

MAPINFO® ANYSITE®

MapInfo AnySite is the premier and preferred location-based software solution from MapInfo-Thompson, the global leader in Predictive Analytics.



MapInfo
AnySite



Summary

New Features

- *Advanced Plug-ins*
- *Enhanced Reporting*
- *Edit Points*
- *Improved Performance*
- *Improved Compatibility with MapInfo Professional*
- *Export to popular formats*
- *Enhanced Mapping*
- *Enhanced Trade Area Definition*
- *Print Preview*

MapInfo® AnySite® is an essential decision support tool for leaders in retail, restaurant, real estate and financial services. It is designed specifically to provide analysts and marketers insight into their location, customer and market research - from the desktop to the enterprise. MapInfo AnySite is critical for analyzing the relationship between store performance and market trade area demographic characteristics. MapInfo AnySite is based on an open architecture that will enable you to integrate the specific content you need from the sources you prefer.

With MapInfo AnySite, you can connect, retrieve, and report and map any information from your proprietary database to analyze trade area data quickly, easily and accurately. In addition, MapInfo AnySite's built-in user security allows administrators to lock down access to sensitive data.

MapInfo AnySite is easily deployable across a number of configurations including LAN, WAN, thin client, and browser-based environments. Whether you need one seat or hundreds, MapInfo AnySite is the application of choice for location, customer, and market analysis.

Since its original introduction in 1992, MapInfo AnySite has been the software choice for businesses ranging in size from Fortune 500™ industry leaders to start-up companies just breaking the ground. And now, MapInfo AnySite is more powerful than ever before.

Rev up to MapInfo AnySite and put its new enhancements, including predictive analytic plug-ins and demographic updates (including Census 2000), to work today. Other new enhancements include:

Advanced Plug-ins: Plug-in Smart Site Solutions™ and let MapInfo AnySite guide you to the locations that best fit your specific trade area and customer profile requirements. MapInfo AnySite also is the platform that exclusively supports MapInfo-Thompson custom predictive analytics such as market optimization, sales transfer, supportable stores, and many more.

Enhanced Reporting: MapInfo AnySite has been enhanced to support Index Reporting. Index Areas can be defined by individual or a summary of standard units of geographies such as counties, states, etc., or by individual or a combination of site trade areas. Index reporting makes your analysis more insightful.

Edit Points: Users now have the ability to edit point layers directly within MapInfo AnySite. Editing of location layers derived from RDBMS and/or MapInfo tables are supported. Used in conjunction with aerial imagery will enable you to realize rooftop level accuracy of your location points.

Improved Performance: Report generation and thematic map rendering can be up to 3 times faster in this latest release.

Improved Compatibility with MapInfo® Professional®: Users can now create MapInfo Workspaces in AnySite and open them in MapInfo Professional to perform more complex GIS analysis. A perfect means to satisfy the needs of advanced users.

Improved Exporting: Export your presentation quality maps to any of the popular formats, including PSD, PNG, JPEG, TIFF and EMF.

Enhanced Mapping: Improved labeling controls allow users to create presentation quality maps to exact specifications.

Enhanced Trade Area Definition: Users can now define trade areas using sectorized rings.

Print Preview: Using MapInfo AnySite's print preview option allows users to see exactly what your map will look like prior to printing.



MapInfo AnySite Open Data Architecture allows users to easily and efficiently import just about any proprietary or third-party database.

Options

MapInfo AnySite for US

Premium Demographic Databases

Business Summary
Consumer Expenditure Potential
Consumer Behavior (MRI)
US Lifestyle Clusters
Aerial Imagery
Crime Risk
Weather Risk
Health Statistics (by Diagnostic Rate Groups)

Premium Location Databases

Business Locations
Restaurant Locations
Shopping Centers & Malls
Traffic Counts
Drug Stores
Dentists, Physicians, and Nursing Homes
Schools
Telecommunications Service Areas
Financial Institutions
Hospitals
School Locations
Grocery Stores
Mass Merchandise

Premium Cartography

Designated Market Areas (DMA)
Metropolitan Statistical Area (MSA)
2000 Census Block Files
StreetPro (Enhanced street and land features database)
Parcel Boundaries

Custom Application Features

Custom Proprietary Boundary Layer (store trade areas, service areas, sales districts, etc.)
Custom Proprietary Point Layer (customers, stores, competitors, distribution points, etc.)
Custom Application Development (MapInfo AnySite can be customized to include specific functionality that is required for your analysis)
MapInfo-Thompson Predictive Analytic plug-ins
MapInfo-Thompson Custom Predictive Analytics

MapInfo AnySite for Canada

Premium Demographic Databases

Consumer Expenditures
Demographic Estimates and Projections
Daytime Population
Business Summary
Canadian Lifestyle Clusters
Industry-specific Lifestyle Clusters
Consumer Preference Survey Data
Wealth
Disposable and Discretionary Income

Premium Location Databases

Business Locations
Restaurant Locations
Shopping Centers & Malls
Traffic Counts

Drug Stores
Dentists, Physicians, and Nursing Homes
Schools
Telecommunications Service Areas
Financial Institutions
Hospitals
School Locations
Grocery Stores
Mass Merchandise

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MapInfo-Thompson Predictive Analytic plug-ins
MapInfo-Thompson Custom Predictive Analytics

If you don't see what you need, please call us for pricing and availability. Multi-user and multi-year discounts available.
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