

Pitney Bowes MapInfo

LOCATION INTELLIGENCE COMPONENT

For Business Intelligence

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What is the Business Issue ?



Any company that has an existing BI solution is unlikely to be taking full advantage of their data which is typically 80% or more location-based, by using BI alone

What is the Business Issue ?

Customer Pains

- Even though majority of data is location-based, A BI only solution often limits views of the data to tables and graphs
- Disconnects and inconsistencies between GIS solution and BI solution
- Inability to compare location-based data to other location-based data such as infrastructure, demographics, jurisdictional, etc
- Inability to utilize spatial search capabilities to create new views of the data
- Difficulty in comprehending report results and understanding cause/effect relationships
- No way to easily and interactively analyse data visually



What is Location Intelligence ?

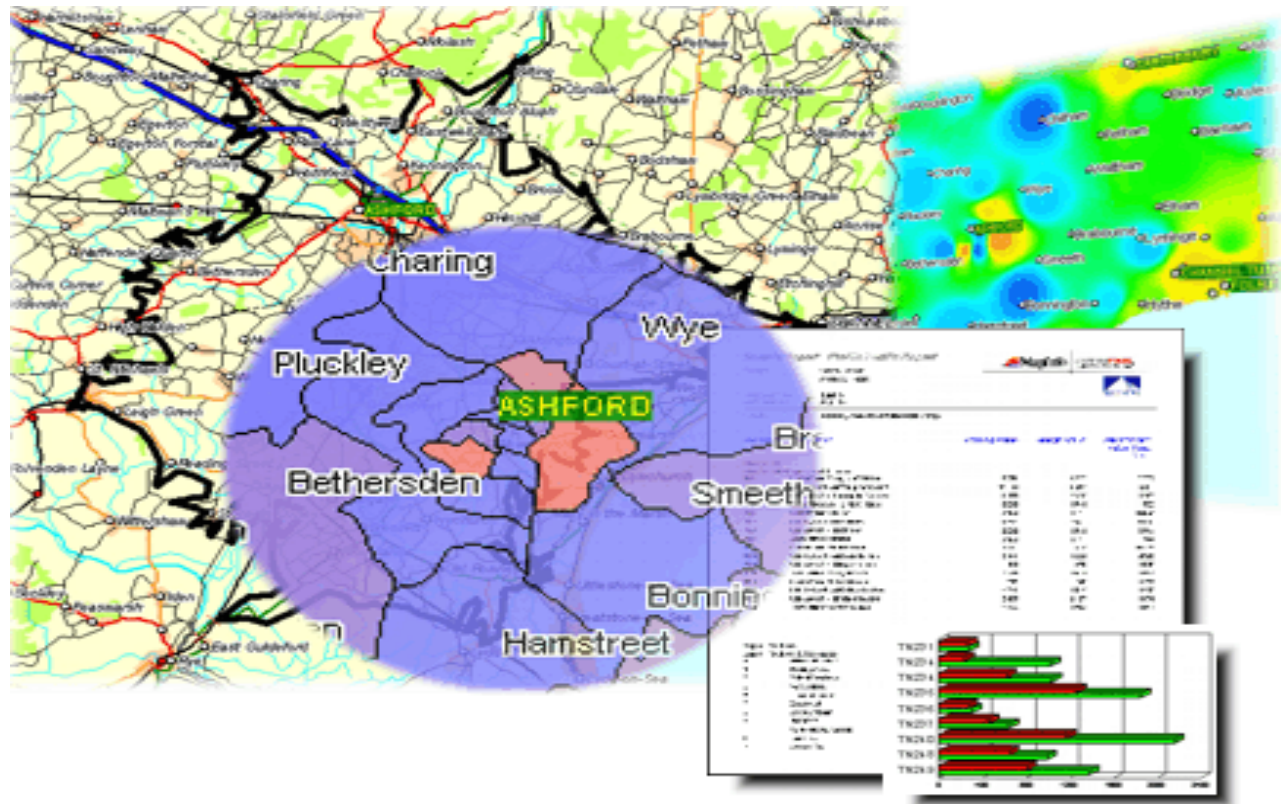
- Most organisations have a need or could benefit from utilising Location in their decision making.
- Organisations that :-
 - Market by geography
 - Target marketing, merchandising
 - Plan by geography
 - Telecom build out, store trade area analysis
 - Assign assets by geography
 - Assigning services management, law enforcement resources, engineering resources
 - Track resources by geography
 - Analyze customers sales by sales territories
 - Manage services by Geography
 - Customer Services, financial services, management services

What is Location Intelligence ?

- Mapinfo is a Location Intelligence Company
- Location Intelligence is the ability to take organisational data and apply location to empower effective decision-making.

