

# Intelligent Mapping for IBM Cognos Customers

## INTEGEO MAP INTELLIGENCE

- Map Intelligence for IBM Cognos 8 BI
- Map Intelligence Client for Excel
- Map Intelligence Batch Geocoder

## KEY FEATURES

- Easily create dynamic, web-based spatial applications
- 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
- Convert addresses to coordinates in minutes

## CUSTOMERS

- Fortune 1000 Enterprises
- Government departments, agencies, and Crown corporations
- Financial Institutions
- Healthcare Organizations
- Law enforcement
- Lotteries and Gaming
- Retail
- Telecommunications
- ...

For customers seeking a business intelligence (BI) solution with geographical analysis functionality, Integeo Map Intelligence offers fully-integrated highly-visual mapping capabilities within IBM Cognos 8 Software.

Easily create location intelligence applications and immediately analyze spatially based data without writing a single line of code. The intuitive application gives IBM Cognos customers the ability to author their own map-based reports in real-time saving months of development effort and permanently reducing maintenance and training costs.

Integeo is a four times award winning product and is also the only BI product to support multiple Web Services-based providers such as Google Maps, ESRI and MapInfo

*"Users simply click on an icon to visualize the data in a geographical context straight away. That simplicity is what makes the difference"*

**John Weippert, Director of ICT  
Northern Territory Police, Fire and  
Emergency Services**



The Integeo web services component allows users to leverage spatial information within IBM Cognos software. Users can then visually reveal, highlight, and explore previously hidden geographical patterns allowing them to conduct a more powerful analysis of business issues. By also leveraging IBM Cognos Software, an organization's in-house data can now be easily combined with other relevant spatial data sets such as socio-economic, demographic, health, climatic or geologic information to provide even more insight into business opportunities.

*"In practice, we could not produce dynamic, web-based spatial reports at all ... Using Map Intelligence, these highly visual reports are now part of our everyday working lives."*

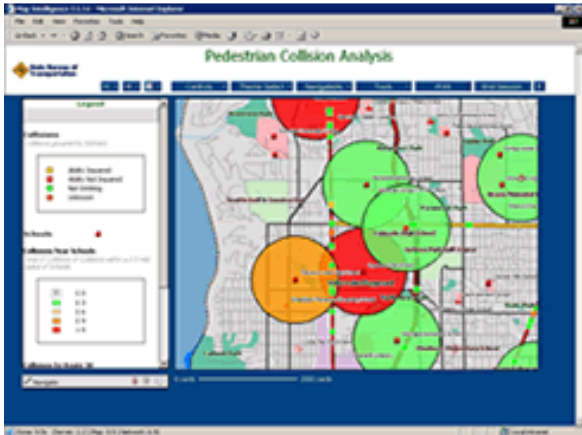
**Brendan Halloran, FaHCSIA  
Community Profiles Project Leader**

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

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.



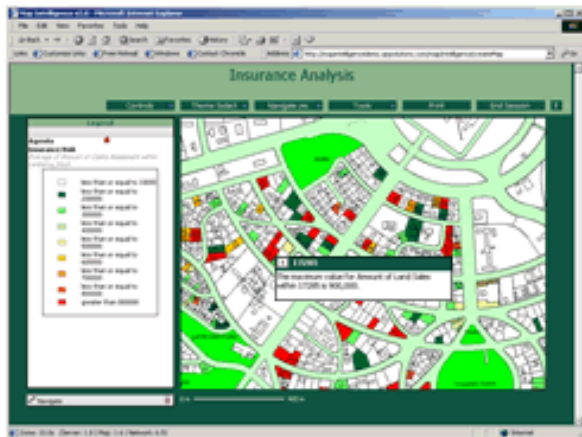
**Example Applications**



**Emergency Services**

Built in one day, this application examines highway accidents to identify patterns in collision data from both spatial and data intelligence perspectives. The dashboard allows users to see patterns and then focus on high incident areas, specific collision types, and contributing causes such as weather.

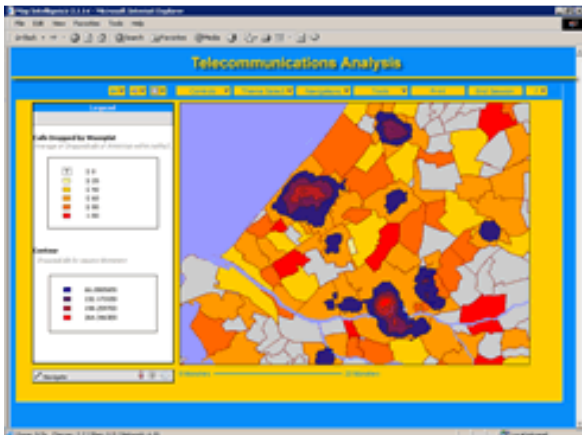
Spatial data and/or collision attributes can be used to focus on good and bad areas. The location of schools is included to see their proximity to high risk zones.



**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 and/or amount of past claims.

Users can hover over individual insurance claims to see a pop-up window display claim date, policy number, claim type and agent details. A user can also drill through to see additional information on each claim including the Claim Report for immediate problem resolution.



**Telecommunications**

Using cell phone tower utilization, this application examines call drop outs in Holland. Provinces and woonplats (local boundaries) are colour 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, coloured areas, and themed point layers.

Satellite imagery and digital elevation models add extra insight in real-time for problem areas and capacity planning.



Information solutions that help you understand, decide, and act.

INTEGEO RESELLER & IMPLEMENTATION PARTNER



Intego has developed the world's first geospatial solution for Business Intelligence designed for non-technical business users. Map Intelligence brings new visualizations and analytical capabilities to organizations that have previously been restricted by technical and cost challenges.

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