

Welcome to issue 16 of the regular news update from MapMechanics.



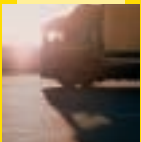
Seven Eye develops Congestion Charge alerting scheme

Following the introduction of the GeoConcept Internet Server geographic information system as the core mapping technology behind the Seven Eye vehicle and asset tracking system, the company is progressively adding a range of new features to add value for users.

INSIDE



Unprecedented power in real-time mapping analysis



Improved, faster OptiSite



Web and mobile technology innovations

MapMechanics helped add a London Congestion Charge alerting system and Seven Eye is also adding the ability to identify tolled roads, and is developing a system to show the location of low bridges. The Congestion Charge service uses the GPS unit in each tracked vehicle to register any instance when a vehicle enters the London charging area. This automatically triggers an email to the operator, ensuring that someone back at base knows there is a charge to pay, and can remit the payment that day and avoid the fine that would otherwise result.

“From a mapping point of view the Congestion Charge covers a very irregular

“The MapMechanics team created a function that automatically identifies the exact borders of the area”
Rob Hart, Seven Eye

area,” says Seven Eye’s general manager Rob Hart. “The MapMechanics team created a function that automatically identifies the exact borders of the area, so that we could set up a geofence system that would recognise when a vehicle crosses them.”

As an example of the tailoring service made possible with GeoConcept, Rob Hart points to a system developed for a customer in the electrical

supply business. “They wanted to be able to monitor visits to unmanned substations, which are often in the middle of nowhere. MapMechanics supplied Ordnance Survey Code-Point data, which allows us to work out an approximate grid reference automatically for any location that has a postcode.”

All vehicle tracking systems need underlying mapping technology to show customers the position of their vehicles on screen. Previously Seven Eye was using MapPoint as its mapping engine, but Rob Hart says GeoConcept has given the company more flexibility to develop new features.

“With GeoConcept, we can tailor the product more precisely to our customers’



Measuring demand before it arrives!

Established techniques for analysing the potential market, assessing a competitor presence or calculating delivery capability generally rely on some form of demographic counts or business universe. These products are an excellent way to determine the volume of customers or competitors in each part of the country, but when you open a store or extend a depot you also need to take into account future demand.

Planning applications

MapMechanics MPA data is an enhanced form of ABI data which is structured specifically for use in map-based analysis. It provides information on planning applications, together with details of what type of application has been made (refurbishment, extension, new build ...). This data can prove essential for realistic planning. Obviously some care is needed in how you choose to incorporate this data into your modelling, as not all works applied for actually progress to completion. MPA

data also includes the stage the applications have reached (outline permission, completed etc) so you can estimate how likely this build is to have an effect on your business, and how soon.

Not yet built PAF

Now an even simpler way to estimate increase in demand is also available. The new "Not Yet Built" file, originated by Royal Mail, provides new postcodes as they are allocated to developments. It is conveniently structured in a similar way to the well known PAF (postcode address file) and provides postcode, address, locality etc. Once the property is completed and a "deliverable address" is created, the entry is removed from the "Not Yet Built" file and added to the standard PAF file.

■ To find out more about how you can use these key data sets in your mapping system, CALL MapMechanics on 020 856 87000.

Seven Eye *continued from page 1*

requirements," he says. "We can use whatever type of mapping is most appropriate to the task, and produce a range of features to reflect customer requirements and stay ahead of market demand."

To take maximum advantage of this ability to configure its tracking products, Seven Eye has also introduced NAVTEQ Premium street-level map data of United Kingdom with address ranges, driving restrictions and other navigational detail.

Additionally, Seven Eye has taken an add-on GeoConcept module called SmartLabel, which ensures that street names and other annotations are presented intelligently on maps as they are created, regardless of scale, avoiding visual clashes that could make them unreadable.

GeoConcept can also work with international map datasets for cross-border mapping – ideal for Seven Eye, which offers a Europe-wide vehicle tracking service.

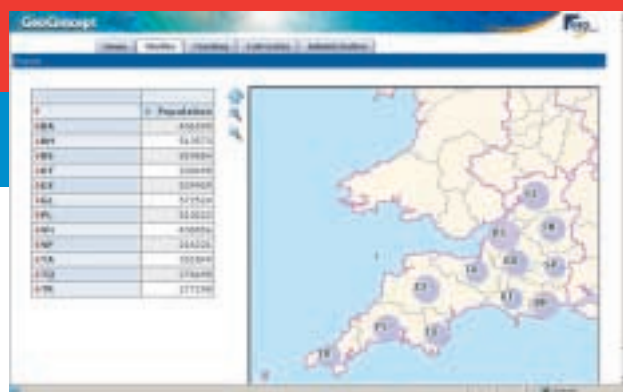
Seven Eye, a subsidiary of Ipswich-based Seven Asset Management, supplies both vehicle and trailer tracking systems, offering a choice of GSM or GPRS communications, and presenting data to customers on screen, by email and through text messaging. So far over a thousand of its systems have been installed. ■

G-OLAP

Unprecedented power in real-time mapping analysis

Users viewing maps that are produced by GeoConcept Internet Server have for some time been able to pan around, zoom in and out and see related data superimposed on them. But traditionally the analysis would be performed in advance, and in effect, users would be calling up predetermined content.