MapInfo Enables:

- Location Awareness
- Location Analysis
- Location Action



Business Intelligence and Location Intelligence

A natural convergence

Business Intelligence

BI Platforms

- Enterprise
- Integration
- Technology

Analytic Applications

- Process Driven
- Process or Industry specific

Location Intelligence

LI Platform

- Enterprise-wide
- Integrated software/data
- Technology Integration

Analytic Applications

- Market specific data
- Predictive Analytics
- Business process-driven
- Sophisticated spatial modeling

Measure

Align

Decide

Discover

Optimize

Innovate

Predict

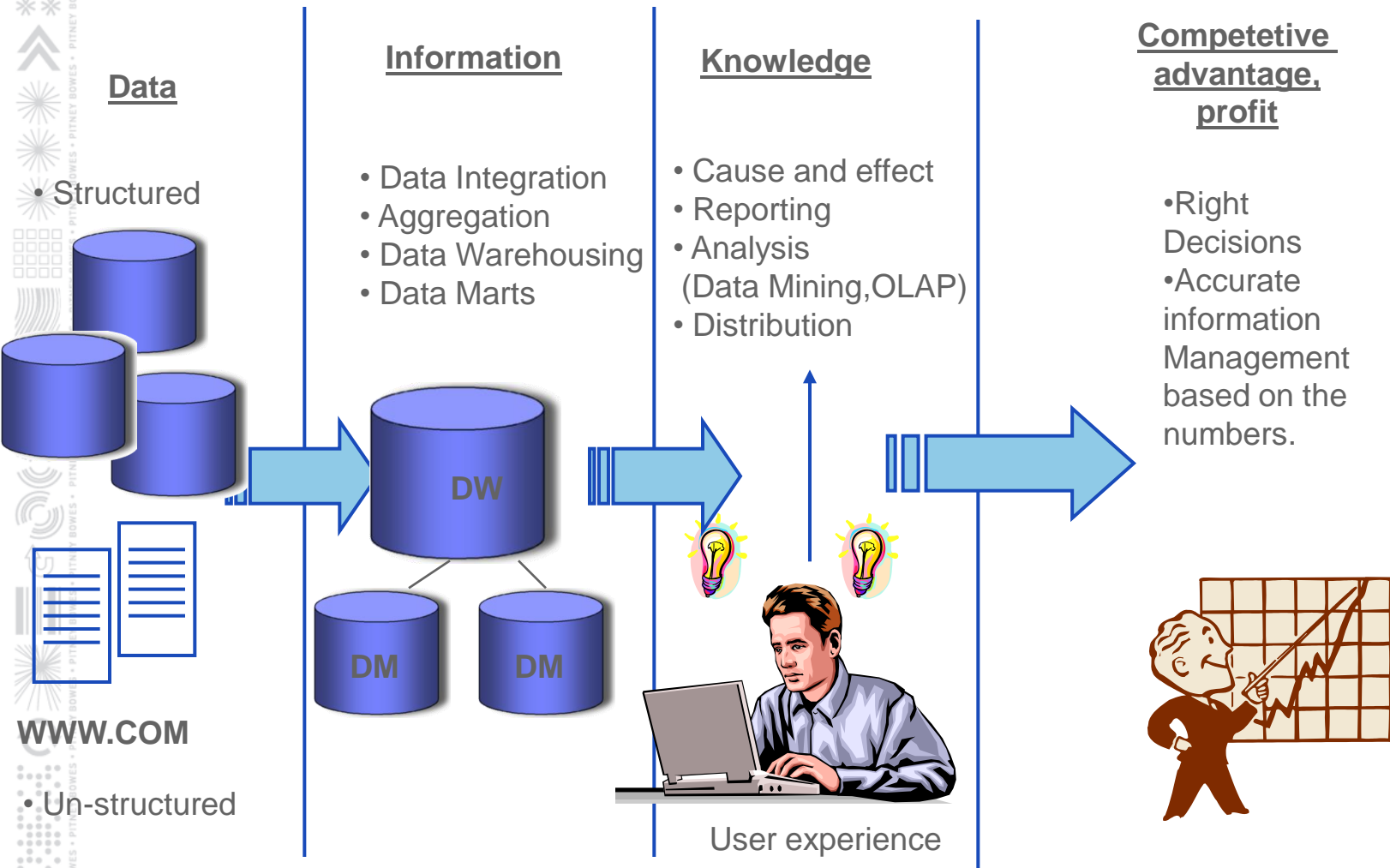
Business intelligence is the use of information that enables organizations to best decide, measure, manage and optimize performance to achieve efficiency and financial benefit. - Gartner, 2006

