

MapMarker® Netherlands

The ultimate street-level geocoding solution



If you and your organisation depend on locating and visualising your customers for market analysis and improved business intelligence MapMarker® Netherlands provides you with an industry leading solution for pinpoint geocoding.

Features

- Geocode your database, even millions of records, in a single pass.
- Intelligent street-level geocoding.
- High quality data.
- Subscription pricing with regular free updates so you always have the very latest most accurate data.
- User friendly and simple to operate.
- Available in stand-alone or server editions.
- Server-side geocoding in Oracle8i Spatial.
- MapInfo Ready.
- Fully compatible with a wide range of standard environments.

Overview

Street-level geocoding – enabling you to accurately locate customers and assets on the ground – is the starting point and foundation for any ‘location-based’ e-commerce, CRM or other ‘address-centric’ solution. It’s an essential ‘must have’ whether your requirement is simply to locate your customers or to drive a 1000 seat call centre. MapMarker® Netherlands provides the ultimate solution.

Pinpoint geocoding turns ordinary data records, containing an address, place name or postcode, into geographic objects that can be instantly displayed on a map, enabling you to see the spatial relationships in your data.

The geocoded data can be displayed and analysed in the MapInfo family of products, such as MapInfo Professional® or MapInfo MapXtreme®, while compatibility with a wide range of standard environments means you can also take geocoded data straight into other preferred applications.

With a flexible, scalable architecture you can make fast, accurate decisions about customer locations and resources, whether your application is PC-based, enterprise wide or running over the Internet.

A Complete Solution

MapMarker® Netherlands uses sophisticated algorithms with industry standard, high quality address data to match and geocode your data.

- **Simple and easy to use:** MapMarker® Netherlands automatically assigns accurate geographic co-ordinates and creates a point for each record that can be viewed on a map. You control whether your source data should be updated, maintained or deleted.
- **Intelligent:** MapMarker® Netherlands uses ‘fuzzy logic’ algorithms to ensure a high match rate.
- **Quick Geocode:** For geocoding without all the set-up, a quick geocode facility is included.
- **Batch Geocode:** MapMarker® Netherlands enables several tables to be geocoded with minimal intervention.
- **Enhance your data:** MapMarker® Netherlands enables data from other tables (i.e. demographics, sales territory data or lifestyle codes) to be automatically attached to the geocoded records – further enhancing the value of the geocoded data.

• Automatic and interactive modes:

In automatic mode MapMarker® Netherlands will match as many records as possible. Alternatively, or for unmatched records, interactive mode can be employed to improve the match rate by selecting from a list of candidates.

- **Responsive:** Following the matching process, MapMarker® Netherlands returns result codes for each record. The result code stored in the table allows users to instantly see if a match was made and how precisely each address component was matched.
- **Industry standard, accurate data:** MapMarker® Netherlands incorporates high quality street-level data from MapInfo’s StreetPro Netherlands product to ensure highly accurate geocoding.



