BusinessMAP
Advanced Database Mapping & Territory Design

New Windows Vista® Compatible
New Works with Google Maps™
New Updated Streets, ZIP Codes, etc.
New Updated D&B Business Listings (24 million)
New Create Custom Territories with the Smart Polygon Drawing Tool
New Updated Contact Manager links (ACT!®, GoldMine®, Outlook®, and Excel®)
New Add Photos to Your Maps
Ring Studies and Drive-Time Analysis
New Demographic Data
New Enhanced Spider Diagrams
COM Application Programming Interface (API)
Find Similar Geography
Spatial Calculator
New Edit Database and Append Lat/Longs
On-Map Charting
World Maps
Optimized Routing
Report Generator
**Drive-Time Analysis**
Use drive-time analysis to calculate one to three zones around a location that can be driven within a specified time.

**Ring Study Analysis**
Provides a quick and effective means of analyzing demographic and user information (sales, number of households, etc.) for site planning. For example, aggregate demographics within a 1, 3, & 5 mile radius around a prospective store site to realize the store’s customer potential.

Ring study and drive-time analysis combined with demographic data, D&B business listings and user data can easily answer the following types of questions:

- What target market areas fall within a specific drive time or distance from my location?
- How many customers or prospects visit my location from each zone?
- What is the median age, income level, or other demographic variable in my target area?
- Which areas can I distribute my product most economically?

**Works with Google Earth™ and Google Maps™**
Transfer database points and polygons, such as territories to a Google Map for sharing over the web. Bring your Google Map data into BusinessMAP for further customization and analysis.

**Reports and Power Presentations**
Create meaningful reports in familiar Microsoft Office applications with built-in report templates.
COM Application Programming Interface & Tools

The COM API enables programmers to customize and automate BusinessMAP features. In addition to previously provided API tools, BusinessMAP 5 includes the following new tools.

Enhanced Spider Diagram
Illustrate the location of customers with respect to the store they patronize. Are some customers traveling farther to Store A than to Store B and, if so why? If Store C is added, will it cannibalize other store sales? This enhanced version automatically shows the distance between store and customer.

Edit Database and Append Lat/Longs
Databases opened in BusinessMAP are automatically appended with lat/longs. This allows data to be saved and used in applications that don’t have the ability to geocode or plot records by address or ZIP Code.

Smart Polygon Tool
Now you can append database attributes to polygons you draw on the map. For example, create custom sales and service areas bounded by highways and rivers, then assign the territory name, total sales, etc. to the polygon.

Find Similar
BusinessMAP divulges the demographics in areas where your customer database is clustered. With the Find Similar tool, you can select new markets by identifying other areas with a similar makeup of key demographics.

Add Photos to Your Maps
Standard and GPS photos from digital cameras and phones can be rendered on the map. Display an image of your office, home, conference location, potential business site, etc. at its geographic location.

Additional COM API Examples
Other great tools, such as the Spatial Calculator and Label Manager are also included. Go to www.esri.com/customtools to download even more.
ESRI has been the leader of the GIS (Geographic Information Systems) software industry for over 30 years. On any given day, more than 1,000,000 people around the world use ESRI products to improve the way their organizations conduct business.

**On-Map Charting**
Render bar and pie charts at the centroid or center of any map polygon (ZIP Code, county, state, etc.). Multiple charts can be simultaneously displayed, so it's easy to compare different area demographics and/or user-added variables for better decision making.

**Color-Coding**
Color code the map to analyze your data geographically and create informative maps. Display sales per region, demographics such as population, age, and income, total dealers or prospects, and more.

**Multi-Level Territory Design**
BusinessMAP makes it easy to build multi-level territories. Build territories by states, counties, ZIP Codes, and other geographic areas; even mix geographies between territories. Group territories to create districts, areas, and regions for multi-level territories.

**Links to Your Data**
Add your database to the map to show customers, contacts, competitors, dealers, and prospects. Analyze, get driving directions, make presentation maps, and more. Link to BusinessMAP from the ACT!, Excel, GoldMine, or Outlook toolbar, or add a database in Access, dBASE, Excel, text, and other formats.

**Routing and Call Planning**
Call planning is simple with BusinessMAP's optimized routing and ability to search along your driving route. Locate additional clients between appointments, find the best route among multiple stops, or simply get driving directions to the desired location.

**Additional Features**
- Customizable maps
- Drawing tools for map annotations
- Print from day planner size to large wall maps
Important Installation Notes

DVD Installation
Due to the large volume of data that comes with this software, BusinessMAP ships on DVD only. To install BusinessMAP, insert the Disc into your DVD drive and the setup should run automatically. If it does not, run setup.exe to start the installation. If you are UPGRADING from BusinessMAP 4.5 or earlier using the upgrade DVD, do not uninstall your previous version before installing this upgrade.

Antivirus Software
It is recommended that you disable your antivirus software when installing BusinessMAP. If you have a network antivirus, you may need to disconnect from the Network prior to the installation. Be sure to reactivate your antivirus software after the installation is complete.

Administrator Rights
BusinessMAP is a single user licensed product. When installing to a computer with more than one user, log-in as the planned user of BusinessMAP. This user will need administrator rights at the time of installation; administrator rights are not necessary to use BusinessMAP once it is installed. The administrator cannot log-in and install BusinessMAP for all users in one installation.

Contact Manager Links

Microsoft Outlook
If you have Microsoft Outlook installed on your computer (because it is part of Microsoft Office), but use Outlook Express or another program for contacts and e-mail, you may wish to deselect the option to install the Outlook link. When installing the Contact Manager links, BusinessMAP will detect the compatible programs and allow you to select or deselect from a list. If Outlook is detected, but you have never used the program and setup an account, then Outlook will prompt you to setup an account. If this occurs, simply cancel the Outlook account setup wizard.

Excel Link
To change the placement of the BusinessMAP button in Excel, follow the following steps.
1. Open Excel and drag the BusinessMAP icon from the BusinessMAP floating toolbar to an existing Excel toolbar (this will move the icon leaving the floating toolbar empty).
2. In the customize toolbars window that is still open, uncheck BusinessMAP Launcher. Do not delete it. The empty floating toolbar disappears.
3. Close Excel and re-open it to make sure the Launch BusinessMAP button remains attached to the Main Toolbar.

Adding/Removing Contact Manager Links
To add or remove contact manager links, run setup from the DVD and modify the installation accordingly.

Viewing the Video Demonstrations
The BusinessMAP video demonstrations are best viewed when your screen resolution is set to 1024 x 768 or higher. There is a noticeable loss in quality if your resolution is set to 800 x 600 or less.

For assistance with the above or any other issue, contact Technical Support at 972-231-9317 or email: businessmap_help@esri.com. For sales inquiries, call 1-800-970-0033.
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in BusinessMAP 5.0

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BusinessMAP

ESRI
System Requirements: Windows 2000, XP, or Vista, 512MB RAM, 6GB hard disk space, DVD drive.

Demographic data provided by ESRI

Map data provided by Tele Atlas

Business listings provided by D&B

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