

MapInfo Professional®

Comprehensive insight for
location-powered decision making
and data analysis

MapInfo Professional

Increase revenue, lower costs, boost efficiency and improve service with location-based intelligence

MapInfo Professional helps organizations make better, more informed decisions about their customers, assets and operations, resulting in improved operating performance, reduced operating costs and increased return on investment (ROI). These gains are made almost automatically, by appealing to the innate human ability to visualize information.

Here's how: Data is typically represented "flat," as part of a table, spreadsheet or chart. Using MapInfo Professional, the address or other location information in the 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. Businesses today share three common opportunities for growth: increased revenues, increased efficiencies and lower 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.

Technology

Powerful analysis tools are simple and easy to use. Through a simple user interface, you'll automatically generate Voronoi polygons, a complex and powerful analysis tool that allows you to easily analyze retail trade areas, cellular service areas, voter registration districts or risk analysis reports. The Split-by-Line/Polyline feature easily divides up areas under examination using a street, a utility service line, or any line at all. For instance, comparing 911 response times above or below a river or roadway, is now one easy operation.

Access data from any business-standard database. MapInfo Professional supports Oracle, Microsoft and IBM. In addition, MapInfo Professional can read and write Oracle Spatial™ data types and directly access data stored in Microsoft SQL Server 2008. With MapInfo Professional, spatial data – points, lines and areas (polygons) – are accessed, stored and protected like any other data in the database. Pitney Bowes Business Insight has partnered with Safe Software to offer FME. This add-on to MapInfo Professional allows users to access over 150 GIS data formats directly.

Publish information faster and in more formats. Business and government are both under pressure to get better information out faster. Your maps and reports will have detailed charts and legends and can be published via paper, electronic files or static HTML.

City Planner

To a city planner, the family at 5650 1st Street has two children in middle school, has a 2200 square foot house on two tax lots, drives two cars, has a household income between \$50,000 and \$65,000 and is five minutes in drive time from a proposed middle school and mall. Here you can see how the ability to make regions of the map translucent enables you to see the underlying data and base map.



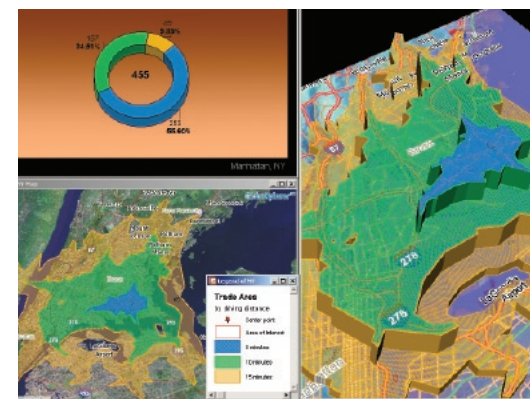
Insurance Company

To an insurance company, the family at 5650 1st Street is in a low-risk area, has auto and homeowner's insurance, a 40-year old house, is 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

To a retail grocery chain, the family at 5650 1st Street is a loyal and valuable customer, has two incomes, has a pattern of buying convenience meals, more paper products, laundry detergent and colas than the average customer, owns a home five minutes from the store. Plus, they own a home only five minutes from the store and frequently use coupons.



Technology

Map creation and editing MapInfo Professional includes robust map creation and analysis tools. It supports base map creation and editing including 40 powerful CAD tools in order to manage data and assets. Examples include – parcel maps, sales territories, operating areas or service regions and wireline, pipe or other network infrastructure. Users also can rotate map objects, copy, move or “nudge” them using the arrow keys. “Snap-to” nodes automatically follow common boundaries or geographical features during data creation.

Maps that are current and database driven With MapInfo Professional, multiple sources of data are accessed directly and easily combined into a single view. Customer data, competitive data, municipal data or commercially-provided data such as highways, area codes, mail delivery routes or imagery data can all be combined to provide a cohesive, comprehensive look at the big picture. If any of this data changes, the map automatically updates to give analysts and co-workers access to the very same data and analysis.

