pitney bowes

Location Intelligence

Geographic Information Systems

MapInfo Pro™

Insight for location-powered decision making.

Data drives our decisions every day. Blend this data with geography and you can visualise a new reality. Now business analysts, planners, GIS professionals, non-GIS specialists can improve their strategic decision making and share information as data rich, informative maps.

Breathe life into flat data.

Tables, spreadsheets and charts can be a challenge to interpret and be even harder to share with other people. MapInfo Pro™ lets you visualise data using addresses or other location information. Sales data, service records and traffic data can suddenly be enlightening. Patterns are revealed, relationships emerge and problems offer their own solutions. Numbers now show their true meaning. You can analyse quickly and make better, faster decisions.

- Use local intelligence to create organisation-wide change.
- Improve collaboration.
- Increase efficiency.
- Lower costs.
- Reduce response times.

Create, share, update, integrate.

MapInfo Pro is part of the integrated Location Intelligence suite from Pitney Bowes. Maps and data can be created in MapInfo Pro and published online for your own organisation, or customers, to see. When used in collaboration with Spectrum® Spatial Analyst, you can share interactive map data and services in a web browser with just a few clicks.

MapInfo Pro also integrates with Spectrum® Spatial, our platform for delivering Location Intelligence capabilities throughout an organisation.

Built on Open Geospatial Consortium (OGC) Catalogue Services Web (CSW) standards, MapInfo Manager catalogues can be searched by MapInfo Pro and other CSW compliant applications. Nominated users can also update the metadata in the corporate catalogue directly from the MapInfo Pro interface, without the need to use complex metadata software.

Get specific. We do.

Pitney Bowes and our partners offer industry-specific solutions built on MapInfo Pro for site and market analysis, crime mapping, flood modelling, mining and exploration, telecommunications/utility network engineering and more.

"Location Intelligence is a sales tool... everyone can see and understand why we charge what we do."

– Brendan Green, CEO, Hire A Hubby

"...a net return on investment of over 900% in the first 10 months."

– Steve Wallace, Senior Strategic Planner, Florida Farm Bureau Insurance Company

"An employee can save hours of time and labour once used for finding and drawing maps of territories."

– Jay Abrams, Manager of SDA Productivity, Pepperidge Farm

"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

Get more from your location-based analysis.

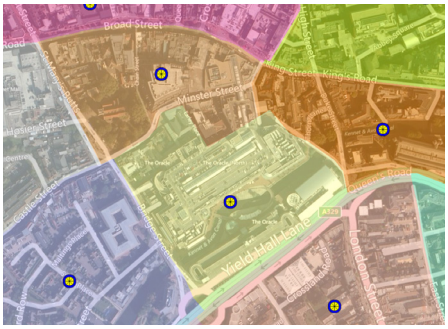
- View various data formats – Excel, Access, Oracle, SQL Server, SQLite, etc...
- Make all map and data changes from one application.
- Create and edit data using over 40 CAD tools.
- Powerful spatial data processing
- Perform geographical queries on customer data such as 'show me all customers within 5km of my office'.
- Instantly create trade areas based on geographic variables like major roads or sales territories.
- Join or split previous geographic areas and create new efficient trade areas for your service centres.
- Instantly colour code territories, boundaries, highways, fibre lines or points based on tabular data values through a simple wizard.
- Aggregate values to associate symbols or colours to a point or region. For example, shade territories based on number of customers.
- Spot trends and patterns as they become visually apparent.
- Communicate across applications with multiple publishing options such as geo-registered PDFs.

MapInfo Pro™ includes a built-in set of comprehensive CAD-like drawing and editing tools

Pie chart maps for multi-variable analysis

Spidergraphs to connect your customers to stores

Crime offences: Analysing crime patterns



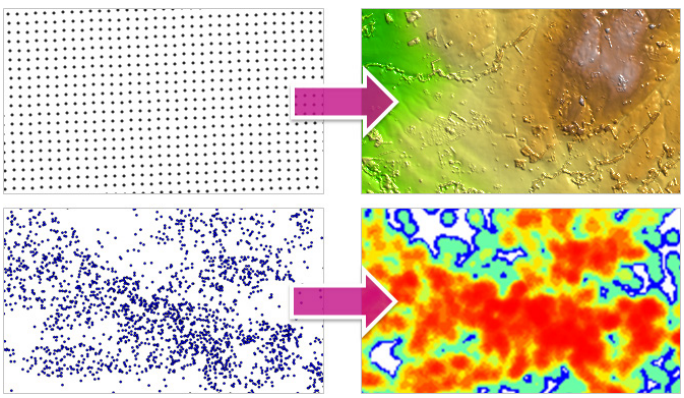
Create territories and catchment areas

Microsoft Bing background mapping

Simple to use, hard to beat.

If you and your team are used to working with standard Windows applications, you'll find MapInfo Pro™ simple to use. Better information and more insightful decisions are only a few clicks away.

