

COMARCH BUSINESS INTELLIGENCE

GEOSPATIAL ANALYTICS



INTRODUCTION

More than 80% of all data now has location component in most cases are not being used for visualization and analysis of geolocation. Geospatial analysis explore relationship of data elements that can be tried to a geographic location. Each element has specific feature and attributes that can be managed and stored in a spatially enabled relation database, then

As a result, organizations are expecting solutions that can seamlessly enrich business data with geographic context, help visualize trends and patterns, and leverage location intelligence in everyday decision making. Now you can enhance your reports with customized, interactive, intelligent maps. Easily take advantage of location analytics and geo enriched data to solve problems. Share your results intuitively using Comarch Business Intelligence maps solution for your dashboard.



analyzed to identify trends not easily seen through traditional analysis, such as proximity and coincidence of events and assets.

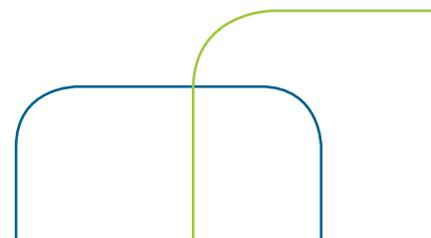
BENEFITS

Get the complete information

Traditional Business Intelligence solutions typically just offer tables, grids and charts - no additional visualization on maps. With Comarch BI map visualizations, you can quickly relate your data to locations that are meaningful to your business and detect geographic trends, such as customer clusters or outliers, optimize locations, market potential etc.

Choose your map

You can effortlessly merge your spatial and regular data in a wide variety of mapping format from GIS data sets. Using SQL Server Geospatial engine, BING maps and open sources maps solutions, we deliver an immersive, interactive and seamless geospatial analytical experience unmatched in Business Intelligence today. Ability to analyze data on a map has never become easier for end users.

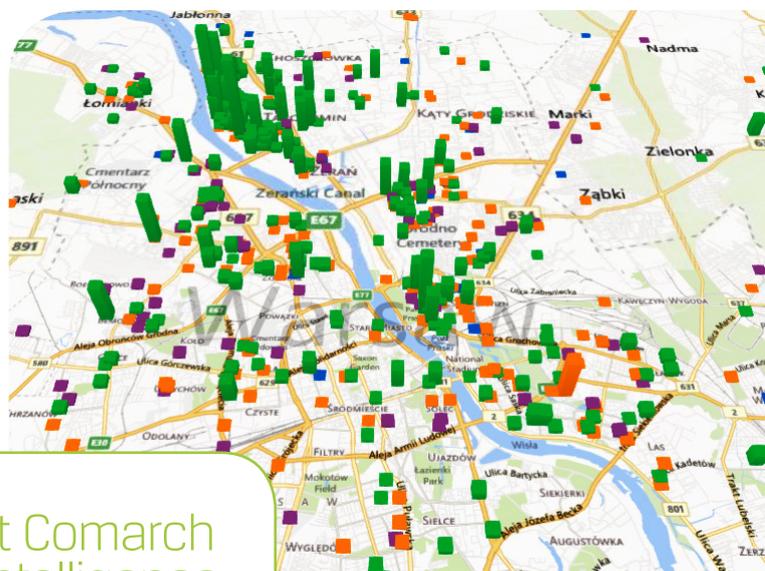


Multi-layered analysis

Ability to overlay demographic or statistical data - such as Per Capita Income, Gross Domestic Product or population - into your maps provides you with an additional level of analysis and understanding. However, layering is difficult using traditional database and BI techniques. Comarch Business Intelligence gives ability to creating multi-layered maps.

Uncover Hidden Patterns

Comarch Business Intelligence gives capabilities to identify opportunities and new potential markets. Gain instant insight into the potential markets that you may be missing out on. Discover where your next sales opportunity is. Visualizing your data on a map allows you to see hidden patterns that graphs and charts will not reveal. If you can



More about Comarch Business Intelligence
www.bi.comarch.com

create a chart, you can create a map and make new discoveries daily the same way likes you create reports already.



Make better decisions

You can do more than create simple maps. With a full range of analytics and business knowledge, you can create a questions and get better answers when you have a geographic context. Add geospatial information to your data for making smarter decisions. Set your maps in motion to see changes over time, how trends and hot spots are moving geographically.

Drill deeper into data

Make sense of mapping large quantities of data. Use dynamic point clustering or heat maps to easily see data concentrations or to aggregate data about specific addresses to areas, such as postal codes and your own regions and territories.

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