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 competitor’s customers.
- **Territory design and management.** Determining the best locations for new stores, branch offices, service sites or trade areas. Estimating sales for a potential location, while accounting for cannibalization and competitors when expanding. Maintain market share during consolidation.
- **Customer analysis.** Analyze demographics and psychographics; clustering of target customers.

Integration with Online Web Services

You can extend the capabilities of MapInfo Professional by directly accessing Envinsa® Online Services (EOLS), a set of location-based web services hosted by Pitney Bowes Business Insight. With EOLS, you can access highly reliable, fully monitored, professionally managed web services so you can:

- Batch geocode to address, postal code or intersection
- Reverse geocode to address, postal code or intersection
- Create drivetime polygons to better understand items such as trade areas or asset coverage

EOLS provides you with all the benefits of adding further location intelligence capabilities to MapInfo Professional without the capital investment, skill sets, time or risk associated with setting up new hardware and software in-house. Access highly reliable, fully monitored, professionally managed web services.

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. MapInfo Professional can also be integrated via Object Linking and Embedding into applications built using common languages such as Visual Basic, Delphi and C++. MapBasic also has support for XML, FTP and HTTP. It can communicate with other software packages using Dynamic Data Exchange (DDE) and MapBasic applications can call routines in Windows DDL files.

Industry-leading publishing options

Reports can be created using the incorporated Crystal® Reports technology. MapInfo Professional 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 support for “Send Map to MapX Mobile,” which lets users export MapInfo Professional map windows to MapX® Mobile, a toolkit for deploying location intelligence capabilities on mobile devices for field teams.

Access any business-standard IT system & all ODBC-compliant databases

MapInfo Professional tests and supports Windows® Vista®, XP and 2000. It can open MS Excel, MS Access data, CSV files including delimited ASCII, dBase and Lotus 1-2-3 files directly. When information contained in your maps is stored as spatial data inside the database it benefits from all of the inherent security, scalability, access and backup that other data systems have to offer. And since the data is accessible via the network, multiple users can access and resource the same information at the same time. Supported databases include Oracle®, MS SQL®, MS Access®, IBM® Informix® for Spatial data and any ODBC enabled database for point information.

Process data for analysis and map creation

When it made its way into the mainstream, spreadsheet software revolutionized analysis by making it easy for organizations to evaluate data and propose “what-ifs” for problem solving. Now, mapping software is providing new tools to businesses who need to find new ways to increase sales to existing customers, expand customer bases,



increase customer loyalty, discover new markets, reduce risk and generally, make every decision as informed and qualified as possible.

- **Risk Analysis.** Area-by-area risk management for municipalities or insurance carriers.
- **Logistics.** Develop tactics to successfully manage the procurement, distribution, maintenance and replacement of material and personnel.
- **Trade Areas.** Compare optimum locations for new development or traffic-dependent businesses such as restaurants or convenience stores.
- **Retail Market Analysis.** Analyze customer and marketplace demographics, traffic patterns and store placement for national retail/chain stores. Evaluate customer trends, utilization of services and success factors.
- **Asset Management.** Manage geographically-based assets, such as stores, people, property or physical assets such as cables, pipes or support equipment.
- **Emergency Response Planning.** Analyze routes and response times for emergency response, development analysis and highway expansion or traffic revisions.

Once analysis is complete, presentation is made easy with intuitive map editing capabilities such as rotating and nudging objects, snap-to editing, select using a boundary, smooth/unsmooth and easy layer translucency. There are North arrows, scale bars, grids, support for TrueType® fonts and text rotation and an unlimited number of available colors. And the most dramatic function of mapping, data visualization through thematic maps, is made easy. For example, analysts can combine objects to display multiple variables, use

ranged shading, bar and pie charts, dot densities or other controls that emphasize data or conclusions. More than 100 thematic examples are available including seven major ones that are automatically supported. Without any prior mapping experience, you'll easily create expressive, visually appealing maps for presentation and publishing.

