

# 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

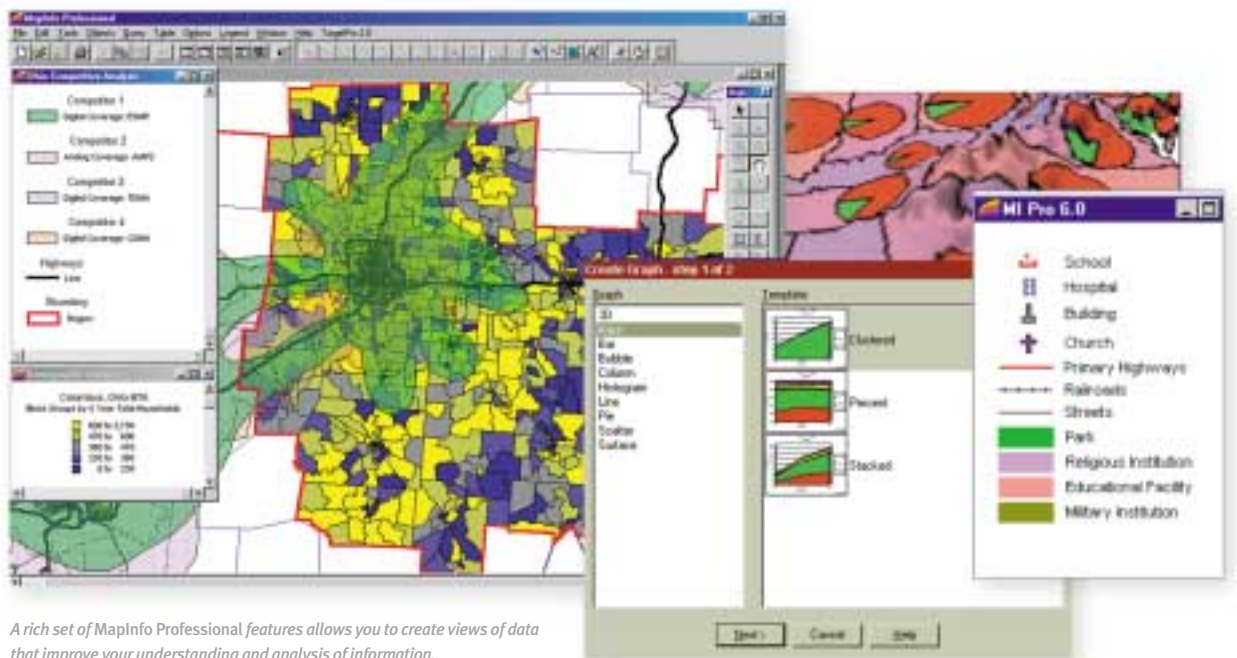
▶ PROPERTY AND FACILITIES MANAGEMENT

▶ CUSTOMER SERVICE

▶ FAULT TRACKING AND MANAGEMENT



# Visualisation: See Your World In A New Way



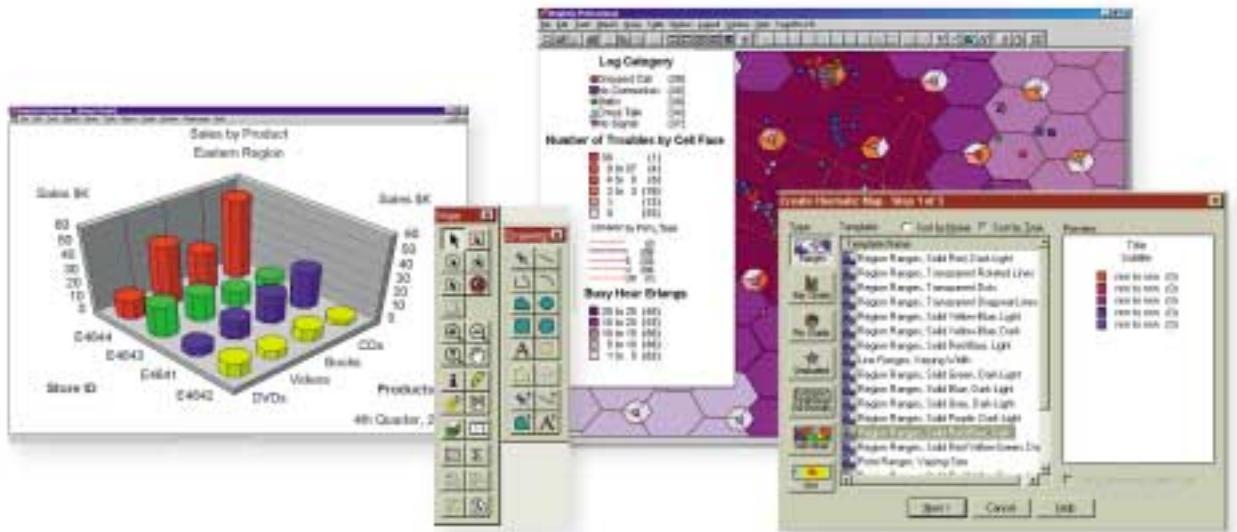
A rich set of MapInfo Professional features allows you to create views of data that improve your understanding and analysis of information.

