

MapInfo Professional

THE LEADING DESKTOP MAPPING SOFTWARE
FOR BUSINESS AND GIS ANALYSTS



Choose MapInfo® Professional®

Easy-to-use, Flexible, Powerful

MapInfo Professional is widely regarded as the most user-friendly, flexible and powerful PC-based mapping software, having received many industry awards for its excellence. It is the choice of business analysts and GIS professionals worldwide for visualising and analysing the relationships between data and geography.

Location-based Information Is Vital To Decision Making

Location information is vital to all businesses and organisations. Customer addresses, store sites, field assets and service and sales territories offer a springboard to a wealth of other valuable information such as customer buying patterns, the influence of competitors, local businesses, demographic and lifestyle information, routing directions, traffic patterns and much more.

MapInfo Professional gives you the power to visualise, analyse and share this information to improve decision-making in business planning, marketing, sales and operations.

Use MapInfo Professional to:

- ▶ *Reveal patterns and trends in your data that may otherwise be impossible to see.*
- ▶ *Perform sophisticated and extensive data analysis.*
- ▶ *Understand customer and marketplace demographics and behaviours.*
- ▶ *Manage geographically-based assets, such as stores, property and people.*
- ▶ *Plan logistics and prepare for emergency response.*
- ▶ *Create highly detailed maps to enhance presentations and aid in decision-making.*

Typical Applications:

