

***BROADENING THE MARKET FOR GEO-ANALYTICAL APPLICATIONS  
IN THE RESEARCH ENVIRONMENT  
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A high level 'best of breed' collaboration agreement between MapIT, South Africa's leading developer of digital mapping data, and marketing insights company, Knowledge Factory, has dramatically expanded opportunities for the commercial application of location-based demographic and market data in South Africa.

The two companies recently concluded an agreement that allows Knowledge Factory to apply MapIT's spatial data to a variety of marketing intelligence applications needed to turn demographic data into visually pleasing map-based imagery.

The agreement covers the use, by Knowledge Factory, of MapIT's street and point of interest mapping data in combination with demographic research information needed to plot business and consumer behaviour in key trading areas of Southern Africa.

"There is a growing appetite in the market place for this kind of data," says Geraldine Mitchley, CEO of the Knowledge Factory. "Businesses now realise that location based intelligence is the key to successful market penetration."

The decision by Knowledge Factory to use MapIT's data stems from a decision by the company to adopt a 'best of breed' policy in an increasingly costly and specialised environment.

"After years of exchanging ideas, we decided to connect with MapIT because they are the best mapping data supplier in South Africa," says Mitchley. That means that we will stick to our core competencies in market analytics, which is what we do best, and MapIT will produce accurate and comprehensive spatial data, which is what they do best."

Digital maps display demographic data (relating to gender, age, occupation, income and buying preferences) in a visual, geographic context designed to pinpoint information relevant to strategic planning; for example, customer residential and consumer data in relation to property development, shopping centres and financial institutions.

"The more accurate your data, the more accurately business can target the market using marketing intelligence," says Mitchley. Comprehensive and accurate data provides the 'where, what, why and how' of business planning."

"Digital map data applied in this manner provides the mechanism for converting objective data into geographically contextualised imagery that is easy to read and assimilate. Geo-located information, in this sense, is the glue that links research data to a location on a map. A good map is

the foundation for intelligent data essential for rational planning in business.”

New trends in analytics include the recent emergence of ‘packaged’ data that users can download from a website. This, says Mitchley, is rapidly supplanting labour intensive and expensive GIS applications (Geographic Information Systems) traditionally employed for market analysis studies.

***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.***

**“Geo-demographic trade analytics is no longer something that is available only to the big business elite,” says Mitchley. “We said rather let us take these applications to the smaller businesses so that we can broaden the market. As a result, we’re entering a ‘pay as you go’ analytics age where, on a website you can simply point, click and download the data you need for a particular project.”**

**Ray Wilkinson, managing director of MapIT says the agreement with Knowledge Factory makes absolute sense. “Successful location-based services depend directly on the quality and accuracy of the underpinning data. At this primary level is the cornerstone for developing further higher-level applications. Clients in this field do not tolerate flawed systems. So, making maps is a complex operation, and the cost of producing them so high that we need to broaden the market. The more companies that use our data, the more cost effective it becomes in a marketing environment. Our agreement with Knowledge Factory is an upside development for both companies,” says Wilkinson.”**

**Recently launched geo-location applications include the Knowledge Factory’s ‘portal’ strategy aimed at reducing the traditionally high cost of GIS data needed by business for demographic trade analysis. Smaller businesses can now tailor, and download specific blocks of spatial data data to complement customised requirements. Planners, for example, can use this tailored data to determine the optimal location of shopping malls or bulk delivery depots in adjoining suburbs.**

**Knowledge Factory typically combine research data from the South African Advertising Research Foundation, the All Media and Products Survey (AMPS), census data, detailed property transaction data as well as proprietary market segmentation data with geo-location information derived from MapIT.**

**MapIT provides commercial digital mapping and location based content to a wide range of industries that include; vehicle tracking, fleet management, emergency services, web, mobile and wireless services, and marketing and business intelligence.**