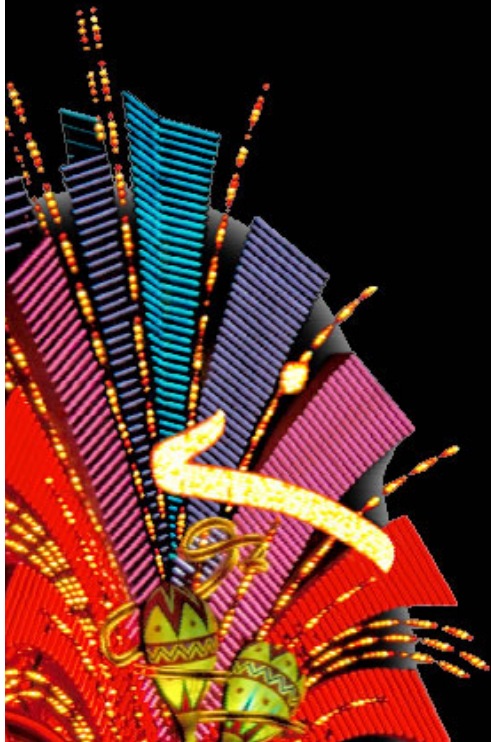


2A - Seven Ways to Grow with MapInfo Professional

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Seven Ways to Grow with MapInfo Professional

Learn how to increase the power and visibility of your analysis by taking your work to the next level. This session will focus on seven specific items (both products and product features) that can help you enhance your analysis and improve your results.

- Overview/Description
- How it relates to MapInfo Professional
- Examples/Demo
- Questions

Seven Ways to Grow with MapInfo Professional

1. ProViewer
2. MapBasic
3. Vertical Mapper
4. Envinsa Online Services (EOLS)
5. AnySite and TargetPro
6. MapMarker
7. Feature Manipulation Engine (FME)





ProViewer

Use ProViewer to share MapInfo Professional maps and analyses with clients and co-workers. ProViewer allows others to view and manipulate your creations - even if they do not have MapInfo Professional - with easy-to-use functionality.

- Open MapInfo tables (.TAB) and workspaces (.WOR)
- Print maps, tables, graphs and layouts
- Select objects from maps or tables
- Zoom and pan
- Get information about the map features
- Drag the map to other applications
- Measure distances
- Display legends and statistics

It's free, and MapInfo Professional is not required.



MapBasic

MapBasic is a complete, BASIC-like programming language used to create custom applications for use with MapInfo Professional. MapBasic extends geographic functionality, automates repetitive operations, and integrates MapInfo Professional with other applications - quickly and easily.

With MapBasic, a custom application can be as simple as adding a menu item to MapInfo Professional or as sophisticated as redesigning the entire user interface and extending the functionality of MapInfo Professional. You can modify the MapInfo Professional user interface by adding customized toolbars, menus and dialog boxes to suit the specific needs and technical sophistication of the end user. You can even hide unneeded functionality or change the terminology to reflect a specific application.

Best of all, as of version 9.0, it's free.



Vertical Mapper

Vertical Mapper creates grids, or continuous surfaces of information, from point data, by estimating values for cells between known points.

It can create, display and analyze grids, based on your point data.

MapInfo Professional is required, as it is an add-on or plug-in for use within MapInfo Professional.

Point data can include:

- elevation data
- soil samples
- sales
- cell phone signal strength
- incidents of crime
- wind speeds
- number of deliveries
- number of hospital visits



Envinsa Online Services (EOLS)

EOLS uses MapInfo Professional to take advantage of some 'hosted applications' developed by Pitney Bowes MapInfo. The data and applications can be accessed via the Internet, providing organizations with the benefits of using these tools, with minimal internal resources and without the need for capital investment.

For example, without having to invest in street address data, you can geocode, find an address or create driving regions (time or distance) all through EOLS.

MapInfo Professional is required, as it is functionality built right into the latest version. Also, an Internet connection and an EOLS account are also required.



AnySite and TargetPro

AnySite and TargetPro are two separate pieces of software that allow you to incorporate extensive demographic data variables into your analysis. Both also come with several levels of geographic data as well (Postal and Census).

Both tools allow you to import your own data (e.g., stores, branches, customers, subscribers, etc.).

You can create custom boundaries or trade areas, and then produce thematic maps and report output using the demographic variables.

PSYTE Segmentation Data is available for both.

Both AnySite and TargetPro are stand-alone solutions, but TargetPro is built on top of MapInfo Professional.



MapMarker

MapMarker is a stand-alone geocoding tool.

Geocoding is the process of adding a geographic location to every single record in a database by matching each record's address information to the address data provided in MapMarker.

When a match is made, MapMarker adds coordinates and a geographic location to each record. This can then be opened in MapInfo Professional as a set of points on a map.

It can be installed on a server or locally on a desktop.

The data inside of MapMarker is updated regularly.



Feature Manipulation Engine (FME)

FME is a geospatial translation tool, written by Safe Software. It is a stand-alone tool, but they have provided a component of it for use within MapInfo Professional.

File → Open Universal Data

This tool allows you to seamlessly open different types of spatial data and convert them into native MapInfo Professional (.TAB) format. It saves you having to convert the data before using it.

It comes with only a few supported formats out of the box, but can be licensed for over 100.

Safe Software also built Universal Translator.

MapInfo Professional 9.0 is required.

THANK YOU!

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