▶ CUSTOMER/MARKET/COMPETITIVE ANALYSIS

▶ SITE SELECTION

▶ NETWORK PLANNING AND ENGINEERING

▶ DEMAND MODELLING

▶ DEMOGRAPHIC ANALYSIS

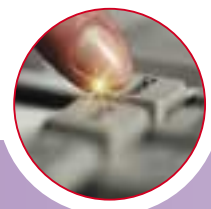
▶ INSURANCE RISK/CLAIMS ANALYSIS

▶ CRIME ANALYSIS

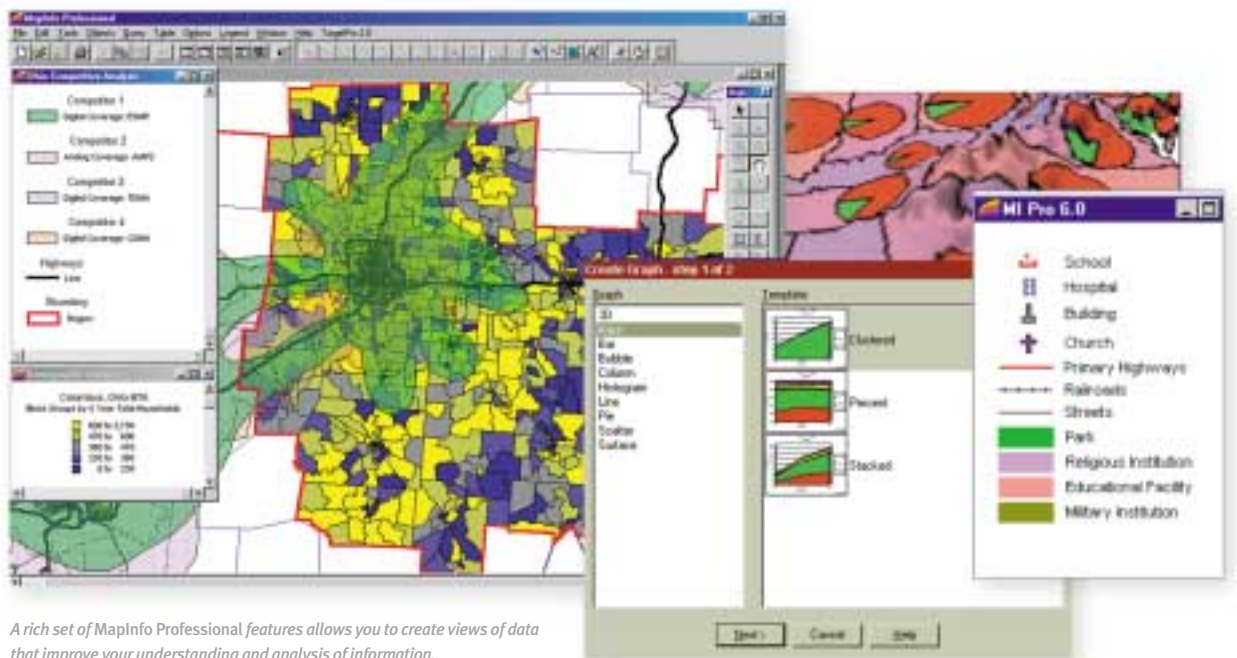
▶ PROPERTY AND FACILITIES MANAGEMENT

▶ CUSTOMER SERVICE

▶ FAULT TRACKING AND MANAGEMENT



Visualisation: See Your World In A New Way



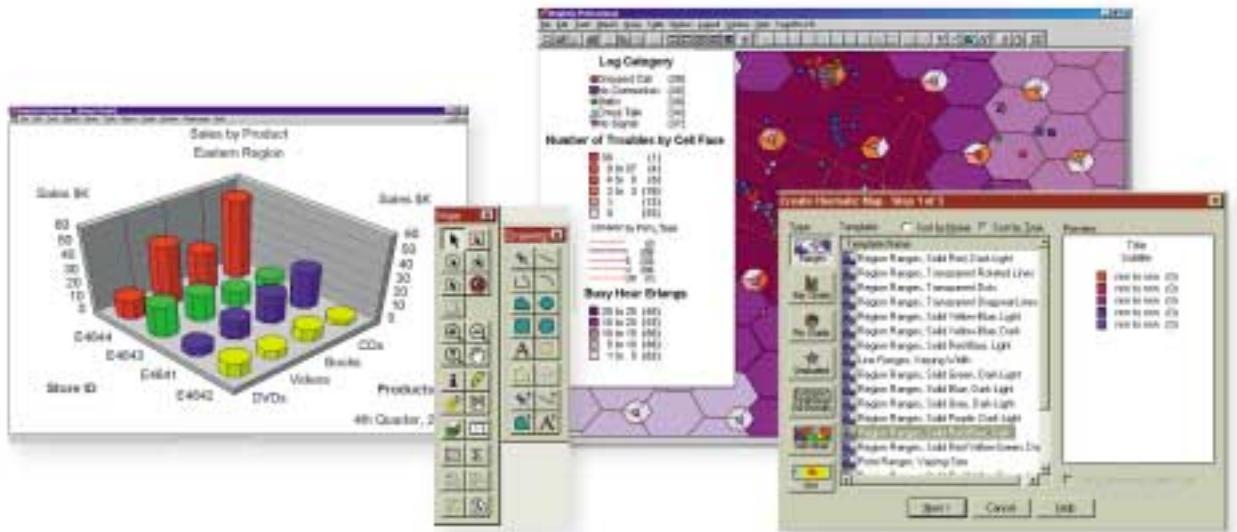
A rich set of MapInfo Professional features allows you to create views of data that improve your understanding and analysis of information.

MapInfo Professional offers you advanced visualisation capabilities that are essential in any mapping program. Choose from three interactive views of data – maps, graphs and tables. Selections and changes in one view immediately appear in all.

You can shade maps and add symbols and charts to portray trends and patterns in your data. Many thematic mapping templates are included, or you can create your own. Multiple files can be opened and viewed simultaneously by layering one over the other to instantly reveal relationships that are otherwise impossible to see.

Key Visualisation Features:

- ▶ **Three Interactive Views of Data.**
- ▶ **3D Viewing.**
- ▶ **Thematic Maps and Templates: continuous 3D, area shading, bar and pie charts, grid, relief shading, graduated symbols, dot density.**
- ▶ **Charts and Graphs: pie, bar, bubble, area, column, scatter, 3D, line, histogram.**
- ▶ **Remote Database Support.**
- ▶ **Object Types for Collection and Multi-point.**
- ▶ **3D Prism Maps.**
- ▶ **Data-Driven Ranges: equal count, equal ranges, inflection point, natural breaks, standard deviation, quantile, user defined.**
- ▶ **Automatic Thematic and Cartographic Legends.**
- ▶ **Register and Display Bitmaps and Other Raster Images.**
- ▶ **Extensive Library of Symbols and TrueType Fonts.**
- ▶ **28 Projections and Hundreds of Co-ordinate Systems.**
- ▶ **Raster Grid Translucency.**
- ▶ **Object Processing.**



Introduce data from any source and take advantage of templates to instantly create charts and maps.