PB Mapinfo and Business Intelligence

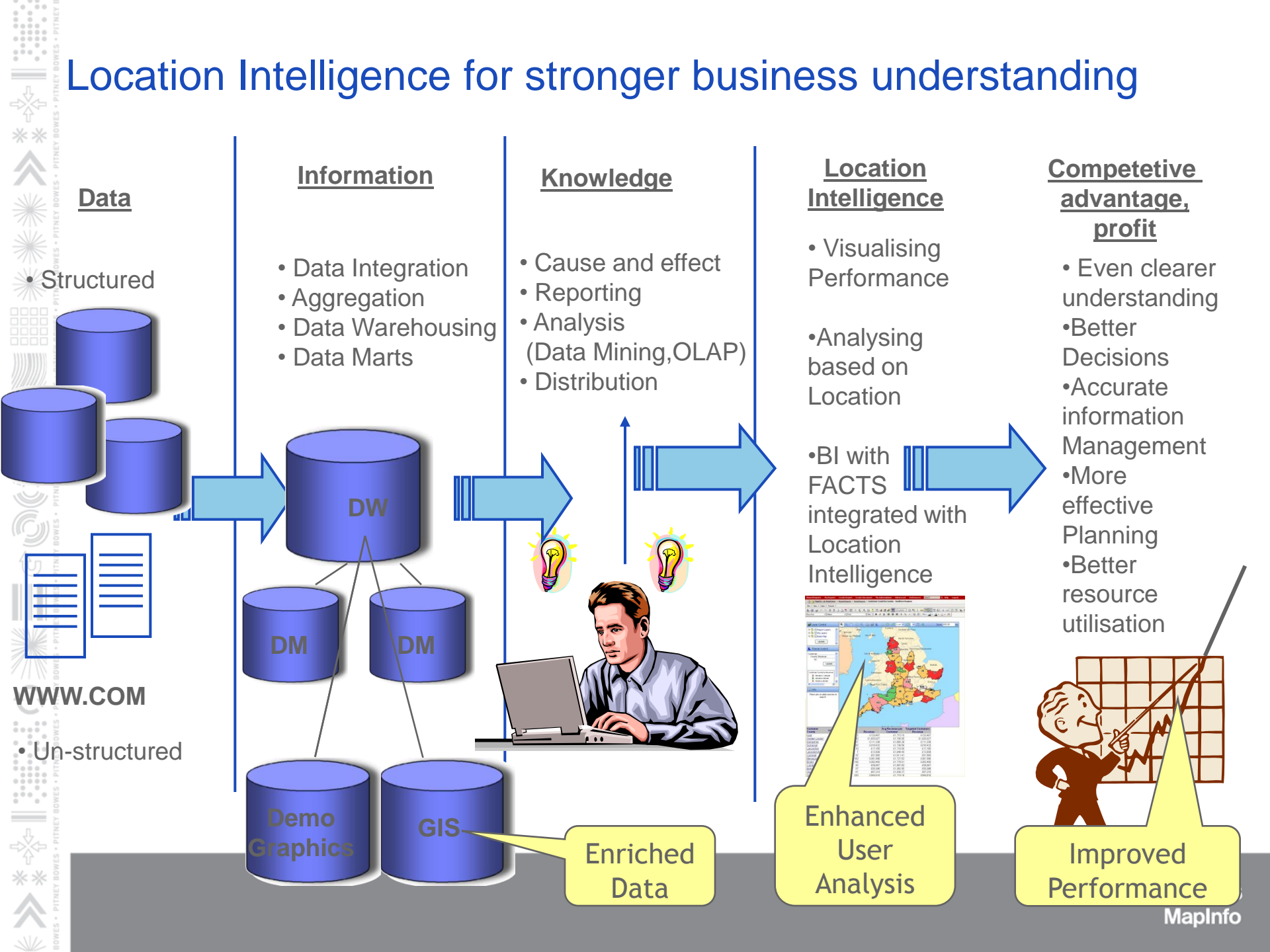
- Developed Strategic Partnerships based on the integration of Mapinfo's Location Intelligence Component with BI vendors such as **Microstrategy, Business Objects and Cognos**
- MapInfo's Location Component for Business Intelligence :-
 - Provides Location Intelligence to Business Intelligence
 - Successfully deployed at many sites
 - Integrated with Business Objects Xlr2+
 - Integrated with MicroStrategy 8+
 - Integrated with Cognos 8+
 - Makes use of MapInfo's mature, 100% Java software
 - Makes use of existing investments in BI infrastructure and database
 - Makes use of existing investment in MapInfo or other geographic data



Business Intelligence for business understanding



Location Intelligence for stronger business understanding



Data

- Structured

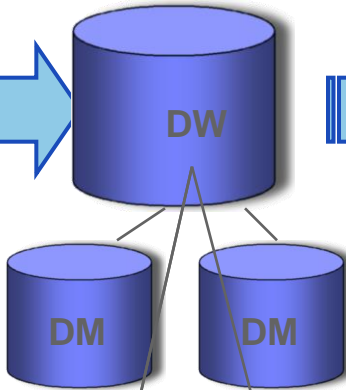


WWW.COM

- Un-structured

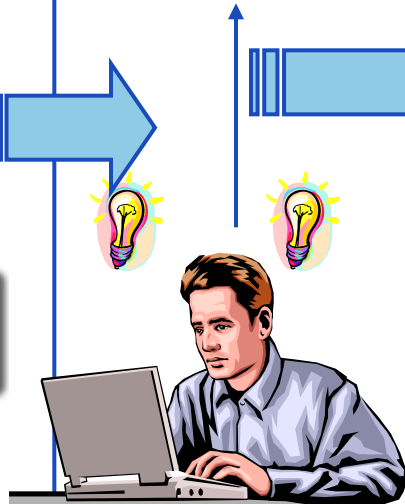
Information

- Data Integration
- Aggregation
- Data Warehousing
- Data Marts



Knowledge

- Cause and effect
- Reporting
- Analysis (Data Mining, OLAP)
- Distribution

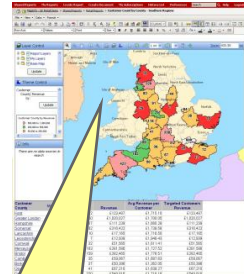


Enriched Data

Location Intelligence

- Visualising Performance
- Analysing based on Location

• BI with FACTS integrated with Location Intelligence



Enhanced User Analysis

Competitive advantage, profit

- Even clearer understanding
- Better Decisions
- Accurate information Management
- More effective Planning
- Better resource utilisation



