



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 Reference Tables are Ideal for database applications, designed to provide a look-up between Postcodes and other forms of geography to assist in establishing relationships between otherwise non-relational databases.

APPLICATIONS
Sales Territory Analysis.
Retail Planning.
Service Centre Applications.
Routing Applications.
Route Planning.
Proximity Analysis.

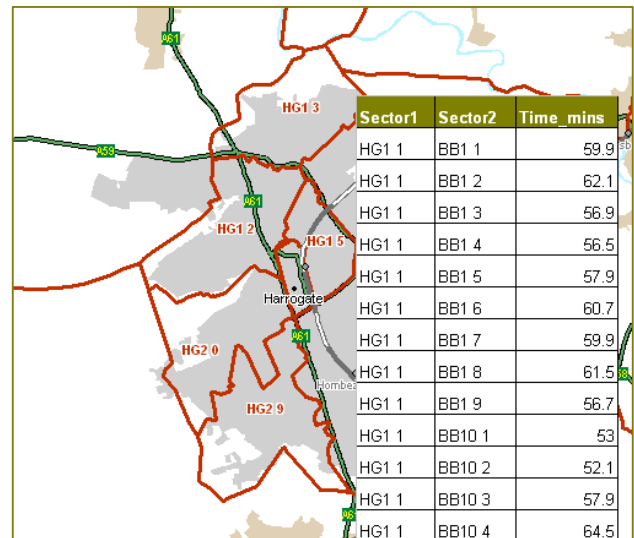
KEY FEATURES/ BENEFITS
Can be used extensively with database applications especially where mapping is not available.
Derived from Geoplan's Pro Sector and Pro District Boundary products.
Incorporates the latest Postcode changes across the Geoplan range.
Easily match to other data sets.

PRODUCT CONTENT
Drivetime Tables – provides the approximate driving time between Postcode Sectors or Districts up to a maximum of 120 minutes.
Distance Tables – provide the straight line distance between the centre of the Postcode Sectors or Districts up to a maximum of 100 miles.
Adjacency Tables – a database of each Postcode Sector or District and its neighbours.

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.

OTHER OPTIONS
Postcode Sector and District boundaries can be purchased to display the Postcode Reference data. Please contact our sales team on 01423 569538 for more details.
Data is available in Comma Delimited Text format.

EXTRA FEATURES PROVIDED
<p>Six Monthly Updates</p> <p>Geoplan updates its entire Postcode product range every six months to provide the most up to date and accurate dataset available and to ensure the best possible match between data products.</p>
<p>Technical Support</p> <p>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.</p>





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

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PRICING

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

Sector Drive time Table	£2,000
Sector Drive time Table with (Enhanced Support Programme) 	£2,800
Sector Distance Table	£900
Sector Distance Table with (Enhanced Support Programme) 	£1,260
Sector Adjacency Table	£700
Sector Adjacency Table with (Enhanced Support Programme) 	£980

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