

# MAP INTELLIGENCE

**GeBIT** BEST PRODUCT  
AWARD 2005 AND  
SERVICES

**Secrets**  
of Australian IT Innovation 2005  
WINNER

## MAP INTELLIGENCE PRODUCTS

- Map Intelligence Server
- Map Intelligence Business Intelligence Client
- Map Intelligence Excel Client
- Map Intelligence Batch Geocoder

## KEY FEATURES

- Create dynamic, web-based spatial applications within hours
- No programming skills needed, for developer or user
- Visualize changes instantly
- Filter and compare real-time and historic views
- View outcomes based on different scenarios
- Batch Geocoder converts addresses to coordinates

## TOOLS

- Navigation
- Zoom by factor, specified area or bookmark
- Select points or regions and use as filters
- Web Services
- Contour maps
- Density surface maps
- Point gradient maps
- Draw Bookmarks
- Bookmark folders for future use in new visualizations for the whole organization.
- "Center at address"
- Line layer generator
- Distance Calculator
- Active points (URLS)
- Print and export maps

## Integeo puts Geospatial Business Intelligence in the hands of your decision makers

Integeo developed Map Intelligence in response to strong demand from our customers for better decision-making tools with fully integrated location and business intelligence functions.

Where most organizations are able to analyze location-based data to a limited degree and usually after the fact, Map Intelligence makes it fast, accurate and easy to create dynamic browser-based mapping applications without writing a single line of code. This capability can save millions of dollars and months of time.

View your business as never before

Business Intelligence    Microsoft Excel Spreadsheets    Map Providers    Web Services

Integeo's technology allows users to conduct powerful analysis of business issues by 'pulling in' data from multiple sources as needed to reveal, highlight and explore previously hidden geographical relationships. An organization's in-house data can be quickly, easily and dynamically augmented with geographical visualizations, satellite imagery and then further enriched from the vast range of online (web services) statistical and business information that includes census, demographic and health data, climatic history and geological data.

## ***Our customers' investment in mapping systems and business intelligence systems pays off within days.***

Map Intelligence customers include both public and private organizations, from police, emergency services and defense organizations, through to health, real estate, telecommunications and family services.

All our customers have one thing in common: the need to make swift decisions based on the analysis of business and statistical data in a location-based context.

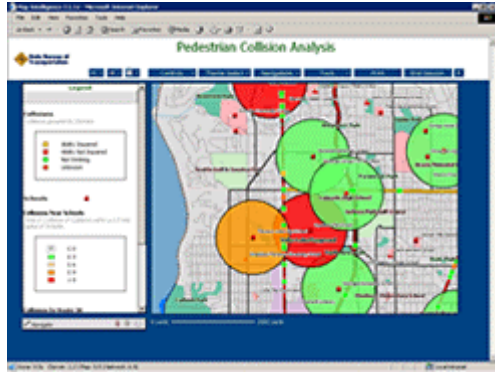
In the public sector, citizens expect governments to provide timely response in the provision of both emergency and day to day services.

For businesses, identifying competitive advantages is critical to success, and location is vital to business intelligence.

***Map Intelligence is the real-world solution to these challenges***

# MAP INTELLIGENCE

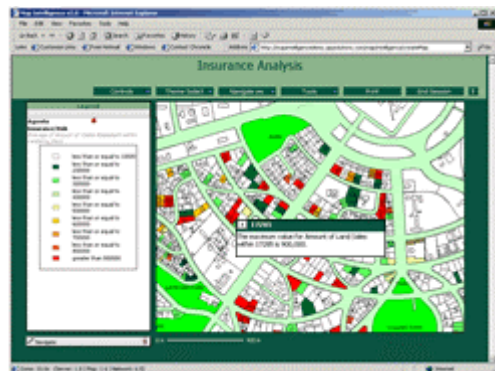
## Example Applications



### Emergency Services

This application was built in one day and examines highway accidents to identify patterns in collision data from both spatial and business intelligence perspectives. Various pages in the dashboard allow the user to see summary patterns and then focus down to specific collision types such as weather patterns or area using either spatial or attribute zoom mechanisms. Local schools are also included to see the potential risks in school areas.

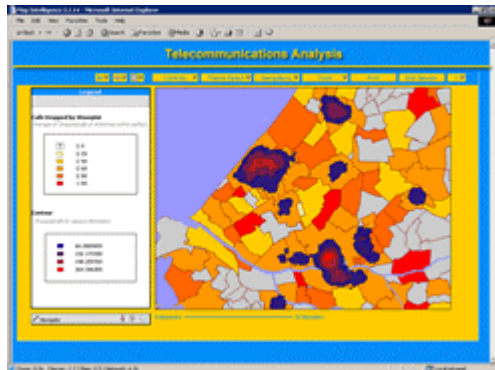
The chart and report views stay synchronized with the spatial view for a seamless 360 degree view.



### Insurance

This application looks at historic and current insurance claims. Charts and report filters are used to zero in on claims of interest and plot house boundaries coded by type or amount of past claims.

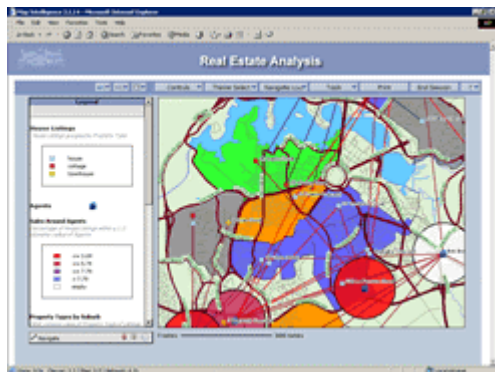
As a user hovers over a point on a map that represents an insurance claim, a pop-up window displays the claim date, policy number, claim type and agents details. When a user clicks on that point another application displays the Claim Report. No code was written for this application.



### Telecommunications

This application examines cell phone tower utilization and call drop outs in Holland. Provinces and Woonplats (local boundaries) are color coded according to local drop out and utilization statistics. Standard Map Intelligence tools such as hot spot analysis and density surfaces add an extra dimension over and above the charts, reports, colored areas and themed points.

Satellite imagery and digital elevation models add extra insight for problem areas and capacity planning. This application is generated in real time.



### Real Estate

This application looks at real estate analysis for historical and current property sales. In this screenshot, line layers are automatically generated to link current sales with the selling agent. This makes it immediately obvious where a house is for sale by two agents. Suburbs are also color coded according to the most common type of property for sale in that area.

Satellite imagery with the property boundaries color code over the image complete the picture by showing photo and attribute detail at the same time. Arc Web Services provide the imagery.

## Integeo Customers

- Fortune 1000 Enterprises
- Government Agencies
- Healthcare Organizations
- Financial Institutions

## Orders

To purchase or evaluate Map Intelligence visit the Integeo web site at:

[www.integeo.com](http://www.integeo.com)

or contact

Sales: [sales@integeo.com](mailto:sales@integeo.com)  
Enquiries: [info@integeo.com](mailto:info@integeo.com)

## About Integeo

Integeo has developed the world's first Geospatial Business Intelligence systems for non-technical business users. A revolutionary product in the world of Geographic Information Systems (GIS), Map Intelligence brings new visualizations and analytical capabilities to organizations that have previously been restricted by technical and cost challenges.

Integeo is supported by a global partner network and strong technical and marketing relationships with the major mapping software houses and global business intelligence companies.

The company is part of the Forge Group, founded in 1995. Forge has built an international reputation for the creation of innovative technologies. The Group continues to provide custom solutions in distributed systems for large-scale Enterprise Service Management, data management and security.

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## Partners



## Awards



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