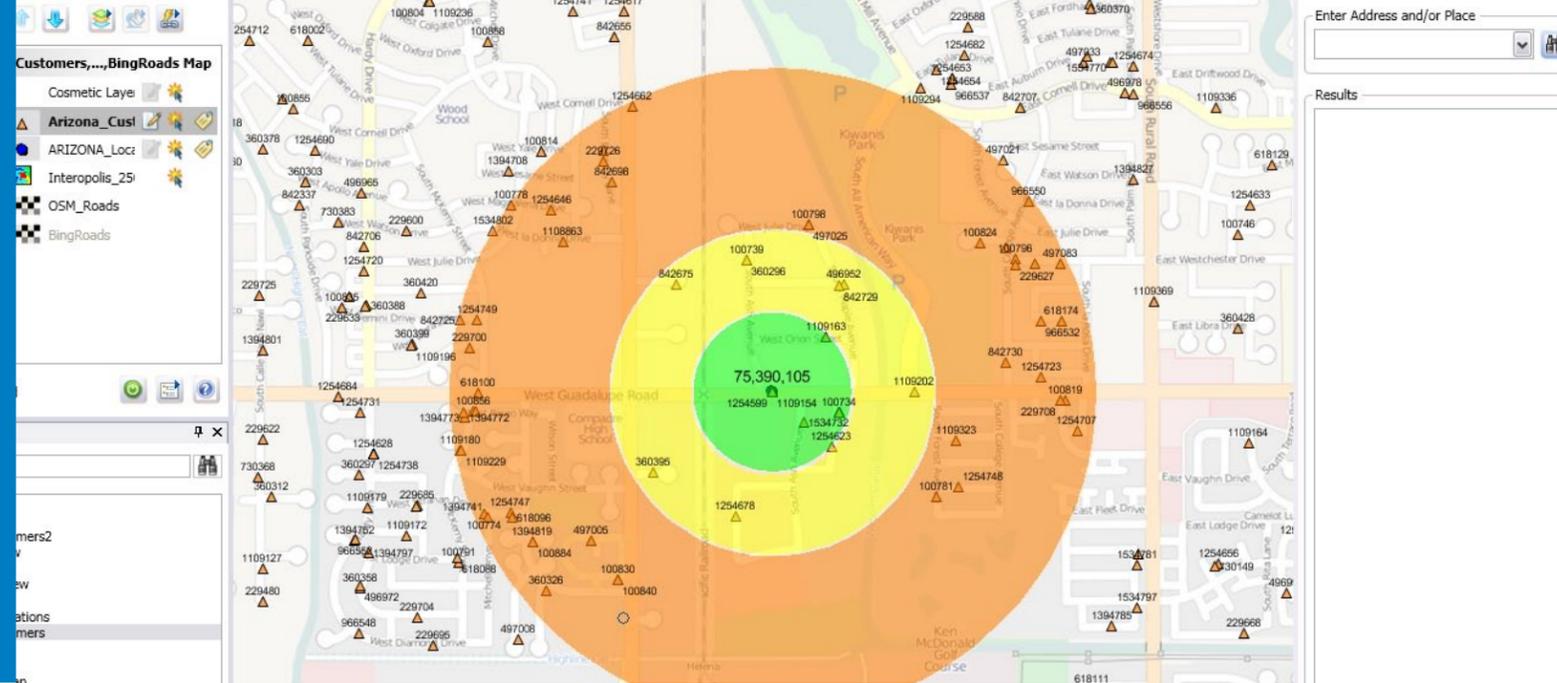




MapInfo Professional®

Comprehensive insight for location-powered
decision-making and data analysis

With MapInfo Professional v11.5, you can visualize the relationships between data and geography. So business analysts, planners, GIS professionals—even non-GIS users—can gain new insights into their markets, improve strategic decision-making and share information-rich maps and graphs.



Problem

Data is typically represented “flat,” as part of a table, spreadsheet or chart. It can be hard to interpret and just as hard to share with internal and external audiences.

Solution

Using MapInfo Professional, the address or other location information in data can be used to superimpose one data set over another (e.g., sales data, service records and traffic flow). This comparison process is enlightening. Patterns emerge, relationships clarify, opportunities are uncovered and problems reveal their own solutions.