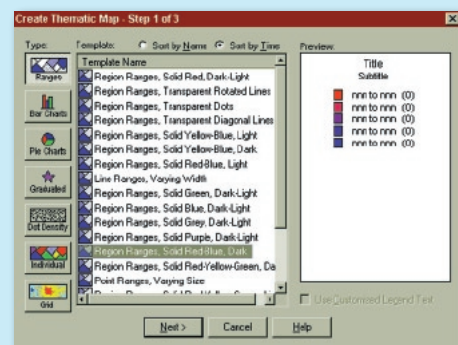
Publish your work. Increase its visibility & value across your organization

Pitney Bowes Business Insight recognizes that organizations want more options for publishing the results of their analysis. With Seagate Crystal Reports, included free with MapInfo Professional, you can generate professional-looking reports, embed maps and graphics and export them to formats such as PDF, HTML or XML. With MapInfo Professional, you can print individual windows or layouts to any Windows compatible printer or plotter as well as output to many formats, including bitmap (.BMP), Windows metafile (.WMF) or Adobe Photoshop®. There is support for 24-bit color and control over color dithering method, transparency- handling technique, page size and defaults.

MapInfo Professional supports Windows 2000 as well as Windows 2003 Server and Citrix technology. It is the most open, accessible, easy-to-use location software available. Throughout your organization, our software and data products will be recognized for their openness, ease-of-use, ease-of-customization and affordability. They are based on the Open GIS Consortium (OGC) standards for interoperability and tightly conform to industry standards for Java, XML, LIF,

Technology

Very easy to operate GIS software. Advanced GIS specialists will work more swiftly and efficiently with MapInfo Professional. A single FILE OPEN command opens tables, workspaces, raster images, ESRI® Shapefiles or database connections. A Windows-like SET DEFAULT LOCATIONS, finds TAB files, workspaces or imports file directories. FILE NEW TABLE uses the existing table as a template for table structure and a built-in menu option automatically checks for product updates.



API2, J2ME, J2EE and J2SE. Pitney Bowes Business Insight customers enjoy the widest possible options for extensibility, scalability and deployment. Pitney Bowes Business Insight pioneered desktop spatial services in 1986. This pioneering spirit has taken the technology from the domain of GIS specialists into the business-standard, Windows-compliant operating environment. With the insight gained from location intelligence, our customers are providing superior service, improving operating performance, reducing operating costs and increasing their return on IT investments. The goal of the Pitney Bowes Business Insight team is to make certain that you get the most out of your location-based analysis technology.

Features & Benefits

A. Logo certification

MapInfo Professional is Microsoft Windows XP certified and supports Windows Vista as well as Windows 2003 Server and Citrix technology. The official Microsoft logo ensures that MapInfo Professional meets the highest quality standards for software installation operation and ease-of-use.

B. Data access

MapInfo Professional provides built-in support to access and view a variety of data formats directly. This means you will be able to view your Microsoft Excel, Microsoft Access or database data such as Oracle, Microsoft SQL Server as well as many other file formats directly out of the box. You can also view images of virtually any format. This capability ensures that MapInfo Professional will fit into your current IT structure directly with no additional cost.

C. Data creation & editing

MapInfo Professional provides many CAD data creation and editing tools as well as the ability to edit your tabular data such as values and names. This means you don't have to switch between applications. Make all your changes for maps and data in one application and save time and effort.

D. Data processing

Data processing, specifically spatial data processing, is where you will 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 such as proximity to a major road or within sales territories. Derive new insights and create new data by joining or splitting geographic regions such as ZIP code boundaries. Create exclusive trade areas for all your service centers. The uses and benefits of this functionality are infinite and can be found in every industry.

E. Display

Map display options are one of the great strengths of MapInfo Professional. You can 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.

F. Data & map publishing

Sharing your results in industry formats is often as critical as the information itself. In today's IT environment, the need to have multiple publishing options is critical to meaningful communication between applications. MapInfo Professional provides a spectrum of options for this purpose. From the ability to export data to any format, to publishing large maps with legends and charts, MapInfo Professional seamlessly integrates across applications. 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.

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