

HOW MAPPING WORKS

In simple terms Geoplan mapping software contains data which 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 or 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.

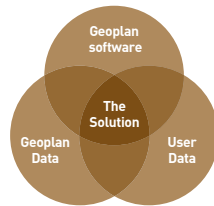
FOR MORE INFORMATION... Our expert team are on hand to talk you through your precise requirements. This way, you can be sure that you will get the right product for your business needs, call

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.

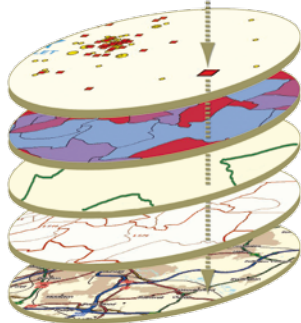


CUSTOMER DATA

	A	B	C	D	E	F	G	H	I
1	Account ID	Postcode	Outlet	Product	Sales Value	Purchases	Sales Rep	Eastings	Northings
2	1000580	B16 9HR	Large	C	897.08	9	Jones	149547	527206
3	1007277	HP15 6QG	Medium	C	264.46	3	Jones	450400	196700
4	1063970	WS9 9R4	Medium	C	433.96	8	Jones	523110	170109
5	1136287	SG13 7NN	Medium	C	145.08	4	Jones	533789	212409
6	125252	HG1 4HX	Small	D	763.94	2	Jones	430513	456814
7	2116625	SH9 1RJ	Small	C	906.4	6	Jones	530395	177541

Example customer data linked to the map using Postcode and grid reference.

MAP & DATA EXTRACT

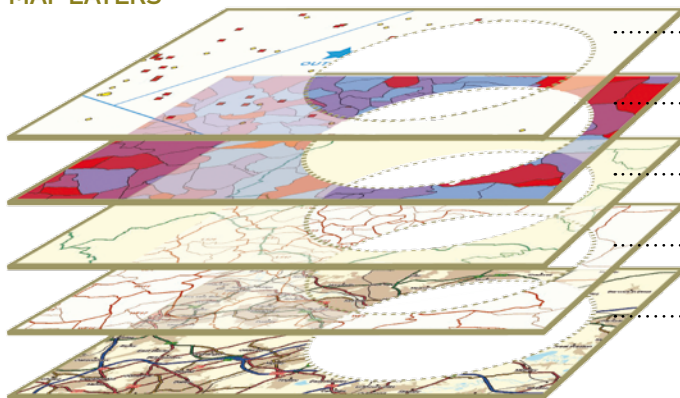


You can select an area and cut through the various data layers, using a range of tools:

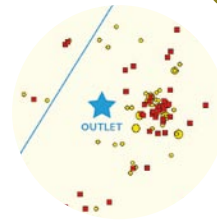
- Radius.
- Drivetime.
- Handrawn.
- Threshold.
- Other boundaries - e.g. Sales territories, store catchments.

The data held within the cut area can be extracted or combined for further analysis.

MAP 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.



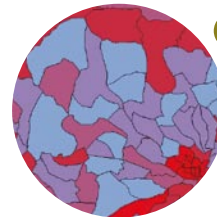
1 CUSTOMER BOUNDARIES AND PERFORMANCE DATA LAYER

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:

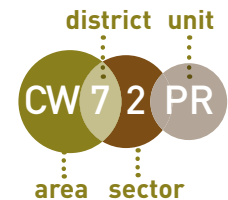
- County, District, Ward and Parish.
- Census Output Areas.
- Media boundaries.
- Drivetime boundaries.
- Industry specific boundaries e.g. RSA Bricks for Healthcare.



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.