Access And Integrate Your Data...

Chances are, you have a lot of data, from many different sources, that you would like to use in *MapInfo Professional*. No problem. You can map your entire customer database, a spreadsheet of contacts, satellite and scanned images and much more. You can also create your own new data and edit it on-the-fly.

ACCESS

MapInfo Professional gives you easy access to data stored on server databases or your local hard drive. Server databases can be accessed and updated directly and securely without transferring data locally. When many people in your organisation need fast access to up-to-date map data, you can store and manage spatial data on the server using Oracle8i or Microsoft SQL Server.

MapInfo's Universal Translator allows you to easily use files from other mapping environments, ensuring existing investments in data are protected.

Key Data Access Features:

- ▶ **Direct Access to Vector, Grid, Raster and Tabular Data:** TAB, WMF, BMP, TIFF, BIL, SID, PNG, PSD, ECW, MIG, VMGrid, ASCII, XLS, WKS, DBF, Microsoft® Access MDB.
- ▶ **Remote Access to Oracle®8i Spatial, MapInfo® SpatialWare®, Informix®, IBM® DB2®, Sybase®, Ingres, SQL Server.**

CREATE AND MANIPULATE

A robust toolbox of drawing, editing, digitising and processing tools help you create and work with spatial data. It is simple to trace, copy, or edit any map. Object processing features offer multiple ways of combining, splitting or adjusting regions. To improve appearances, choose from many symbol, line and fill styles, or add your own custom raster or vector symbol styles.

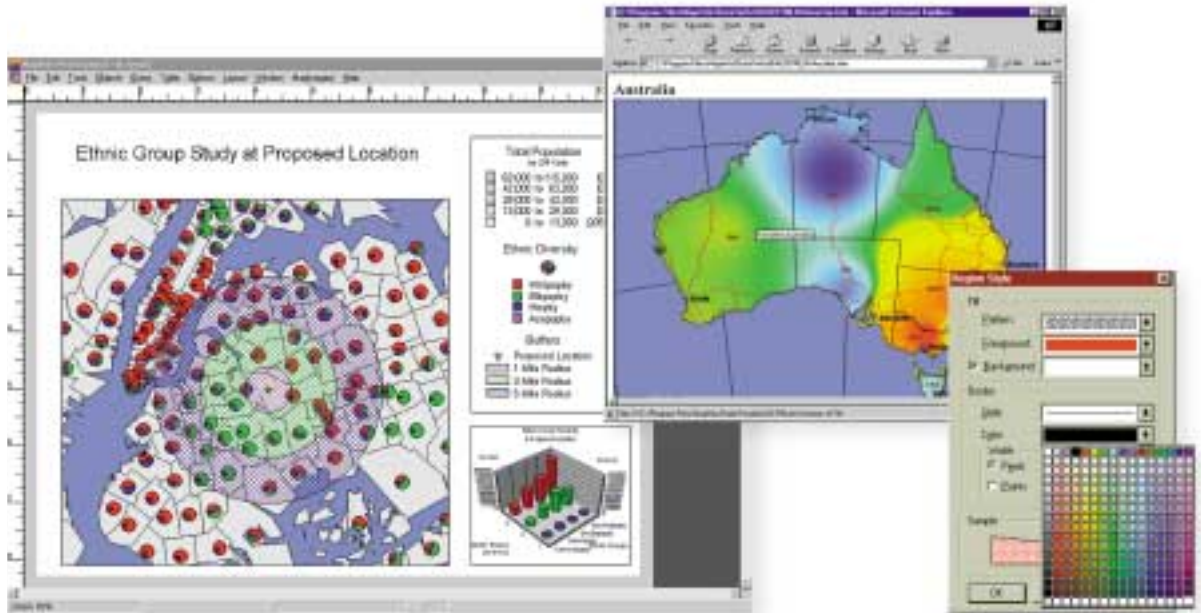
GEOCODE

To get your data on the map, *MapInfo Professional's* geocoding capabilities let you add spatial co-ordinates to any table containing location information. With the appropriate MapInfo Data you can match your data to any level of geography you need: as detailed as a street address or as broad as a country.

