

**MapIT announces a geo-coding service for MarketScope  
April 2009**

Muddled, 'dirty' or inaccurate customer data bases cause more indirect harm to a company and contribute more to bottom line losses than most people realise.

To address this, MapIT has launched an accurate geo-coding service to our clients. The service adds x and y GPS co-ordinates to address data while simultaneously updating the street level information.

Inaccurate data bases are unproductive and time wasting. In a geo-location context - meaning, can you find your business contacts on the map - customer and supplier data bases are only as good as they are accurate; and with the advent of commercial digital mapping, only as accurate as accompanying GPS co-ordinates.

If a company data base cannot create a spatial view of the trading environment – that includes current street addresses, contact information and a geo-location map of the affected area, then the cost in lost time and productivity is even greater. By offering this new service, MapIT is literally taking the 'hit and miss' hassle out of geo-coding. Companies don't have to employ a GIS specialist to add GPS co-ordinates any more.

Spatial views of the trading environment – the foundation for the rapidly emerging science of geo-location – are a standard component of MapIT's business intelligence application, MarketScope.

Companies can use MarketScope to overlay company, proprietary or demographic data onto a digital map to create an information-rich, visual representation of the local or national trading environment. Specifically, MarketScope interfaces this data with accurate street address information linked to GPS co-ordinates.

For MarketScope to function affectively, you need to capture the x and y co-ordinates for all your customers and suppliers. The application then plots the geo-location of these key contacts, and presents this information in a visual map display that you can assimilate and interpret without the need for an in-house GIS expert.

In the evolving technological climate, businesses cannot manage their clients and suppliers more accurately and reliably than this. Access to geo-located demographic visual representations of your business, in this sense, has moved beyond the 'nice-to-have' into the 'essential ingredient' list of good business practice today.

Being pioneers of digital mapping in South Africa, MapIT has realised that adding GPS co-ordinates to address data would revolutionise business intelligence, and that is why MapIT designed and launched a product like MarketScope onto the Southern African market.

While successful and readily adopted by significant blue chip companies in South Africa, MarketScope has revealed a high prevalence of inaccurate or outdated data bases.

The existence of so much 'dirty' data in the trading environment prompted MapIT to take MarketScope a step further. Most companies do not have the staff or the capacity to geo-code or clean their own data, they can literally email their data base to MapIT who will process the data, update the street address information and append linked GPS co-ordinates to each street address.

The response so far has been excellent," says Wilkinson. We've put a system in place that geo-codes data bases efficiently and in far less time than a client could do it."

***About MapIT***

***MapIT is at the forefront of digital mapping in Sub-Saharan Africa powering the next generation of location enabled technologies. MapIT's data is used in products and applications such as asset tracking, fleet management, business and market intelligence and web services. Its partnership in Africa with Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location based solutions, has enabled MapIT's data to be incorporated into Tele Atlas' international map offering, thus providing clients with map data of international standards.***