New G-OLAP gives end users unprecedented power to make their own selections in real time, and call up maps that deliver current data on a live basis. They are presented with uniquely created maps



meeting the needs of each enquiry.

Moreover, if the underlying database is updated, the information shown on the maps is amended accordingly to reflect the current information. There is no need for the host to generate a set of new maps every time the related data changes.

The information can be delivered not just as annotations on a map, but also in textual form, with the two views displayed on screen side by side. Users can click either textual items or locations on a map, and drill down into the data from either starting point. Contact the MapMechanics team to find out more. ■

Reduce risks, improve efficiency, identify passing trade...

Seven Eye is just one of the many companies who have upgraded to NAVTEQ data. A new short publication explains how MapMechanics NAVTEQ data can make a difference to your business. It includes illustrations and clear details of the many attributes and additional features now available with this data.

To obtain your copy of this FREE LEAFLET, just contact MapMechanics 020 8568 7000.



Innovations in Web and Mobile Technology

DIARY DATES

MAPMECHANICS WORKSHOPS,
EXHIBITIONS, BRIEFINGS AND TRAINING

BRIEFINGS

**Improving Territory Management (AM)
Efficient Routing & Scheduling (PM)**
TUE 14 FEBRUARY - LEICESTER

**Corporate Briefing:
Location-Based Decision Making**
FRI 17 MARCH - SOUTHAMPTON

**Innovations in Web and
Mobile Technology**
FRI 7 APRIL - MANCHESTER (SEE PANEL)

WORKSHOPS

TruckStops
7 MARCH, 27 APRIL

EXHIBITIONS

Technology for Marketing
7 & 8 FEBRUARY - LONDON (OLYMPIA)
STAND C75

Logistics Link South
7 & 8 FEBRUARY - LONDON (SANDOWN PARK)
STAND 13

Softworld Supply Chain
29 & 30 MARCH - BIRMINGHAM (NEC)
STAND 412

Commercial Vehicle Show
25-27 APRIL - BIRMINGHAM (NEC)

TRAINING

**GeoConcept
Standard**
18-19 January
15-16 February
15-16 March
25-26 April

**GeoConcept
Extension Course**
23 February
23 March

**GeoConcept
Internet Server**
12 April

GeoConcept Kits
29 March

TruckStops
11-12 January
1-2 February
1-2 March
5-6 April

**TruckStops
Extension Course**
9 March

Please call for
additional dates

FOR MORE DETAILS call 020 8568 7000,
email info@mapmechanics.com,
or look at our web site:
www.mapmechanics.com

New faster links to corporate databases and aesthetic improvements have all made sharing map-based analysis more appealing.

The time individuals spend accessing the web also continues to rise (up around 17% in the past year, according to published sources). So the web is fast becoming the medium of choice when information is sought at home or in the office environment.

MapMechanics can supply complete systems, but you don't have to stop using the products you have already invested in. For example, Intranet Intelligence and MapMechanics Mobile are both designed to provide easy interfaces to join together your existing systems, whether they are mapping packages and databases, in-car navigation or routing and scheduling systems.

To find out how you can make the most of mapping technology on the web, join us at this key event in 2006.

FOR MORE INFORMATION AND TO RESERVE YOUR PLACE

CALL 020 8568 7000

email info@mapmechanics.com

www.mapmechanics.com

Territory management

For some depot location exercises, simple redistricting based on postcode sectors or districts is often extremely effective.

For one organisation which had grown by acquisition, reallocating all its customers to the most appropriate depot cut their delivery cycle by 2.5 million kilometres per year, generating significant savings in both time and fuel costs.

For others a much more detailed approach is needed, especially when each round contains only a few hundred households or businesses. For example, leaflet distribution organisations work at street

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level and each has a different approach. Some allocate both sides of each road to a single delivery person, while others ensure each distributor only walks up one side of the street.

Some leaflet distribution organisations allocate both sides of each road to a single delivery person while others ensure each distributor only walks up one side of the street.

Some situations are best tackled with the same territory delivered to on a fixed frequency, while others demand a more fluid approach to round definition.

Whether you

need an optimised system to suggest locations for each of your sites or a fully interactive system to enable you to create bespoke routes for each member of staff, MapMechanics can help you save time and money and improve customer service.

The range of software and data options available can be bewildering, so MapMechanics now offer free consultancy sessions to discuss the best approach for your business.

■ **FREE CONSULTANCY SESSION**

Call now on 020 8568 7000 for more information.



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