- ▶ **Open Database Connectivity (ODBC) and Oracle Call Interface (OCI).**
- ▶ **Universal Translator: import/export MIF/MID, AutoCAD DXF and DWG, DGN, SHP, E00, VPF, SDTS.**
- ▶ **Drawing and Digitising Tools: point, line, polyline, polygon, arc, rectangle, ellipse, text.**



Share Your Results: In Print Or Online



Maps are easily understood by everyone and are an excellent way to present and share information.

MapInfo Professional allows you to make informed decisions and offers a series of options for sharing your visually compelling results.

LAYOUT

A special layout window allows you to arrange all the elements of your presentation – maps, thematic and cartographic legends, graphs, titles, annotations and more. You can experiment with many layouts by simply dragging elements into place.

CRYSTAL DECISIONS

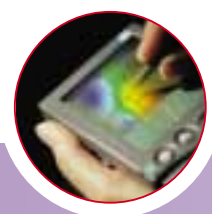
Sometimes you need a professionally formatted report to provide additional support for visual analysis. Crystal Reports, the industry-standard reporting package, has been included to make your work easier.

OUTPUT

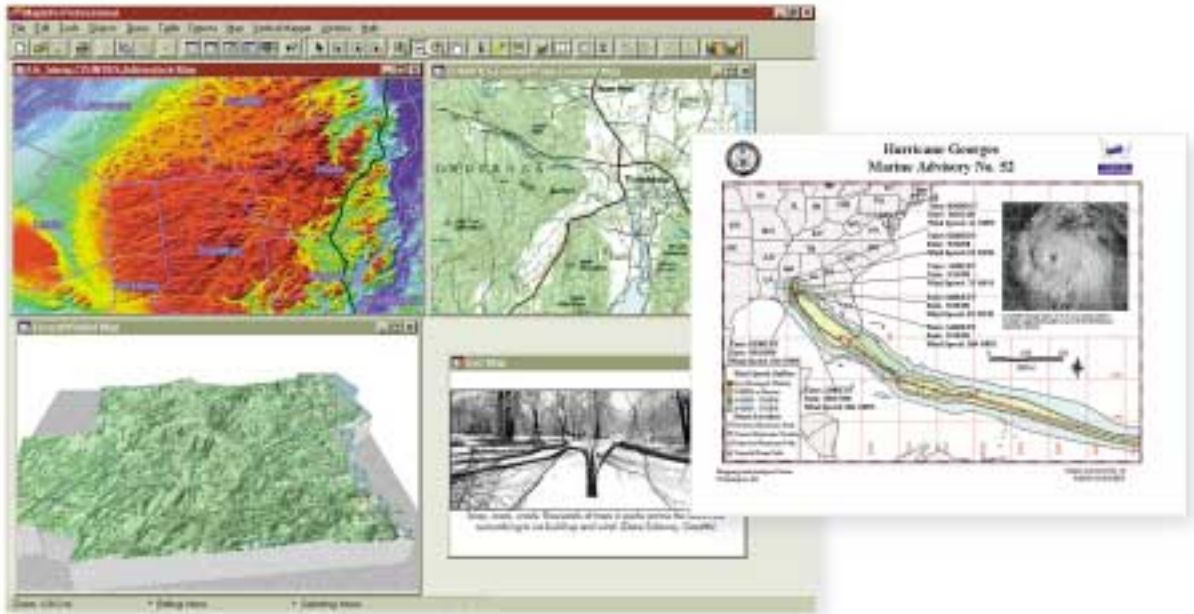
You can print your work on any printer or plotter, save to raster and vector file formats, use OLE drag and drop to embed maps in other applications and create HTML image maps for publishing on the web.

www.mapinfo.co.uk

► EASILY PRODUCE INTERACTIVE
MAPS TO PUBLISH ON THE INTERNET



Use Seamlessly With Other MapInfo Products



Government agencies, online retailers, financial services companies, telecommunications service providers: virtually every type of business or organisation uses MapInfo Professional.

■ MAPBASIC®

MapInfo Professional's interface and functionality can easily be customised using MapBasic, an optional development environment. In addition, MapInfo Professional can be integrated via OLE Automation into applications built using common languages such as Visual Basic® and C++.

■ MAPMARKER®

A standalone geocoding system, MapMarker offers performance and accuracy for adding spatial coordinates to addresses.

■ MAPINFO® TARGETPRO®

Integrates seamlessly with MapInfo Professional to provide sophisticated demographic and cluster analysis of customers and geographies.