Improved Performance

Mapinfo's Location Intelligence Component

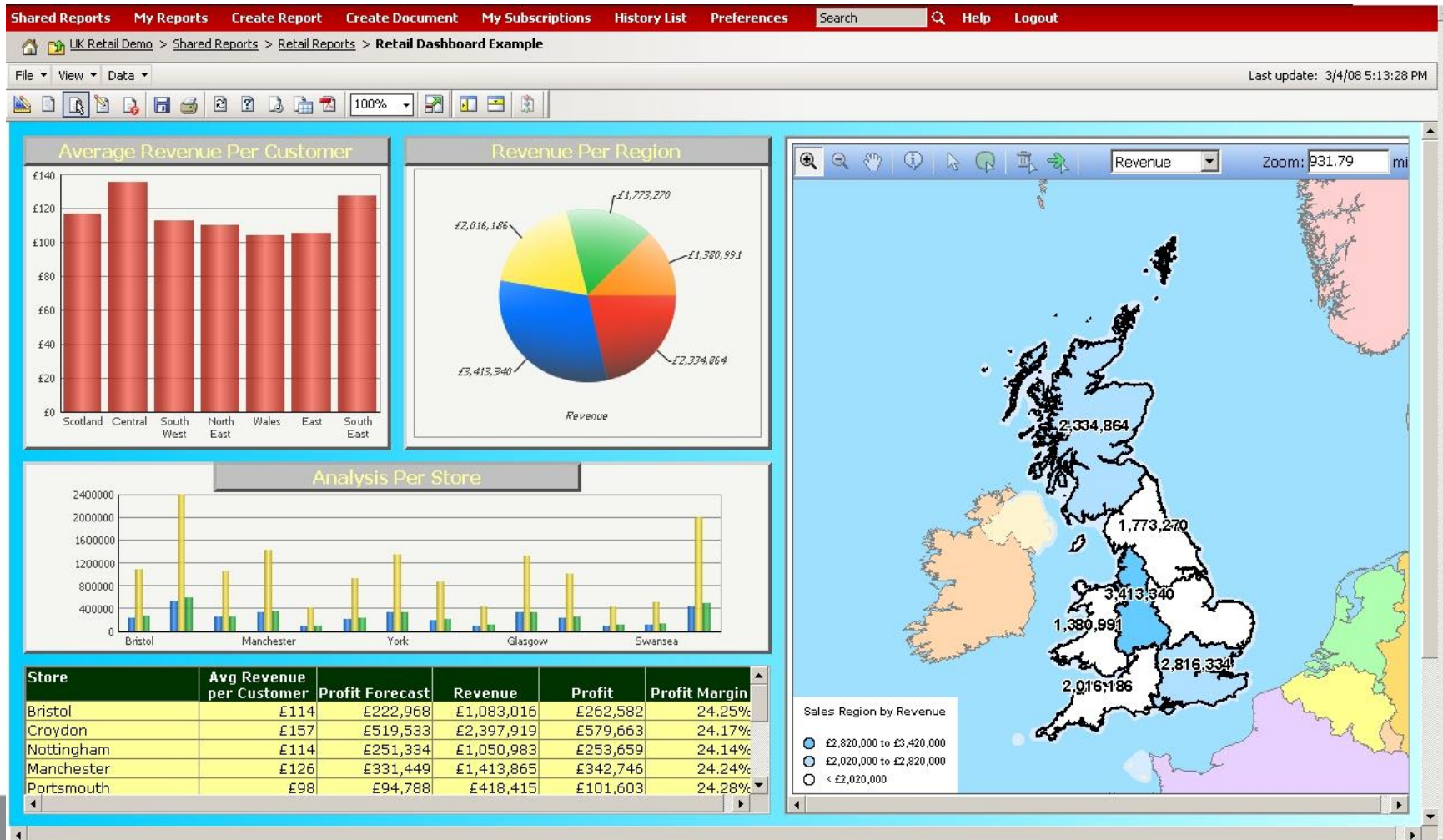
- The “Location Intelligent Component (LIC)”
 - Provides 100% Java architecture
 - Solution is integrated into the major BI solutions
 - Provides true bi-directional functionality
 - Adds power of map display, spatial queries, and location-based analysis to BI solutions
- Data
 - Almost all projects need data (specifically map data)
 - Key Question – what map data will you use
 - Solution allows for use of third party data
 - Typical data sets include map base, demographics, various boundary files
- Services
 - This extensible solution allows the development of new functionality, data/map configuration, training, or configuring the LIC to match specific business usage requirements

More than just Visualisation

- **Geographic Visualization**
 - A map allows users to see spatial patterns, trends and view relative performance that are often impossible to see using only reports, charts and graphs.
- **Bi-Directional Interaction**
 - The LIC allows higher level analysis by providing the ability to pass data from a report to a map and from the map to back to the report.
- **Spatial Filtering**
 - Geographic filtering enables users to incorporate a spatial dimension to analyzing and modifying a report to show spatial relationships and clustering trends.
- **Enrich BI data**
 - Demographic, location data can be used to enrich and add value to the core BI data in the Data Warehouse.