Simply put, several types of data, correlated by using a single address, add intelligence to that location. The address now “means” something. It now carries inference for decision-making or analysis: location intelligence.

Opportunity

Businesses today share three common opportunities for growth: increased revenues, improved efficiencies and lowered costs. And governments everywhere share three common opportunities to better serve their citizens: improved collaboration and distribution of information; faster, more natural visualization; and decreased emergency response times. More and more of these organizations now recognize that location intelligence is fundamental to developing these opportunities.

“MapInfo Professional cuts the time by 25 percent that it takes to audit our network of banking centers, along with easily mapping and analyzing their geospatial measurements.”

Scott Weston
AVP for Retail Distribution
Analytics
Bank of America

Expand to the Cloud

With v11.5, you can extend your location intelligence capabilities through our cloud-based solutions for Web publishing.

Technology

Powerful visualization and analysis tools are easy to use. A simple user interface lets you automatically perform various types of analysis. So you can quickly analyze existing or potential site locations for a store or service, establish or optimize districts, territories or service area boundaries, run a risk and exposure analysis, and build and optimize networks (telecommunications, water or electrical).

Map creation and editing

To create base-map data, such as parcel or property maps, sales territories, service areas, network infrastructure (for example, wirelines or pipelines) and areas of risk, MapInfo Professional includes robust map creation and editing tools. More than 40 powerful CAD tools are provided to create, edit and manage data and assets.

Maps that are current and database driven

Multiple sources of data are accessed and combined into a single view. Data (customer, competitive, municipal data or commercially provided data such as highways, area codes, mail delivery routes or imagery data) can be combined to provide a cohesive, comprehensive look at the big picture. If any data changes, the map automatically updates to give analysts and coworkers access to the very same data and analysis.

“Pitney Bowes Software helps us to quickly analyze complex information, improving decision-making across our county.”

Mike Osbourn
Planning Coordinator
Cumberland County E911 Joint Planning Department

Results: See Households in a Whole New Light CITY PLANNER

The family at 5650 First Street has two children in middle school, owns a 2,200-square-foot house on two tax lots, drives two cars, earns an annual household income between \$50,000 and \$65,000, and is five minutes from a proposed middle school and mall.

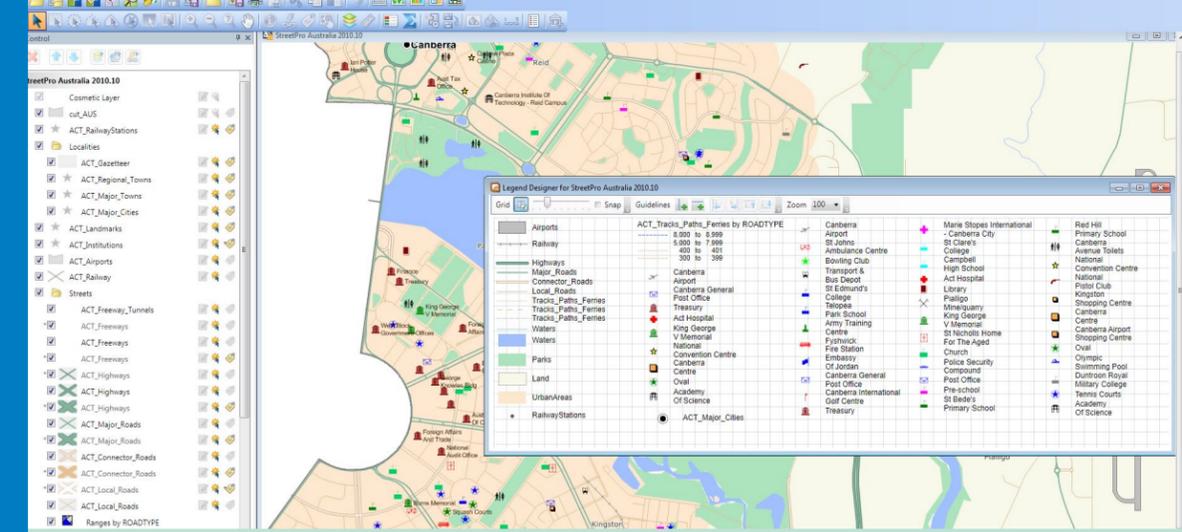
INSURANCE COMPANY

5650 First Street is in a low-risk area; the family has auto and homeowner’s insurance, owns a 40-year-old house on a flood plain, and is a prospect for flood insurance and a home warranty program. An agent contacted them six months ago.

