



# Başarsoft Teknoloji Günü

Ankara'19

**What's New in Location Intelligence**  
**Oumar Kebe**  
**Pitney Bowes**





# Agenda

1. MapInfo Pro 2019
2. Spectrum Spatial Connect



Başarsoft  
Teknoloji Günü  
Ankara 19

# MapInfo Pro 2019



# MapInfo Pro 2019

- SQL Enhancements
- Layout Improvements
- Heat Map Tools
- MapInfo Marketplace



# The Interface

**Simple Select** [X]

Select Records from Table:

that Satisfy:

Store Results in Table:

Sort Results by Column:

☒ Browse Results ☐ Find Results In Current Map Window

**Expression** [X]

Type an expression:

**SQL Select** [X]

Select Columns:

from Tables:

where Condition:

Group by Columns:

Order by Columns:

into Table Named:

☒ Browse Results ☐ Find Results In Current Map Window  
☐ Add Results To Current Map Window

**SQL Select** [X]

Select Columns:

from Tables:

where Condition:

Group by Columns:

Order by Columns:

into Table Named:

☒ Browse Results



# MapInfo Pro 2019

Favorite, Rename, Reload from File & Save

Create New Statement

List of statements from the current session, with history. A change results in a new script

Mixture of Select, Delete, Update and Insert statement. And the new Script type, too.

The screenshot shows the SQL window in MapInfo Pro 2019. The 'Scripts' pane on the left lists a series of statements, including 'Addresses Near Highways', 'Aggregate Roads by Name', and 'Update Urban\_Areas'. A callout box titled 'Addresses Near Highways' provides a preview of the SQL code for that statement. The background shows a map with green circular markers.

**Addresses Near Highways**  
D:\Dropbox (Horsboll-Moller)\1. Dokumenter\Addresses Near Highways.mbs  
Select VEJNAVN, AggregateCombine(obj)  
From Road\_Class\_1  
Group By VEJNAVN  
Into \_\_Grouped\_\_Roads NoSelect

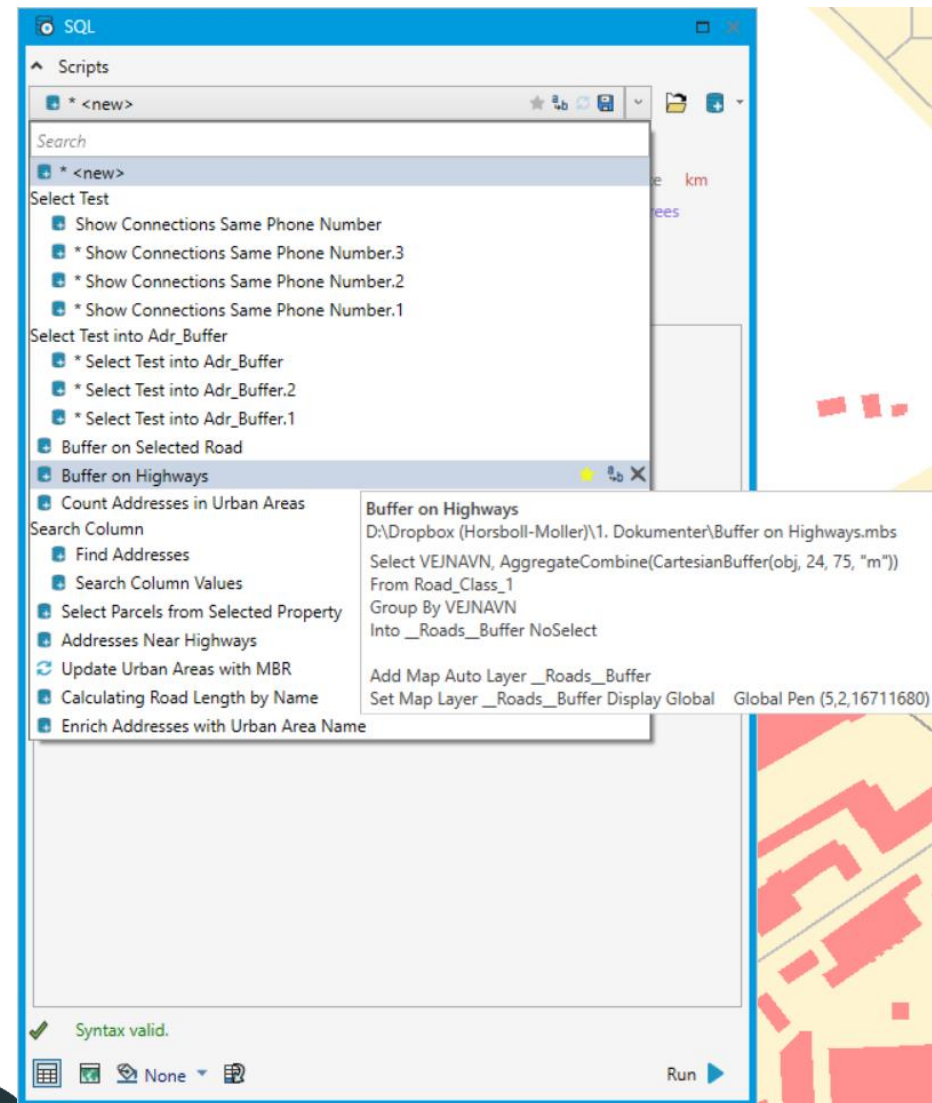
Select A.MI\_PRINX, R.VEJNAVN, CartesianConnectObjects(A.OBJ, R.OBJ, TRUE) Object  
From Buildings As "A", \_\_Grouped\_\_Roads As "R"  
Where CartesianObjectDistance(A.OBJ, R.OBJ, "m") < 100  
Into \_\_ADDRESSES\_NEAR\_HIGHWAYS