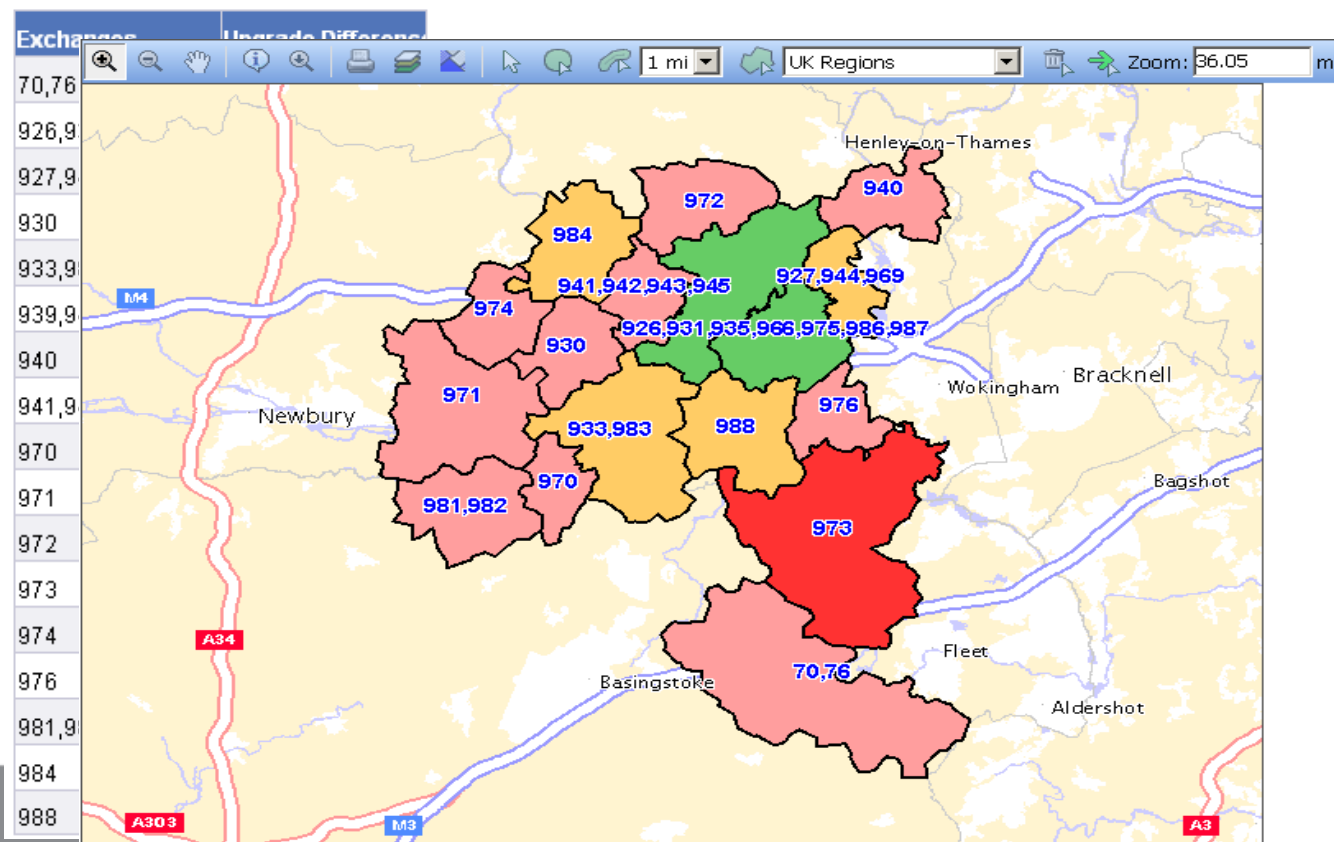
It's all about Performance Management

- Bring Location into your Performance Management Dashboards



It's all about Business Questions

- Which area offers greatest revenue potential ?
- Where should I focus my sales teams and why ?
- Where are my high speed broadband customers ?
- Which customers should I market to ?



DEMONSTRATION

Shared Reports My Reports Create Report Create Document My Subscriptions History List Preferences Search Help Logout

Home > K Retail Demo > Shared Reports > Detail Reports > Customer Count by County - Southern Regions

File View Data Format

Layer Control

- Report Layers
- My Layers
- Base Map

Theme Control

Customer by: Revenue

Update

Info

There are no data sources to search

Customer	Metrics	Customer Count	Revenue	Avg Revenue per Customer	Targeted Customers Revenue
Alexander Maxwell		1	£1,960	£1,960.00	£1,960
Balsani Lutfac		1	£1,775	£1,775.00	£1,775
Bender Carrie		1	£935	£935.00	£935
Blair Megan		1	£1,572	£1,572.00	£1,572
Blondi Jacob		1	£4,496	£4,496.00	£4,496
Blum Derrick		1	£908	£908.00	£908
Brodia Jessica		1	£2,055	£2,055.00	£2,055
Brown Otto		1	£1,579	£1,579.00	£1,579
Chio Julie		1	£3,672	£3,672.00	£3,672
Davis Lilly		1	£933	£933.00	£933
Erwin Jason		1	£4,545	£4,545.00	£4,545
Flore Abraham		1	£3,446	£3,446.00	£3,446
Furpach Lucy		1	£3,550	£3,550.00	£3,550
Izotator James		1	£1,220	£1,220.00	£1,220
Kelly Clarence		1	£2,848	£2,848.00	£2,848
Kraut Celena		1	£1,387	£1,387.00	£1,387
Ladin Aca		1	£922	£922.00	£922
Lunde Sarah		1	£3,863	£3,863.00	£3,863
Marks Blaise		1	£1,809	£1,809.00	£1,809
Olderman Rita		1	£2,257	£2,257.00	£2,257
Pagal Randall		1	£3,759	£3,759.00	£3,759
Paulessar Miles		1	£2,508	£2,508.00	£2,508
Perison Mary		1	£2,795	£2,795.00	£2,795
Pratt Kurt		1	£1,953	£1,953.00	£1,953
Protos Malcolm		1	£3,923	£3,923.00	£3,923
Raden Violette		1	£1,976	£1,976.00	£1,976
Rapp Emmanuel		1	£3,363	£3,363.00	£3,363
Richmond Nola		1	£2,672	£2,672.00	£2,672
Rifon Pedro		1	£1,526	£1,526.00	£1,526
Richmond Nola		1	£2,672	£2,672.00	£2,672
Rifon Pedro		1	£1,526	£1,526.00	£1,526