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

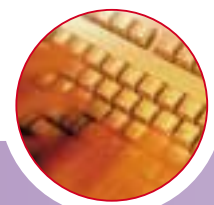
A robust toolbox of drawing, editing, digitising and processing tools help you create and work with spatial data. It is simple to trace, copy, or edit any map.

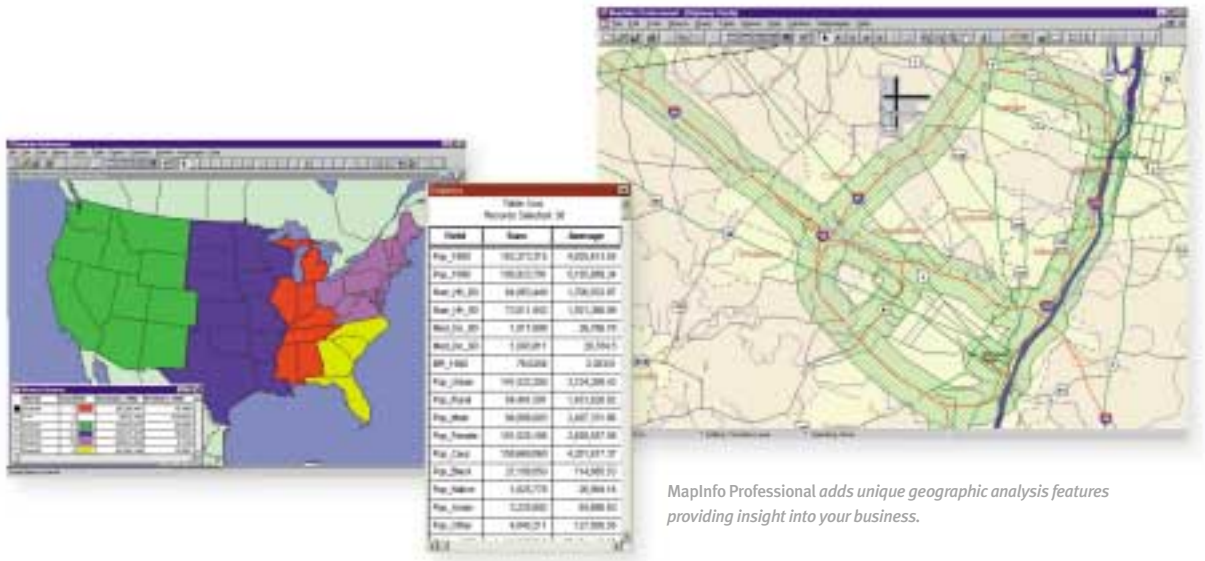
Object processing features offer multiple ways of combining, splitting or adjusting regions. To improve appearances, choose from many symbol, line and fill styles, or add your own custom raster or vector symbol styles.

### 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.**





MapInfo Professional adds unique geographic analysis features providing insight into your business.

# ...And Analyse To Get Better Results

At the heart of *MapInfo Professional* is the ability to analyse your data in a geographic context. You can measure distances and areas, aggregate data using many methods, calculate statistics, hot link to other maps and data and much more.

### QUERY

*MapInfo Professional* fully supports SQL query capability and adds geographic selection extensions such as ‘contains,’ ‘within,’ and ‘intersects.’ Frequently-used queries can be saved and re-used. You can also use simple, one-click tools to select data directly on the map.

### BUFFER

Automatically calculate and create regions around any point, line, or polygon to study data that falls within a given proximity of your selected target. These ‘buffers’ allow you to identify how many potential customers live near your store, to discover the population density within a few miles of a motorway, or to estimate a trade area.

### REDISTRRICT

A special redistricting feature lets you quickly experiment with possible territory alignments. The software calculates the data values and allows you to view the results before committing to any changes.

