Pansophic

Business Mapping
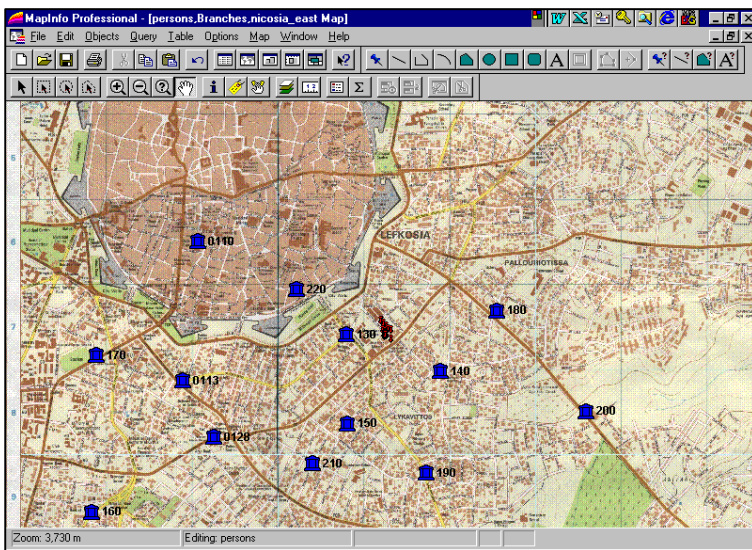## Analysis

PANSOPHIC
SOFTWARE

Whether you are in Telecommunications, Retail, Government, Insurance, or other industries, you can unleash the power of your Database Information with Pansophic's Geographic Information Systems (GIS) solutions.

Scattered throughout your Database are records of where your clients live, where you are selling the most goods, how close you are to your nearest competitor, and thousands of other bits of geographic data. In fact 80% of your data contains geographic information.
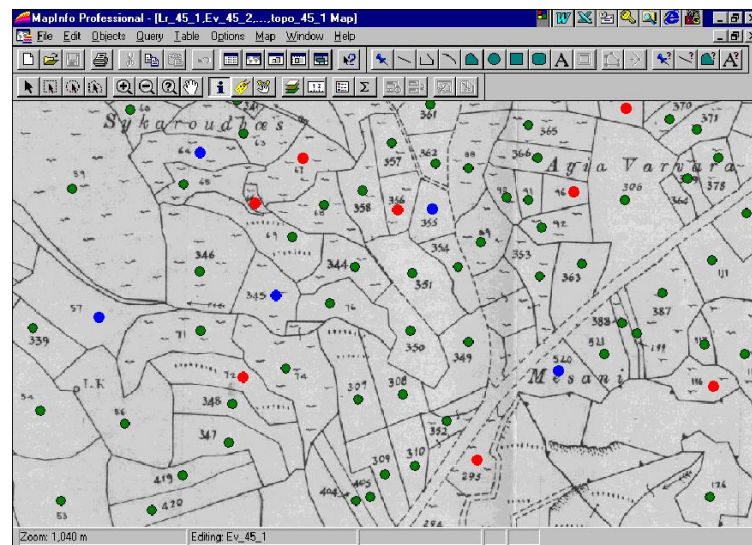
Business mapping and GIS analysis help you discover patterns and relationships by putting all your data together in one view. For example, you can see not only where your clients live, but understand who they are, what their preferences are, and how well you are servicing them. By letting you see what you couldn't see before, you will discover new markets, improve response time, track packages, find the best locations, offer better customer service, lower costs, improve decision making and increase revenues.

Like word processor and the spreadsheet before it, business mapping has become an essential business tool. Our solutions combine power with ease-of-use and the familiar look and feel of Microsoft Office, making it the business standard for organisations everywhere.

Access

Our solutions read all popular data formats, either from your local hard drive or from your Database servers. Our systems speed up the data transfer process by letting you search for and retrieve only the data you want. Plus, you can write back your changes to the server and manage data conflicts.

Visualize

You can use colour, symbols, and shading to make the meaning behind your data stand out.

Analyze

Virtually every part of your map can be accessed, altered, rearranged, checked, analysed and recalculated. From simple "What if we look at it like this?" questions to advanced geographic queries.

Present

The layout tools make creating professional "paper map" quality presentations easy. You can clip and arrange your maps, add titles, symbols, and legends and print your maps or drag and drop them into presentations, spreadsheets, memos and other documents.

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