GROCERY CHAIN

The family at 5650 First Street is a loyal and valuable customer, earns two incomes, has a pattern of buying convenience meals, more paper products, laundry detergent and colas than the average customer, and owns a home five minutes from the store. Plus, they frequently use coupons.

With the insight gained from location intelligence, users are providing superior service, improving operating performance, reducing operating costs and increasing their return on IT investments. Our team is here to make certain that you get the most out of your location-based analysis technology.



The user interface makes it possible to automatically perform proximity analysis, color-coded thematic mapping, spatial analysis, redistricting and more.

Features and Benefits

DATA ACCESS

Built-in support lets you access and view a variety of data formats directly. So you can view Microsoft Excel, Microsoft Access or database data such as Oracle, Microsoft SQL Server, as well as many other file formats, out of the box. You can also view images of virtually any format, ensuring that MapInfo Professional fits your current IT structure with no additional cost.

DATA CREATION AND EDITING

Provides many CAD data creation and editing tools as well as the ability to edit tabular data (values and names). Make all your changes for maps and data in one application and save time and effort.

DATA PROCESSING

Spatial data processing is where you can see the power of MapInfo Professional. Perform geographic queries on customer data such as "Show me all customers within a mile of my office." Instantly create trade areas based on common geographic variables (proximity to a major road or sales territory). Derive new insights and data by joining or splitting geographic regions (ZIP code boundaries). Create exclusive trade areas for all your service centers.

"With Pitney Bowes Software's technology, we experienced a net return on investment of over 900 percent in the first 10 months."

Steve Wallace
Senior Strategic Planner
Florida Farm Bureau
Insurance Company

MapInfo Stratus

Add MapInfo Stratus and you gain 24/7 access to location-based data and analysis via the cloud.

DISPLAY

Instantly shade/change style or mark territories (using any symbol, graduated symbols, charts or graphs), boundaries, highways, fiber lines or points based on any tabular data values through a simple wizard. You can also aggregate values using statistical or any math functions to associate a symbol or a color to a point or a region based on a calculated value. For example, shade the sales territories based on number of customers. Trends based on geography reveal themselves, patterns become clear and better decisions with impact are imminent.

