

DynamicMaps – Top 10 Reasons to use MapThat

by Cadline

MapThat is a web based mapping solution that allows organisations to run live queries on its business intelligence data in order to make more informed commercial decisions.

Business intelligence tools allow you to access data that you've spent time and money accruing over many years, however to maximise your return on its value and to make that data and your business processes work more intelligently you need to visualise your data geographically. Here are the top ten reasons to use MapThat:

1. Affordable solution without requiring costly desktop licences
2. Fast, friendly and configurable mapping environment
3. Provides easy access to your business intelligence data to all staff in your organisation using a secure login
4. Mobile compatible allowing access to data in the field
5. Link to as many disparate databases as you choose
6. Marketing teams can plan events and sales staff can target customers using more intelligent geographic profiling
7. Compatible with all CRMs
8. Results can easily be exported for mailshots and e-marketing campaigns
9. Wide ranging functionality tools:
 - a) Area search by radius, shape or multipoint line
 - b) Optimised route planning
 - c) Find my nearest
 - d) Travelling Sales Person analysis
 - e) Measuring tools
 - f) Drawing tools
 - g) Spatial analysis
 - h) Twitter tool
10. Business Intelligence made SIMPLE