BusinessObjects MaxInfo Integrated InfoView - Microsoft Internet Explorer

Business Objects

My InfoView

Report Webview

Report Title

Account	Country	Customer Count	Revenue	Targeted Customers Revenue
AL		211	233,986.41	21
AR		3	6,615.55	
AZ		4	95.4	
CA		622	275,657.83	3
CO		3	161.7	
CT		3	43.5	
DC		3	13.5	
DE		3	52.5	
FL		219	111,435.22	1
GA		1	17.5	
IA		389	189,790.13	3
IL		919	179,889.13	3
IN		127	269,455.91	1
MD		1	12	
NY		1	37.36	
VA		2	548.7	

Report by Today

Report by Order Amount

Legend

Order by Order Amount

Order by Order Amount

LIC Customers



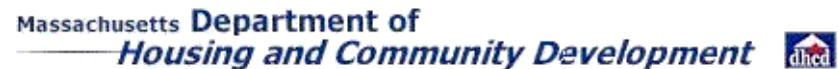
PACIFIC LIFE



Transportation Security Administration



GUY CARPENTER



NATIONAL HEALTH LABORATORY SERVICES

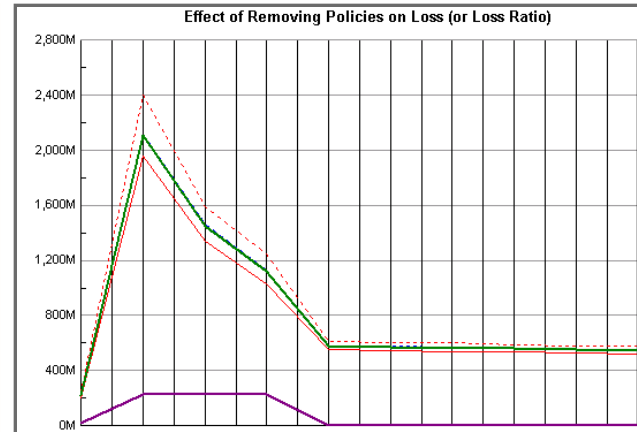
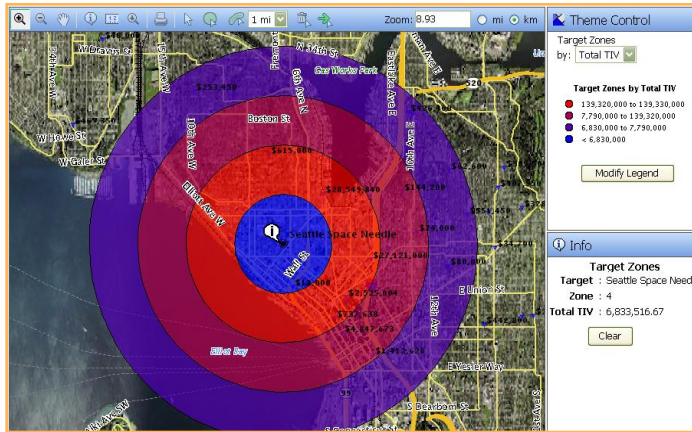
Guy Carpenter

Easy-to-use interface and real-time management reports

Put a world of information on your desktop...

- Where are my current exposure concentrations?
- How can I target profitable growth?
- What policies drive my PML?
- How can I assess new locations?
- What policies are being impacted by an event?

