



ENVINSA™ CAPABILITIES OVERVIEW

Realize the power of location intelligence across business requirements with a scalable, web services platform



Location intelligence enables you to answer the fundamental yet complex question faced by your organization: Where—a critical factor in many strategic and operational decisions.

SUMMARY

Envinsa is a location platform designed to provide organizations with a suite of capabilities that solve a wide variety of business problems across departments and applications benefiting many different industries.

BENEFITS

- Drive more business to your stores and increase revenue through web-based store locators
- Enable call center personnel through identifying available products and services based on customer address
- Provide field employees with maps of customer addresses and optimal routing
- Incorporate location capabilities into existing business applications such as CRM, BI and ERP to add the value of seeing data geographically such as customer penetration, sales by store/sales rep, and location of supply chain assets

Overview

Envinsa equips your organization with powerful location capabilities from a single, departmental need to a wide variety of business needs across the enterprise. Delivered via a robust, web services-based platform, these capabilities can be used in custom applications such as web-based routing for delivery and service personnel or integrated into existing applications such as business intelligence dashboards to show sales by geographic region. The uses of location intelligence are limitless.

Location Intelligence and Analysis

Envinsa provides you with powerful calculation and measurement tools. You can quickly:

- Determine distances (how far do customers travel to my stores; how far is this property from a shoreline)
- Find the relation between points and an area (what municipalities are my customers in for tax purposes; is this customer in our cell phone coverage area)
- Create a buffer around a geometry (utility call-before-you-dig applications; are my stores overlapping)
- Search a database and return relevant information based on a location (is this address known for previous criminal activity; where should I focus my advertising for the best return on investment)
- Return answers to queries (where are my best customers located and where are more like them; what's the untapped market potential in a given territory)

These questions and many more are answered by using a combination of the following key location capabilities.

Mapping and Map Presentation

Envinsa provides functionality to present data on a map giving a critical new view of data. Mapping capabilities include the ability to visualize point information such as customer or store locations; show overlapping zones for competitive or store territory analysis; provide routing and directions for delivery or sales visits; select data based on geographic area for analyzing items such as crimes in a region; and much more. Specific functions include the ability to zoom in and out, pan in different directions on a map, and select data based on geography.

Location Utility

The Location Utility in Envinsa offers the ability to geocode (assign a latitude and longitude to an address so it can be plotted on a map), reverse geocode (pick a place on a map and get its address), and use a gazetteer (a geographical index).

Geocoding enables you to place all of your customers/stores/offices/assets on a map. The geocoding capability in Envinsa provides you with coordinates from a name, street address, postal code, or from the intersection of two streets. This function also works in reverse.

ENVINSA™

CAPABILITIES OVERVIEW

For example, select a group of points on a map, such as customers who visit a particular store, and generating their addresses for a direct mail sales campaign. Additionally, Envinsa can retrieve dynamic location information from mobile networks and location-aware devices to aid in areas such as asset management. And gazetteer capabilities are provided for the countries, country subdivisions, municipalities and landmarks. You can use this function for applications such as providing landmarks when getting directions.

Routing

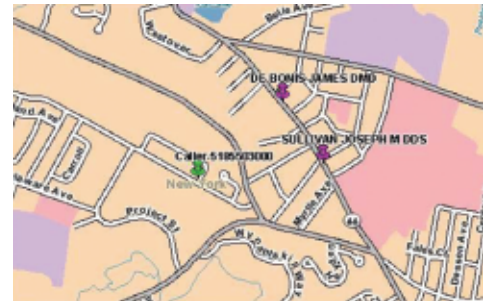
Route service capabilities provide directions both textually and graphically and includes both travel times and distances. You can specify any number of stops and request the optimal route, commonly called a matrix. In addition, specific road types, segments or features can be avoided. The Routing capability also enables you to perform drive time analysis and determine the area that can be traveled in a given amount of time. This is useful for many applications including determining delivery areas and service territories, and identifying customers and prospects within a certain driving time from a store or office.

Data Access

Envinsa enables you to share commonly needed data across your organization in an organized and structured manner. You can access a variety of different data types including static (rarely changing), semi-static (changes regularly), and dynamic (changes consistently) data. The powerful data tools enable you to categorize, manage and access data from the most popular databases including Oracle, Microsoft SQL Server, IBM and generic JDBC.

Any Application, Anytime, Anywhere

Envinsa enables you to integrate location into literally hundreds of applications that can be deployed to nearly any device. For example, applications can be deployed via the Web for internal or customer-facing uses, deployed to mobile, wireless devices such as PDAs and cell phones, to network connected clients such as laptops and PCs, and dozens of additional interfaces.



A customer care application helps call center personnel quickly answer questions such as what products and services are available and where the nearest store is.

Directory Service

The directory service enables you to find a target point of interest, such as a retailer or ATM, within a specified distance from a search point, either straight line, drive distance or drive time. Alternatively, requests can be made of the service for all of the points within a given area, for example, all of my customers within a five minute drive from my store for an upcoming promotion. The Directory Service connects to many types of databases and data sources to provide a comprehensive list of the closest places, products, or services.

Profile Management Service

Profile services enable you to manage access rights to applications and data. They also allow users to customize the functionality and content they want within the access rights limits. For example, you can enable field service personnel to enter data for a customer such as what services were provided and when. The billing department can access this data as read-only to generate invoices. Sales management can aggregate services orders by region and visualize on a map where sales are lagging and opportunities exist.

FIND OUT MORE ABOUT ENVINSA, READ CASE STUDIES AND TEST DRIVE DEMOS AT WWW.ENVINSA.COM.

FIND OUT MORE ABOUT ENVINSA, READ CASE STUDIES AND TEST DRIVE DEMOS AT WWW.ENVINSA.COM.

Corporate Headquarters

One Global View
Troy, NY 12180-8399
1.800.327.8627

www.mapinfo.com

Asia Pacific Headquarters

Level 4, 170 Pacific Highway
Greenwich NSW 2065
Australia
+61.2.9437.6255

www.mapinfo.com.au

EMEA / UK Headquarters

Minton Place
Victoria Street, Windsor
Berkshire, SL4 1EG UK
+44.1753.848.200

www.mapinfo.co.uk


Be Location Intelligent™