



LOCATION INTELLIGENCE COMPONENT FOR MICROSTRATEGY®

A powerful enhancement for MicroStrategy Web™ and Web Universal™ that adds state-of-the-art geographic analysis and visualisation tools and exceptional location-based querying.



Add a new dimension to business analysis with a unique BI solution that puts advanced mapping functionality into the hands of anyone who can access a web browser.

Overview

SUMMARY

The MapInfo Location Intelligence Component for MicroStrategy is a unique BI solution that combines state-of-the-art geographic visualisation and analysis tools with MicroStrategy's robust BI platform.

BENEFITS

- Leverages the hidden location aspect of BI data
- Maximises ROI on MicroStrategy and data investments
- Offers a proven, out-of-the-box—yet customisable—solution
- Provides bi-directional interactivity between map and report
- Integrates seamlessly with zero footprint

See what you've been missing.

Location Intelligence Supercharges Business Intelligence

By conservative estimate, approximately 80 percent of all data stored and maintained by businesses around the world have a location component. Location Intelligence enables an organisation to tap that hidden location aspect of BI data in order to help measure, compare and analyse business operations, in conjunction with external data such as transportation networks, regulatory jurisdictions, market characteristics or its own customers. Location Intelligence capabilities can be valuable to most organisations, but becomes critical for any organisation where geography can have a dramatic impact on business operations such as in marketing, planning, asset tracking, resource assignment or the delivery of services.

COMMUNICATIONS

The location of fibre lines, coaxial cable and cell towers — the network — is the driving factor in a healthy communications business. By spatially enabling BI tools, MapInfo solutions enable users to effectively visualise where revenue leakage needs to be addressed, where the most profitable customers are located, and where the most effective cross-sell opportunities are present.

FINANCIAL SERVICES / INSURANCE

The addition of geographic visualisation and analysis tools provides a unique, new way to analyse risk — by proximity. Risk analysts and other users of the MapInfo LIC can accurately report on the accumulation of risk by any geographic area and calculate PML (Probable Maximum Loss) based upon a modeled risk event.

RETAIL

The addition of MapInfo's LIC allows consumers of business intelligence data — executives, sales leaders, marketing managers and analysts — to add a unique dimension to the analysis of their data...location. The ability to monitor performance at a regional or store level, track performance of direct mail or online campaigns, view inventory levels and analyse sales and marketing effectiveness for standard and ad-hoc geographic areas is a great advantage to cutting-edge retailers.

Much More Than Simple Visualisation

BI-DIRECTIONAL INTEGRATION

MapInfo's LIC enables back-and-forth interaction between the map and the report through a unique geographic filtering methodology. Users can generate a map from a report with the simple click of an icon, use the map to select areas or points of interest, and then return to the report (updated to reflect the query) which will show only the records selected on the map.



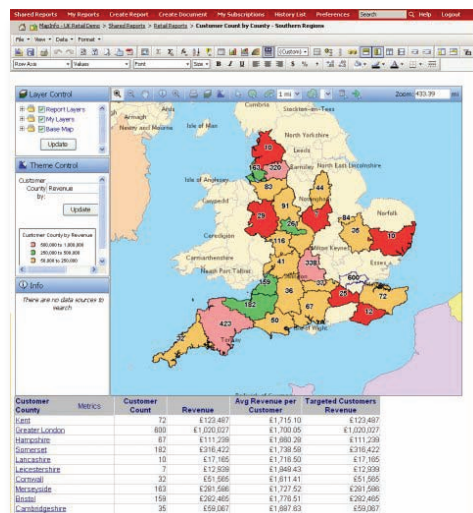
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GEOGRAPHIC QUERYING

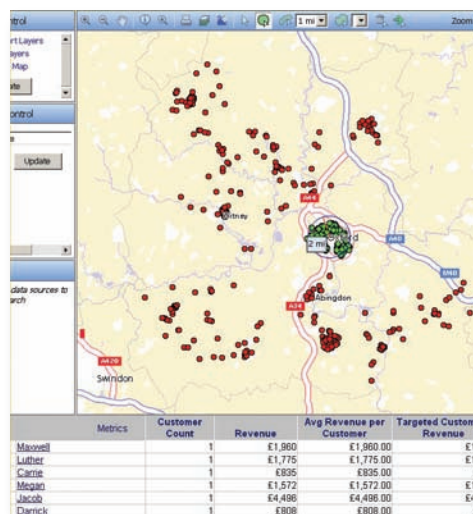
The LIC allows the map to be used for sophisticated geographic querying. The map can be created using standard (Census, Postal) boundaries and also a user's proprietary boundaries. The use of custom boundaries combined with the geographic tools in the map allows a user to perform a query such as selecting all customers within 0.5 miles of a segment of fibre line. Or, all prospects within a 15-minute drivetime of a series of store locations. These analyses can be implemented in seconds, resulting in a report that can be shared across the enterprise.



When tabular data is represented geographically, the revenue performance of the samples regions becomes instantly apparent.

GEOGRAPHIC DRILL DOWN

The map can be used as a mechanism to access more data in the MicroStrategy report. The map-based drill down feature utilizes the standard drill/map functionality. Each time the user drills down in the map, the map is updated to show a new set of data according to the scheme defined when the report is created.



Visualise the location of your customers in relation to your stores, service centres and spatially select those you wish to target.

VISIT WWW.MAPINFO.CO.UK/BI TO LEARN MORE, READ WHITEPAPERS AND VIEW DEMOS.

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MapInfo Corporation is
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Specifications

The MapInfo Location Intelligence Component for MicroStrategy integrates seamlessly with MicroStrategy Web, Web Universal and Report Services.

The integration component includes: server integration component, MapInfo embedded client, sample data sets, installation and maintenance and technical support.

You can easily add additional data sets, such as demographics, streets of varying detail, i.e. StreetPro® or create your own boundaries.

MapInfo can also provide software consulting and customisation services.