

DATA SHEET

MapInfo® Drivetime® for MapInfo Professional

THE PREMIER SOLUTION FOR CREATING DRIVETIME CATCHMENT BOUNDARIES
AND ROUTES IN MAPINFO PROFESSIONAL



Summary

Pitney Bowes® MapInfo® Drivetime® adds easy to use driving region and routing capabilities to MapInfo Professional. The software offers power and flexibility to allow for everything from simple “quick click” usage to custom tailored results for more sophisticated uses.

Benefits

- Add insight into your location decisions through better understanding of driving times and distances (catchment area analysis).
- Add confidence to accessibility analysis through batch route calculation, for example, all customers/citizens to their nearest store or service location.
- Ensure accurate results – adapt the speed model, access points and modify road networks as needed.

OVERVIEW

For organisations involved in market analysis, customer analysis, caring for citizens, site assessment and selection, economic development, customer relationship management or logistics planning, MapInfo Drivetime provides an essential and proven desktop planning and analysis tool.

Driving Regions

Drivetime enables you to accurately create catchment boundaries (driving regions) based on driving time or driving distance. These are vital if, for example, you need to understand how many people live within a given travel time of an existing or proposed new site location – perhaps a retail branch, cash dispenser, school or health centre. This analysis can help with decisions on how to expand a network or to rationalise or reduce the number of locations where your customers or citizens are served.

Drivetime allows you to create single or multiple catchment area boundaries simultaneously, around single or multiple locations, making it easy to compare and contrast existing or new sites. Catchment boundaries are automatically displayed in a map window and may be saved out for future analysis.

Routing

MapInfo Drivetime can create shortest or quickest routes between two or more locations. There is a simple user interface to set up large numbers of route calculations (called route matrices) in an automated way.

For example, given a list of customers, patients or students, a route matrix can be set up to determine the closest store, hospital or school, respectively. In addition to “find the nearest” calculations there are a variety of additional route matrix possibilities, including calculating routes between paired lists, calculating routes to the next nearest in a list, square and rectangle matrix calculations and more.

Easy to Use

MapInfo Drivetime has been designed to be easy to learn and use. Drivetime capabilities are accessed through drop down menus on the MapInfo Professional tool bar or via “instant” buttons. These are useful for repeating tasks and quick route or catchment generation.

Sharing Results

Results created with MapInfo Drivetime can be mapped, printed out, saved and exported for further analysis or for incorporation into other systems, including publishing to the Internet with MapInfo Stratus. The full power of MapInfo Professional can be applied to your driving region and routing analysis.

Drivetime Accuracy

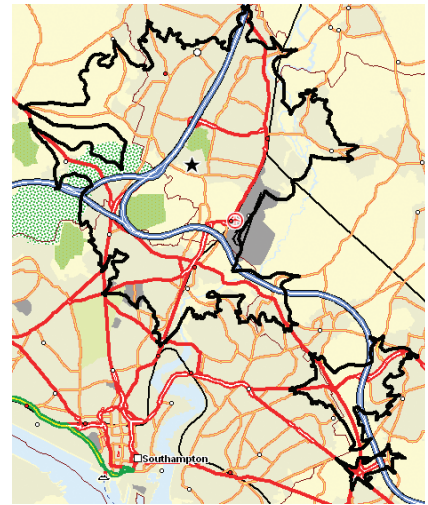
MapInfo Drivetime uses sophisticated algorithms that take into account a broad range of important factors to produce very accurate and reliable catchment boundaries (isochrones and isodistances) or routes. Drivetime is

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sophisticated enough to generate 'holes' within a catchment boundary when an area is inaccessible. This can happen due to speed restrictions or a limited road network. In addition, Drivetime can take into account road types from which you cannot exit such as motorways and bridges. This means that 'island' polygons will be created. These capabilities are configurable options and can be used or suppressed, as dictated by your analytical requirements. Travel can also be controlled by road types and areas. Based on the specific network it is possible to define travel restrictions such as vehicle height, vehicle weight, maximum travel speed, urban areas, rural roads or toll roads. This allows the analysis to be customised to reflect the travel possibilities for different vehicle types and other constraints. In addition, delays at certain points in the road network can be specified. This can be used to take into account traffic signals or time to merge on to a motorway. Taken together, the range of options that are available to tailor the Drivetime results offers incredible power, flexibility and accuracy.

Drivetime Networks

Any driving region or routing solution is only as good as the road network that the results are based on. Pitney Bowes Business Insight offers a broad range of routing networks. Networks are available for a number of different countries and are also available at different levels of detail. Our network offerings include the ability to include aggregated data from observed speed driving times. For organisations with their own street network data, the Professional Edition of Drivetime can be used to create your own network.



Drivetime employs a very accurate algorithm for producing driving regions. In this screen shot the islands are formed as a result of traversing motorways from which there is no exit. This results in the "island" polygons.

Summary Benefits

- Easy to learn and use – Drivetime is tightly integrated into MapInfo Professional.
- Adds insight to your site analysis and site selection decisions.
- Understand accessibility to/from locations using actual road distances and travel times.
- Full range of capabilities to support a variety of different types of analysis.
- Ensure accurate results – adapt the road speed model, access points and other characteristics of the routing calculations.

FOR MORE INFORMATION, PLEASE VISIT OUR WEB SITE AT: WWW.PBINSIGHT.CO.UK/DRIVETIME

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