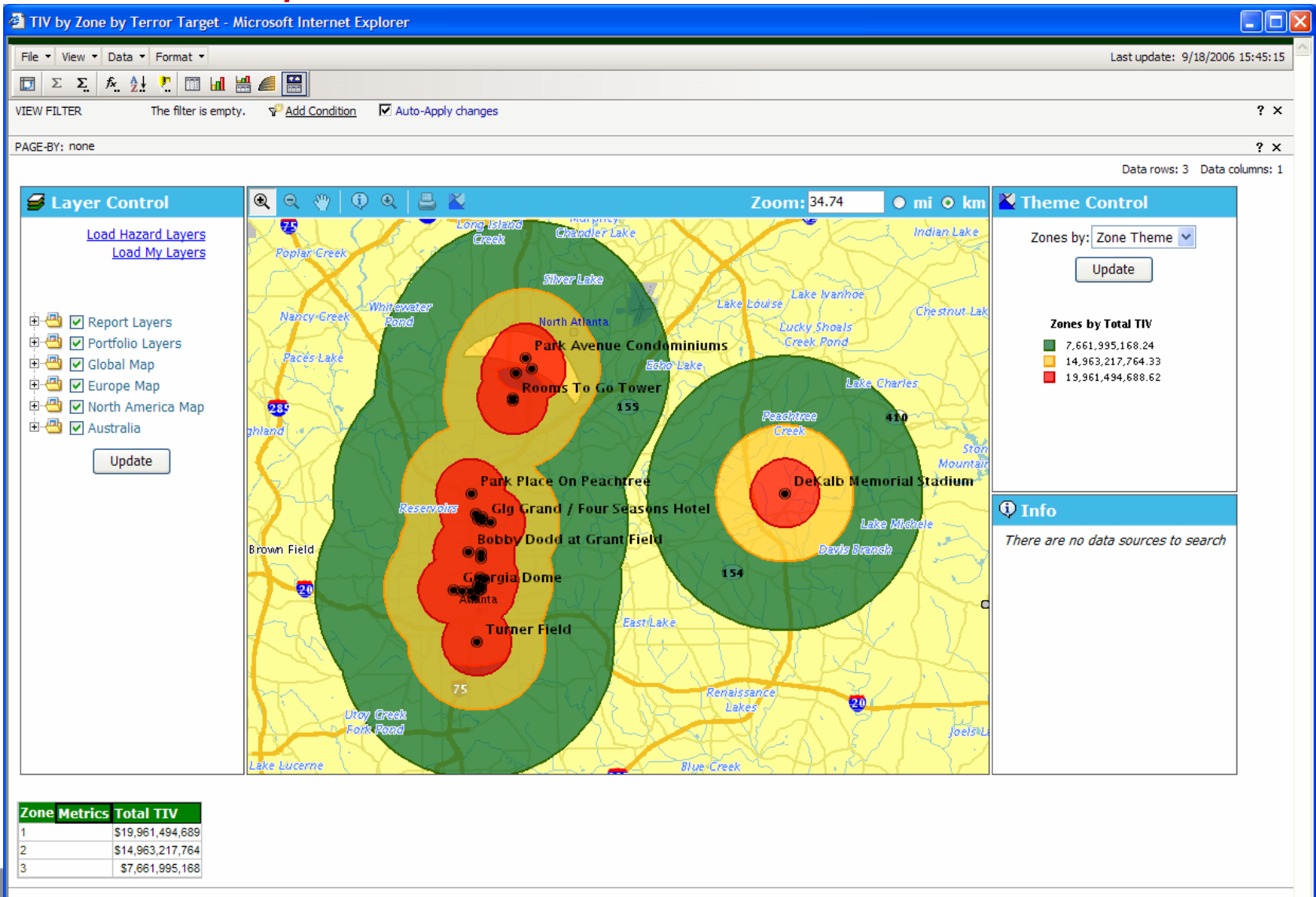
Analyze



Agent ▲	County ▲	Total TIV ▼	Premium ▼	Deductible ▼	Number of Risks ▼	RMS Site Gross Loss ▼	Gross Loss Ratio ▼
E6661		\$822,368,707	\$2,867,054	\$14,531,721	3,065	\$2,114,301	73.74%
	MANATEE	\$799,382,485	\$2,769,801	\$14,275,806	2,961	\$2,065,518	74.57%
	SARASOTA	\$22,986,222	\$97,253	\$255,915	104	\$48,783	50.16%
E6103		\$450,662,358	\$2,386,801	\$4,288,010	2,154	\$1,303,707	54.62%
	ESCAMBIA	\$386,023,394	\$2,056,492	\$3,584,459	1,883	\$1,165,800	56.69%
	SANTA ROSA	\$64,638,964	\$330,309	\$703,551	271	\$137,907	41.75%
E2733		\$407,542,794	\$2,278,513	\$4,961,796	2,100	\$964,370	42.32%
	INDIAN RIVER	\$383,234,508	\$2,130,090	\$4,626,633	1,957	\$884,273	41.51%
	SAINT LUCIE	\$22,620,339	\$139,974	\$306,563	131	\$73,138	52.25%
	BREVARD	\$1,687,947	\$8,449	\$28,600	12	\$6,959	82.37%
Total		\$1,680,573,859	\$7,532,368	\$23,781,526	7,319	\$4,382,378	58.18%

Guy Carpenter

New & Improved Services for their Clients



European Space Agency - ESRIN - Italy



- **Business Issue – Improve reporting and analysis**
 - **Microstrategy was deployed to align reporting.**
 - all reports that are presently prepared one by one by the members of an operative team using different tools that have been designed in the last few years (including excel sheets or other specific tool extracting all the info from the operational Databases).
 - **The reports include information on :-**
 - images acquisition,
 - Purchase Orders issued
 - Customer Support analysis
 - Time plan of the satellite use and the web access to the different systems.
 - **The LIC for MicroStrategy display's the report data onto maps to visualise and represent the availability of quality images for any give geography at a given time.**
 - **This provides significant time savings on image quality and coverage analysis.**