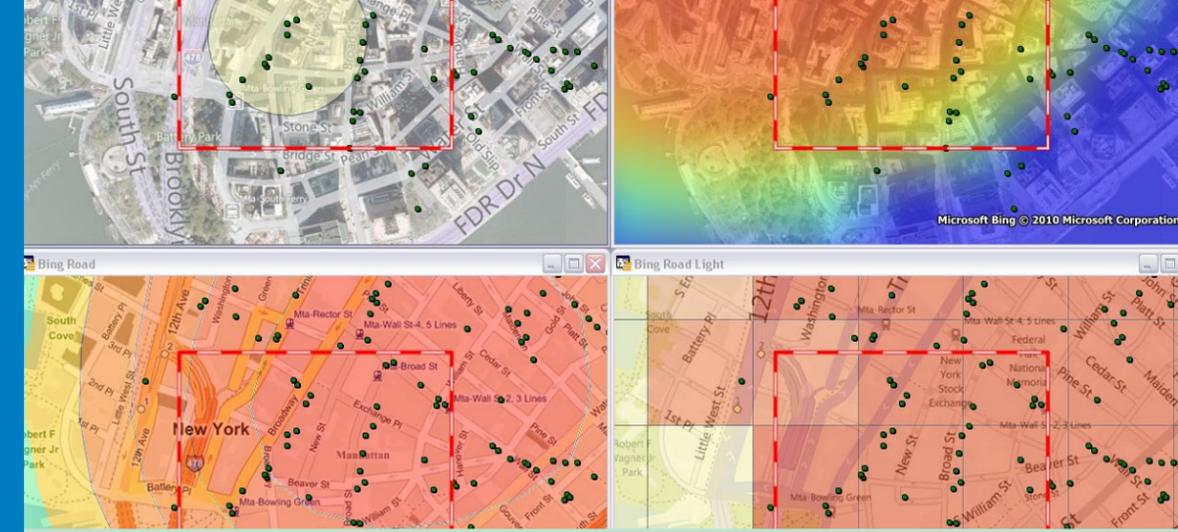
DATA AND MAP PUBLISHING

In today's IT environment, the need to have multiple publishing options is critical to meaningful communication between applications. Choose between a suite of PDF publishing options including standard PDF, layered PDF and now geo-registered PDF. This enables you to share more than just maps with your colleagues, but location-based answers. In addition, MapInfo Professional is Web-enabled. Publish static or interactive maps through easy-to-use wizards. Share the results in a format that best fits your needs. Add MapInfo Stratus, and you gain 24/7 access to location-based data and analysis via the cloud—ideal for disseminating public information, enabling business users to fulfill mapping requests, and sharing geo-based enterprise data with coworkers, citizens, constituents and customers.

"An employee can save hours of time and labor once used for finding and drawing maps of territories. Now this information is right at their fingertips."

Jay Abrams
Manager of SDA Productivity
Pepperidge Farm

Without any prior mapping experience, you'll easily create expressive, visually appealing maps for presentation and publishing.



Free base-mapping layer of Microsoft® Bing™ Maps can be used for reference points, offering a significant saving of time and costs. It also improves your ability to share with other users, since the base-mapping makes it possible to recognize a given locale.

The Power of Location-Enabled Technologies

Mainstream Microsoft® Windows® users operating on business-standard platforms and directly accessing the full range of today's leading databases will be able to take full advantage of the power of location-enabled technologies with MapInfo Professional. You'll make insightful decisions with better information:

- Intuitive management of networks or infrastructures. Evaluate geographically based assets such as cell towers, fiber-optic cable, or water, sewer and telephone services.
- Sharing of risk assessment or environmental data across organizational boundaries. Reduce risk in the insurance industry or for federal agencies.
- Prospect and lead generation. Analyze lifestyle patterns, buying trends, traffic patterns and boundaries of both your customers and your competitors' customers.
- Territory design and management. Determine the best locations for new stores, branch offices, service sites or trade areas. Estimate sales for a potential location while accounting for cannibalization and competitors when expanding. Maintain market share during consolidation.
- Customer analysis. Analyze demographics and psychographics and clustering of target customers.

You can extend the capabilities of MapInfo Professional through our cloud-based solutions for geocoding, Web publishing as well as other services.

You can also accomplish these tasks:

- Batch geocode to address, postal code or intersection
- Reverse geocode to address, postal code or intersection
- Share solutions between departments and locations

“Location intelligence is an essential tool for business development. We are able to communicate data, analysis and strategy in a way that all employees understand and get excited about.”

Ron DiGrandi
Director of Business Development
Time Warner Cable

Support for MapBasic®

MapBasic is a complete, BASIC-like programming language used to create custom applications. MapBasic extends geographic functionality, automates repetitive tasks and integrates MapInfo Professional with other applications.

Technical Requirements INTEGRATION

Object linking and embedding into applications built using common languages such as Visual Basic, Delphi, C++ and C#. MapBasic also has support for XML, FTP and HTTP. Communicates with other software using Dynamic Data Exchange (DDE), and MapBasic applications can call routines in Windows DDL and .NET assemblies.

INDUSTRY-LEADING PUBLISHING OPTIONS

Maps can be embedded to create charts and reports. Extensive report export options include formats such as PDF, HTML or XML. MapInfo Professional also provides powerful analytic and visual capabilities that are harnessed by MapInfo Stratus, enabling the use and layering of disparate data sets to create interactive maps. MapInfo Stratus provides an efficient way to publish information-rich maps to your website for easy user access and interaction—with no GIS experience required.

ACCESS ANY BUSINESS-STANDARD IT SYSTEM AND ALL ODBC-COMPLIANT DATABASES

MapInfo Professional tests and supports Windows XP, 7 and Windows 2008 Server. It can open MS Excel, MS Access data, CSV files including delimited ASCII, dBase and Lotus 1-2-3 files directly.

SUPPORTED DATABASES

Includes Oracle, MS SQL, MS Access, PostgreSQL (with PostGIS) for spatial data and any ODBC-enabled database for point information.

“Leveraging location intelligence enables citizens to access critical information with a simple click of a mouse.”

Mike Mull
Applications Manager
Town of Cary, N.C.

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Every connection is a new opportunity™



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