**Statement preview**



# Statement List

- Favorites & from MapBasic script folder
- Statements from current session
- Preview statement in Tool Tip
- A new instance is created when edited
- Save, Rename, Reload & Delete
- Mark as Favorite
- Load from file
- Create new statement





## Layout Improvements

- Support for Line Styles
- Support for Region Styles
- Vectorised Legends: More crisp Legends
- Improved performance when loading workspaces with layouts
- Improved performance when zooming/panning in layouts





# Heat Map

MapInfo Pro 2019 interface showing a Heat Map visualization of a dataset.

The main map area displays a Heat Map visualization of a dataset, showing a distribution of values across a geographical area. The map is titled "AWS\_Adgangsadresser,AWS\_Adgangsadresser\_HeatMap Map".

The interface includes a top menu bar with tabs: PRO, HOME, TABLE, MAP, SPATIAL, LAYOUT, RASTER, STYLE, LABELS. The "MAP" tab is active.

The toolbar below the menu bar contains various tools categorized by function: Content (Map, Open, Add Theme, Add To Map, Cosmetic Heatmap), Selection (Select, SQL, Find, Invert, Clear, Street View), Create (Insert, Style), Navigate (Pan, Zoom In, Zoom Out, Zoom To, Previous View, Move To, Change View), Label (Label Tool, Text Objects, Clear Custom, Priority), Options (Map Tools, Redistricter, Map Options, Lock Scale, Hotlink Options, Drag Map).

The left sidebar shows the Explorer panel with a search bar and a list of maps. The selected map is "AWS\_Adgangsadresser,AWS\_Adgangsadresser\_HeatMap Map". The map layers are listed as:

- Cosmetic Layer (checked)
- AWS\_Adgangsadresser (unchecked)
- AWS\_Adgangsadresser\_HeatMap (checked)

The right sidebar shows the HeatMap configuration panel. The "Input" section shows the "Input File" as "AWS Adgangsadresser" and the "Output File" as "AWS Adgangsadresser\_HeatMap". The "Pick your heatmap style:" section shows four options: Standard, Detailed, Chunky, and Optimal. The "Advanced" section shows the "Kernel" set to "Tricube" and the "Search Radius" set to "200".

The bottom status bar displays the zoom level (302,000 m), editing status (Editing: None), selection status (Selecting: None), and the coordinate system (ETRS TM Zone 32, Northern Hemisphere (ETRS89)).