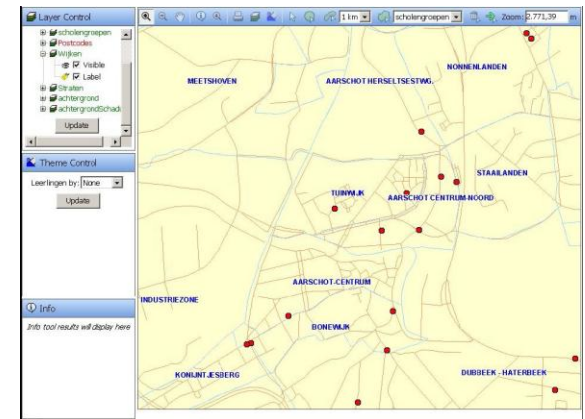
G-O - Belgium



- Public Sector – Organisation managing 700 Schools.
- Business Issue – Improving communications, management and efficiencies
- A need to share information about the activities of schools and provide transparent reporting.

• Solution

- G-O! identified the need to implement a solution which could provide Location Intelligence and preferably be integrated into their existing Business Intelligence environment.



- The LIC and Business Objects enabled G-O to build and run reports, that they can view as data results on maps.
- They can then further query and analyze this data spatially and gain even further valuable insight from their BI environment.

TravelClub – Airmiles Spain



INFORME ZONAS DESARROLLO LOCAL SALAMANCA

Fecha Actualización: 18/11/2016
Fecha Análisis: 01/02/2016

Desglose Provincial

Municipio	Superficie	Población	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador
Salamanca	45.040	3.371	194.794	122.487	24%	88	18	10	11	24%	17%	47%

Desglose Municipal de la Zona

Municipio	Superficie	Población	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador	Indicador
Alba de Tormes	204	38	6.807	1.583	23%	3	3	0	1	47%	79%	37%
Cabrera de Alcañices	11	17	1.159	393	34%	1	1	0	1	61%	70%	43%
Castroja de Tormes	330	74	2.913	833	29%	2	1	0	1	64%	61%	43%
Salamanca	45.040	3.371	194.794	122.487	24%	87	14	10	11	23%	17%	47%
Santa María de Tormes	142	203	11.700	3.771	33%	4	5	0	4	44%	73%	47%
Villaverde	443	131	5.036	1.247	25%	3	1	0	1	57%	57%	47%
Villasbajas	309	130	5.036	970	19%	3	0	0	1	57%	57%	47%
Total	46.299	3.888	193.444	81.086	42%	98	43	20	14	50%	53%	52%

Distribución de PPVV por Poblador

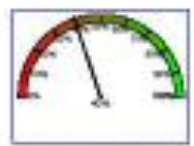
Municipio	0-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	101-110	111-120	121-130	131-140	141-150	151-160	161-170	171-180	181-190	191-200
Alba de Tormes																				
Cabrera de Alcañices																				
Castroja de Tormes																				
Salamanca																				
Santa María de Tormes																				
Villaverde																				
Villasbajas																				
Total																				

Competencia por sector de Actividad

Municipio	Alimentación	Transporte	Comercio	Salud	Recreo	Alquiler	Seguros	Finanzas	Industria	Construcción	Alquiler	Industria	Industria
Alba de Tormes													
Cabrera de Alcañices													
Castroja de Tormes													
Salamanca													
Santa María de Tormes													
Villaverde													
Villasbajas													
Total													



% Actividad Transversal



% Sector Monoprotector



% Penetración



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Assicurazioni Generali Group - Italy



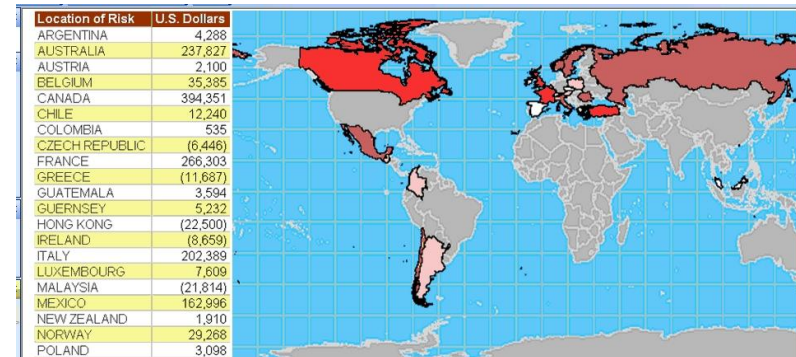
- Industry – Insurance - Employee Benefits Insurance

- Business Issue

- Needed ability to analyse, display, track and present statistical performance information across the 70 countries with a stronger visualisation capability

- Solution

- The LIC Delivered visual Performance Management:-
 - Allow them to continue using the BI environment for the analysis but to deliver the results geographically with strong visualisation.
 - They will use the LIC to improve the value/quality of their presentations internally and at events in a highly valuable international environment.
 - The high quality of their presentations will be their “business card”.



SUMMARY

Integrating Business Intelligence and Location Intelligence will :-

- **Improve** an organisations Business Analysis capabilities
 - By utilising the 'high value' but under used location elements of BI data
 - By presenting performance information visually
 - By enhancing the ability to communicate across the organisation
- Leading to :-
 - Improved decision making across the organisation
 - More accurate planning, customer profiling, sales targeting, marketing
- Resulting in :-
 - Better returns from campaigns, reduced costs, more accurate forecasting.
 - Effective Return on Investment

**THANK
YOU**