoft Certified** with advanced development, **MapBasic, MSAccess** and **database** skills.

Advantages for existing GeoAnalyser Users

GeoAnalyser users can benefit from Geoplan Online Mapping in a number of ways, including:

- Upload of Sites and Catchments to allow their review and printing by others
- Generate demographic and business reports for your locations.
- Allow colleagues to view or modify territories – restricted by login
- Overlay locations and catchments into Google Maps, Google Earth and Bing Maps.

What our clients say about Geoplan...

"Quick response and excellent service"

(Weston Communications)

"I've always held your company in high esteem and whether it's support, training or customer management you continue to reinforce my view."

(Guardian News and Media)

"No request ever seems too much trouble and is dealt with professionally and with great enthusiasm!"

(Yum! Restaurants International)

See how we can help

To find out how you could use Geoplan Online Mapping solutions to address your mapping and analysis requirements or to arrange a data upload, please contact a member of our team on **01423 569538** or email info@geoplan.com

If you've already accessed the trial, the we'd love to hear any feedback that you might have.

Remember that if you already use Geoplan GeoAnalyser software, you can contact our support team for advice or assistance by calling **01423 722719** or emailing support@geoplan.com, Monday to Friday 09:00 – 17:30.



DESCRIPTION
Online Mapping Solutions

PRICE
Call for details

GEOPLAN SPATIAL INTELLIGENCE LIMITED

Bilton Court Wetherby Road Harrogate North Yorkshire HG3 1GP
tel: 01423 569538 fax:01423 819494 email: info@geoplan.com



www.geoplan.com

10/09