integeo

MAP INTELLIGENCE: FEATURES GUIDE

PRIMARY COMPONENTS

Map Intelligence™ patented technology has three primary software components.

The **Client** comprises a number of configuration 'screens' that enable you to design your integrated mapping application without any programming.

Consumers (end users) interact with a map application via the Mapping Viewer which is presented within a web browser. Your Client configuration dictates how the **Mapping Viewer** appears within the BI application.

The **Server** processes all the information sent from the Client at run-time and dynamically builds the application.

TURNKEY – OUT OF THE BOX

Clients for most of the major BI vendors, Microsoft® Excel and open source BIRT.

Servers for the major GIS vendors and open source GeoServer. Designed to use any OGC® compliant map server.

The map application can be exported and synchronized with Google™ Earth. Google Account holders can use Google Maps within the Mapping Viewer as a web service.

CLIENT INTEGRATION KIT

If your application or BI environment is not in our current range of turnkey products then we offer our Client toolkit (CIK) to integrate Map Intelligence with third-party software. The CIK developer has total control of how tightly the Map Intelligence Client is integrated.

MAPPING VIEWER FEATURES

Legend lists the names of all the *Map Intelligence* data layers currently visible on the map. The Client enables you to define which business data is to be shown in each of these "layers" and how the data is themed for display.

Internal Layer Legend lists the legends for all the "built-in" (internal / underlying) map layers available in the current map, ie: non-business data such as roads & geographical features.

Point and Relationship Layer Controls lists all the 'business' layers. You can modify the properties for each layer, for example, the size of displayed points or the min/max zoom for when the data is to be displayed.

Show/Hide Layers enables control of which layers, labels and Information Popup Boxes are to be displayed.

Global Options enables you to specify which map to use, its width and center point and whether a ***Reference Map*** is displayed (a miniature version of the map at 1/10th the scale.)

Bookmarks are similar to 'favorites' in Microsoft's® *Internet Explorer*® web browser. The **Draw Bookmark** tool enables you to select an area on the map and bookmark it. You can publish a bookmark to make it available for all other *Map Intelligence* users on your network.

Lock Extent enables the consumer to lock in a specific extent of the map (viewed area) so that any subsequent display of that map in that session will show the map as when locked. This overrides the values specified by the designer using the Client.

Print enables you to print the current map view with (optionally) the associated legends and (filtered) data in tabular format. Different layout and content Print Templates can be created and made available to users.

DATA VIEWS

The **Theme Select** menu enables you to select which data themes are displayed. There are two types of themes available to the designer in the *Map Intelligence* Client.

Point Themes associate instances of data types and possibly their attribute values with display icons, eg: houses according to the date sold or the property type.

Region Themes associate aggregated values of points falling within a region with a color and/or hatch.

NAVIGATION

Navigation options enable you to manipulate and change the view of the map. These options include:

Zoom to Marquee: allows you to select a particular area on the map into which you can zoom.

Zoom In / Zoom Out: enables you to mouse click on the map and zoom in or out using a predetermined or custom zoom factor.

The **Back** and **Forward** buttons act similarly to the back and forward buttons found on a web browser. The **History** menu remembers and lists previously visited pages.

Auto Pilot enables the application designer to constrain the actions of the end-users by excluding tools from the Tools menu and setting conditions for the auto-activation and deactivation of tools (eg: the Contour tool only being available between specified zoom levels). Ease of use is more than being intuitive.

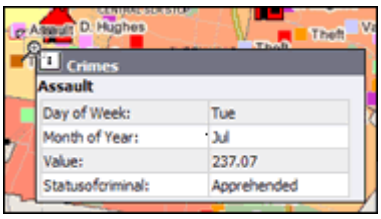
TOOLS

Mapping Viewer's extensible suite of tools and capabilities enables you to define operations and calculations on your data, and define how the results are to be displayed.

Selection offers different ways to select a number of points or regions on a map. A selection can then be used to show a synchronized, filtered data view (table, chart, etc).

Active Points, when enabled, launches a URL that the application designer has associated with a point or points on a map.

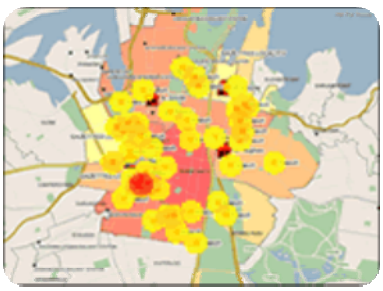
Information Popup Boxes, when enabled, are displayed when the cursor hovers over a point or region. You select the data to be displayed.



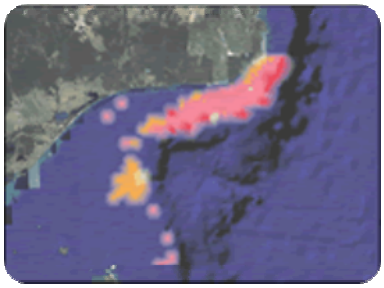
Information is similar to Information Popup Boxes but the data is displayed in the Control Panel. This is useful when data points are very close to each other or when you have disabled Information Popup Boxes.

Contour: Contour lines join points of equal values of data density on the map. Contour maps show the rate of change whereby the closer the contours are to each other the more rapid the change.

Density Surface shows the highest concentrations of data points. This reveals aggregated data patterns when there is a large number of points.



Point Gradient uses a data point theme (specifying how certain attribute values are displayed) to show the overall pattern of how that theme changes across the map.



Voronoi Diagrams show the region of influence around each of a chosen set of points. For example, if the points are Post Office locations, the regions displayed around each PO show the closest PO for people living within that region.

Distance Calculator allows you to click on a sequence of points on the map to draw a path. The total length of the path is calculated and each section is labeled with the length of that section.

Line Layer Generator draws lines between two selected and related sets of data points. The lines are color-coded (themed) according to the attribute values of the points being used.

Center at Address - by entering one or more street address, the map is either centered on one point or centered across all the points.

Charts on Regions generates and displays small bar or pie charts of attribute values of selected point data, positioned on the displayed regions.

Export enables your current map view to be exported to either ESRI® 'shape' files or Keyhole Markup Language (KML) files for use in KML friendly tools such as Google Earth.

MAP DATA

"WHAT DATA DO I NEED?"

The geographic perspective of business data requires location data to be merged with your business data. Business (proprietary) data includes information on such items as staff and customers, assets and infrastructure, inventory, sales, and so on.

GEOGRAPHIC DATA INCLUDES:

- Geographic features, e.g:
  - Continents
  - Country boundaries
  - State & County boundaries
  - Roads, Streets
- Postal
  - ZIP codes / Postal Areas
- Administrative
  - Local Government Areas
  - Property boundaries (cadastre)
- Demographics
- Demographics Segmentation
- Telecommunications data
- Reference data
- Imagery
- Geocoding

HOW DOES INTEGEO OFFER MAPPING DATA?

Integeo offers cost-effective map data for **Australia** independent of which map server is being utilized.

For many regions outside Australia Integeo can usually supply basic data such as:

- Country borders
- State boundaries
- Capital city locations
- Place names
- Major roads
- Railways
- Built up areas

CONTACT LOCALYSE

Boschstraat 18
5301 AD Zaltbommel
Nederlands
KvK: 30255131
☎ +31 (0)418 517901
www.localyse.nl

Localyse
Intelligent Business by Location

For more product information
www.integeo.com