■ MAPINFO® DRIVETIME™

For more accurate trade area analysis, create polygons depicting drive time and distance around any selected point(s).

■ MAPINFO® PROVIEWER™

Free software for viewing and sharing MapInfo Professional workspaces, maps, tables and graphs. Download a copy from www.mapinfo.com.

■ MAPINFO® MAPXTREME®

MapInfo's Internet mapping server shares the same file format with MapInfo Professional, which is often used to generate or prepare data for use in MapXtreme.

Note: Products may vary by country. Contact your normal MapInfo re-seller or MapInfo for product availability.

SPECIFICATIONS

Platforms

Runs in Microsoft® Windows® 2000, 98, 95 and Windows NT® 4.0.

Data

MapInfo Professional ships with hundreds of free data sets to get you started:

- ▶ WORLD MAP, OCEANS, COUNTRIES, CAPITALS, GRATICULE.
- ▶ CITIES, VARIOUS ADMINISTRATIVE BOUNDARIES, WATER AND HIGHWAYS FOR UNITED KINGDOM, EUROPE, FRANCE, GERMANY, ITALY, IBERIA, BENELUX, GREECE, AUSTRIA, SWITZERLAND, CHINA, JAPAN, INDIA, AUSTRALIA AND UNITED STATES.
- ▶ SAMPLE WORKSPACES AND TUTORIAL DATA.

Available Languages

- ▶ ARABIC
- ▶ BRAZILIAN PORTUGUESE
- ▶ SIMPLIFIED CHINESE
- ▶ TRADITIONAL CHINESE
- ▶ CZECH
- ▶ DANISH
- ▶ DUTCH
- ▶ ENGLISH
- ▶ FINNISH
- ▶ FRENCH
- ▶ GERMAN
- ▶ HEBREW
- ▶ ITALIAN
- ▶ JAPANESE
- ▶ KOREAN
- ▶ POLISH
- ▶ RUSSIAN
- ▶ SPANISH
- ▶ SWEDISH
- ▶ TURKISH

MapInfo Corporation

...enables customers to use location to transform information into business advantage...

A global company and technology leader, MapInfo provides business intelligence solutions that are deployed across organisations to help them better understand their markets and customers.

MapInfo offers an extensive portfolio of development tools, Internet and desktop applications as well as geographic, demographic, business and market data sets optimised for use in MapInfo software and applications. MapInfo's engineering approach is founded on state-of-the-art coding and quality assurance standards, multi-platform Java and Internet deployment and seamless integration with leading database environments such as Oracle 8i™ and SQL Server.

With a worldwide presence, thousands of customers and hundreds of value-added developers in every industry, MapInfo offers the solutions, consulting and support organisations need to better find, serve and grow their customers and better understand and manage their physical assets. MapInfo solutions are available in 21 languages through a network of strategic partners and distribution channels in 58 countries. Headquartered in Troy, NY, the company's UK and European headquarters are based in Windsor, UK.

For more information visit MapInfo at www.mapinfo.co.uk

MapInfo Europe
Minton Place
Victoria Street
Windsor
Berkshire SL4 1EG
UK

Tel: +44 (0)1753 848 200
Fax: +44(0)1753 621 140
Email: europe@mapinfo.com
Web: www.mapinfo.co.uk

MapInfo GmbH
Kelsterbacher Strasse 23
65479 Raunheim
Germany

Tel: +49 6142 203 400
Fax: +49 6142 203 444

MapInfo Benelux
Business Centre 1
Stephensonweg 14
4207 HB Gorinchem
The Netherlands

Tel: +31 (0)183 642950
Fax: +31 (0)183 616653

MapInfo Ltd Sweden
Kanalvägen 10C, 9tr
19461 Upplands-Väsby
Stockholm
Sweden

Tel: +46 8 5900 4123
Fax: +46 8 5900 4128

MapInfo Ltd Spain
Paseo de la Castellana 93-4^o
28046 Madrid
Spain

Tel: +34 91 418 5083
Fax: +34 91 555 9957

MapInfo Ltd Italy
Via Monte di Pieta 21
Milano 20121
Italy

Tel: +39 02 86 337 333
Fax: +39 02 86 337 400



knowingwhere
is just the beginning™