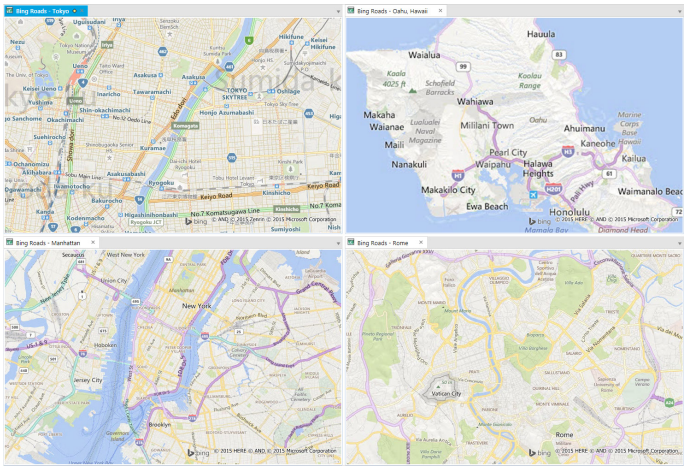
- Intuitive management of networks or infrastructures. Evaluate geographically-based assets such as cell towers, fibre-optic cable, or water, sewer and telephone services.
- Sharing of risk assessment or environmental data across organisational boundaries. Reduce risk in the insurance industry.
- Prospect and lead generation. Analyse demographic data, 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 cannibalisation and competitors when expanding. Maintain market share during consolidation.
- Customer analysis. Analyse demographics, psychographics and clustering of target customers.
- Plan new road layouts, traffic plans and property developments in a town planning department or engineering consultancy.
- To help you put your own data into context, you can access Microsoft Bing Maps (aerial and hybrid maps) in MapInfo Pro™ to use as a background map. An optional extra offers you unlimited access to worldwide Bing street maps, and a "Move Map To" feature to find a location anywhere in the world.



On top, an example of a grid created from a point dataset of elevation. Below, an example of a hot spot density map. MapInfo Pro Advanced includes a number of interpolation and modeling methods for creating raster grids out of your point data.

Build custom apps and integrate with your IT systems.

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 DLL and .NET assemblies.



Microsoft® Bing™ Maps and other tile server data can be used as background maps for your organisations data.

High performance grid analysis

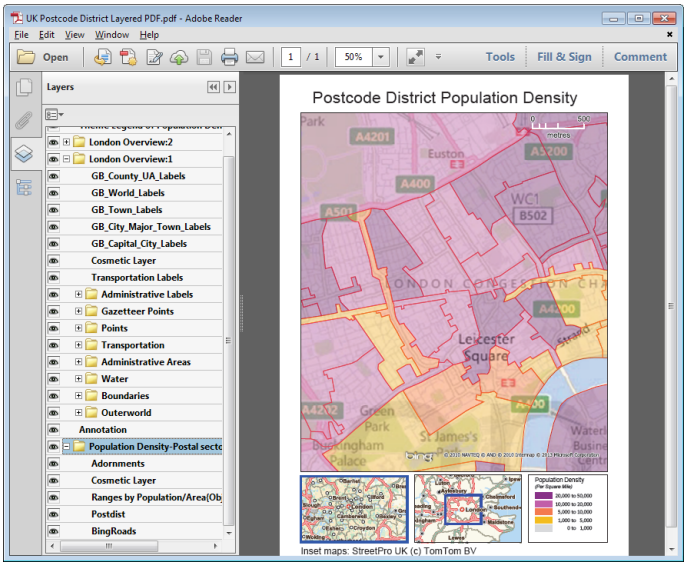
MapInfo Pro™ Advanced, new with the 15.2 release, introduces a highly performant raster grid analysis capability, featuring an innovative grid data format for GIS professionals and analysts. It enables the super-fast visualisation and analysis of large and highly detailed grid-based spatial data, even at a continental or global scale, using a new grid format called Multi-Resolution Raster (MRR).

Raster grid-based data often includes multiple values and contains information at levels of granularity. As a result, data sets are combined to derive the insights necessary to make impactful business decisions. This is important when working at a continental or global scale. While the area of interest grows, the size and the scale of the data set grows exponentially to a size that is unusable by present-day applications.

As a result, MapInfo Pro Advanced is an excellent solution for GIS professionals and analysts working with information that contains values which vary continuously across areas, such as elevation and mobile coverage.

Share your maps and analysis with others.

Sharing your results in ways your audience wants to see them 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. MapInfo Pro™ provides numerous options for publishing results, depending on the audience, such as hard copy printing, exporting to a variety of formats (both raster and vector) and publishing as interactive PDFs.



In addition, with Spectrum Spatial Analyst, an optional web mapping service, you can publish maps to internal or external audiences using your favourite browser or mobile device with just a few clicks.

Download your free evaluation of MapInfo Pro at: web.pb.com/miprov15

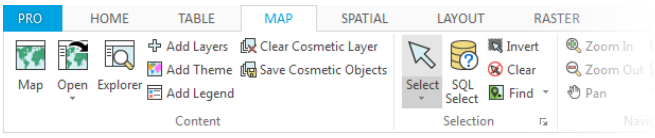
Use your data in its native format.

MapInfo Pro tests and supports the latest Windows operating systems and commonly used data formats such as:

- Microsoft Excel
- Microsoft Access
- Microsoft SQL Server
- SQLite
- Oracle
- PostgreSQL (with PostGIS) delimited ASCII text and CSV files
- dBase
- Lotus 1-2-3 files

CAD and spatial data formats such as DXF, DWG, DGN and SHP can also be used.

MapInfo Pro supports open standards such as the Open GeoSpatial Consortium's (OGC) GML, WMS, WFS, WFS-T formats, Google KML and much more.



Easy to learn: MapInfo Pro is built using a standard Windows interface.

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