### HOT LINKS

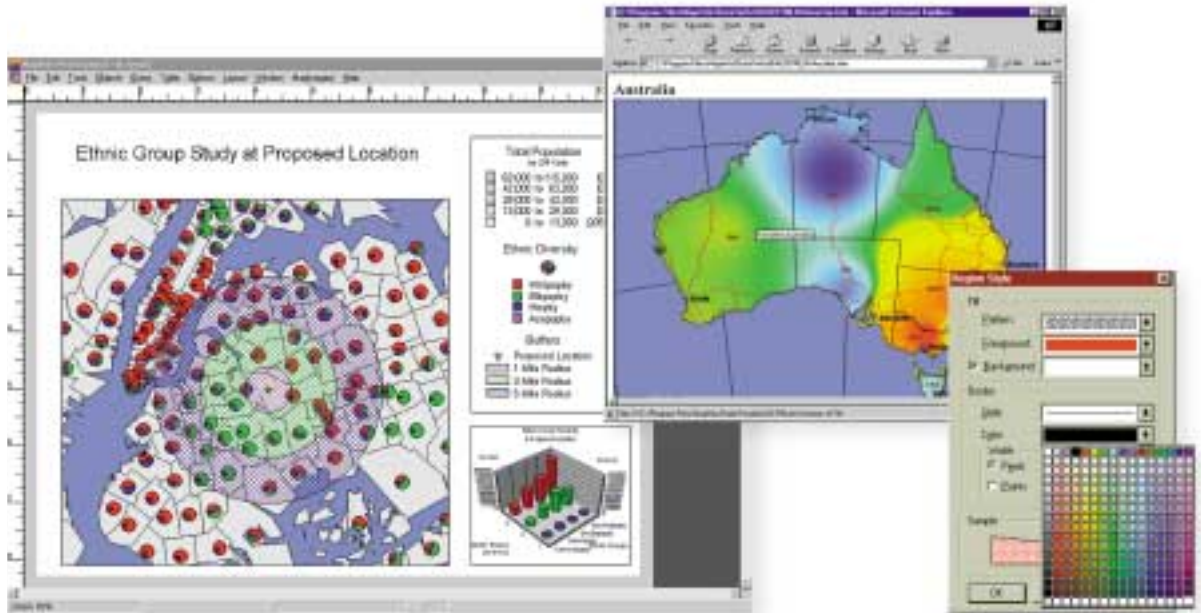
With *MapInfo Professional* you can hot link to launch URLs, images, multimedia files and applications. You will benefit from having one click access to all the information you need to make fully informed decisions.

### Key Analysis Features:

- ▶ **Editing Tools:** move, delete, resize, reshape, smooth, trace, snap-to-node.
- ▶ **Geographic Selection Tools:** within radius, within rectangle, within polygon.
- ▶ **Object Processing:** combine, erase outside, buffer, intersect, split, enclose.

- ▶ **SQL with Geographic Extensions.**
- ▶ **Table Manipulation:** add, modify, delete columns; pack table.
- ▶ **Analysis:** measure, aggregate, join (geographic or textual matches), information tool, statistics tool.
- ▶ **Hot Link.**

# 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

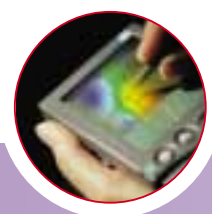
Sometimes you need a professionally formatted report to provide additional support for visual analysis. Crystal Reports, the industry-standard reporting package, has been included to make your work easier.

## OUTPUT

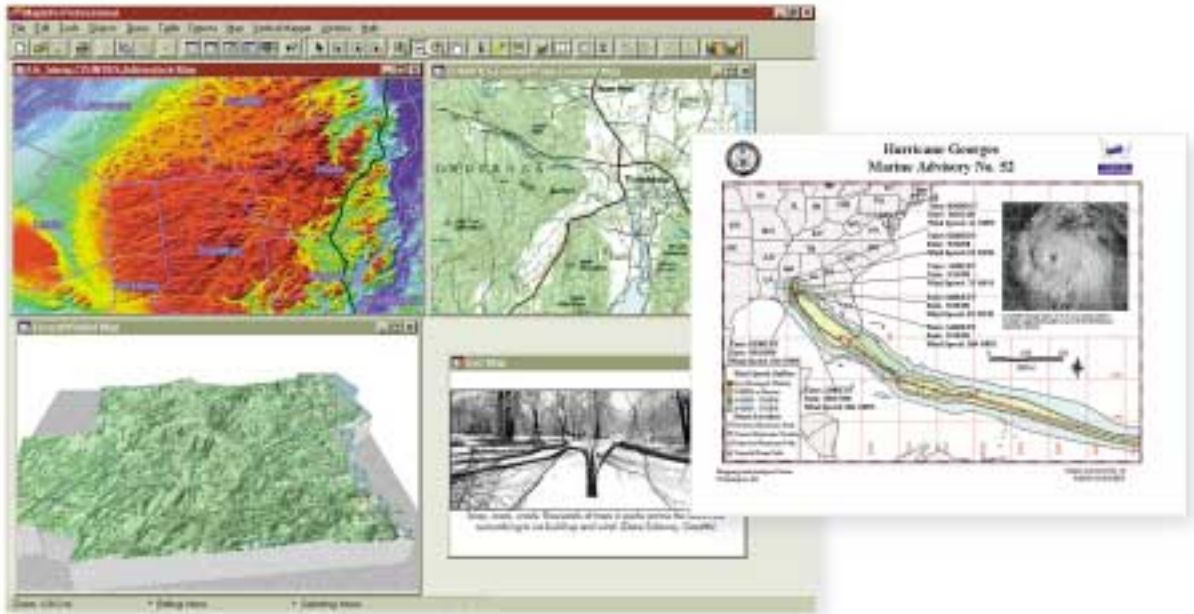
You can print your work on any printer or plotter, save to raster and vector file formats, use OLE drag and drop to embed maps in other applications and create HTML image maps for publishing on the web.

[www.mapinfo.co.uk](http://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](http://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](http://www.mapinfo.co.uk)

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knowingwhere  
is just the beginning™