Standard

Detailed

Chunky

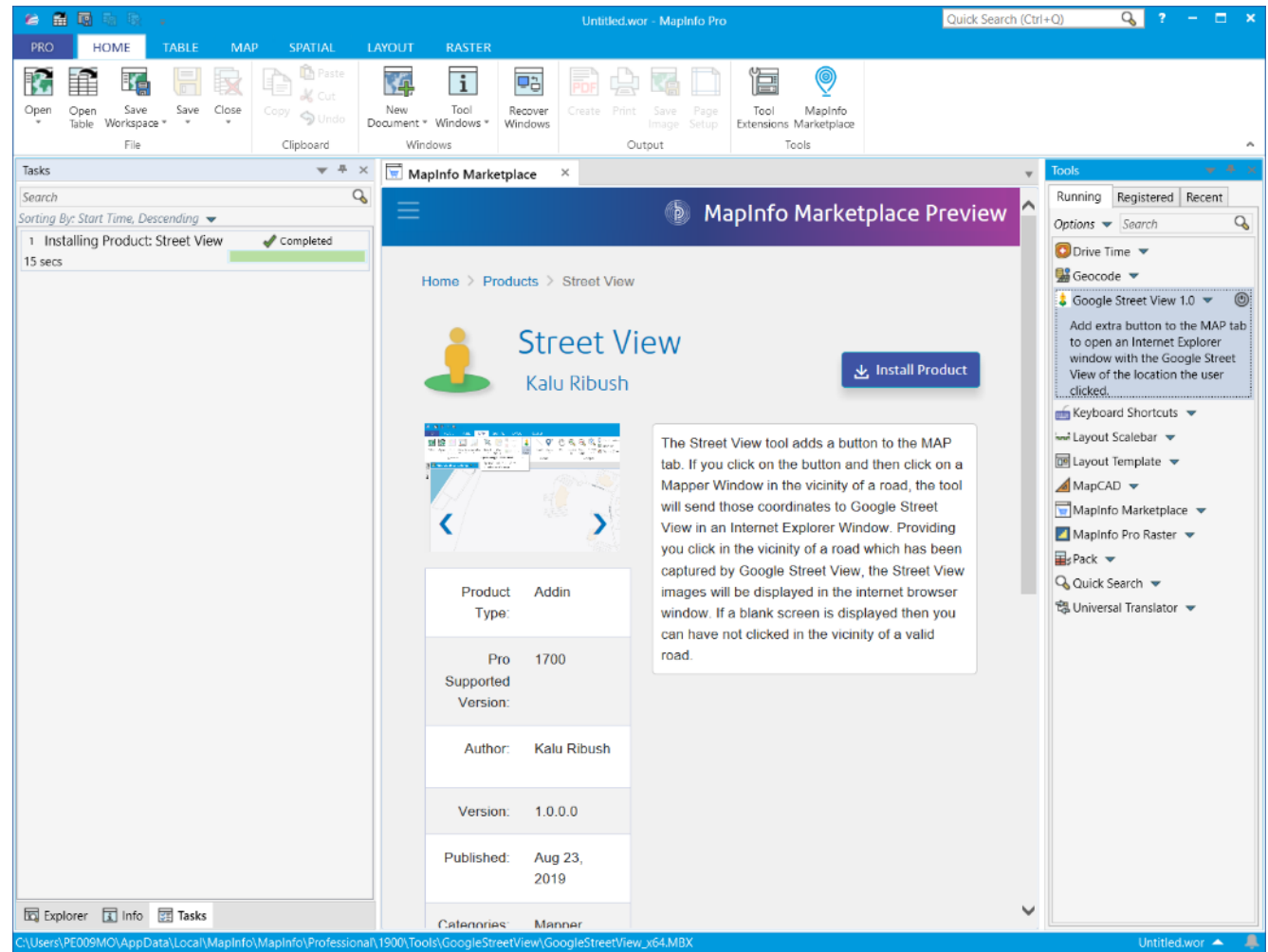
Optimal





# MapInfo Marketplace

- Browse
- Search
- Download
- Deploy
- Get Updates





# Introducing Spectrum Spatial™ Connect

- Use out-of-the-box or quickly build flexible apps to solve even the smallest of business problems
- Create both online and offline mobile apps to supercharge business processes in minutes



# Spectrum Spatial™ Connect: Use Cases

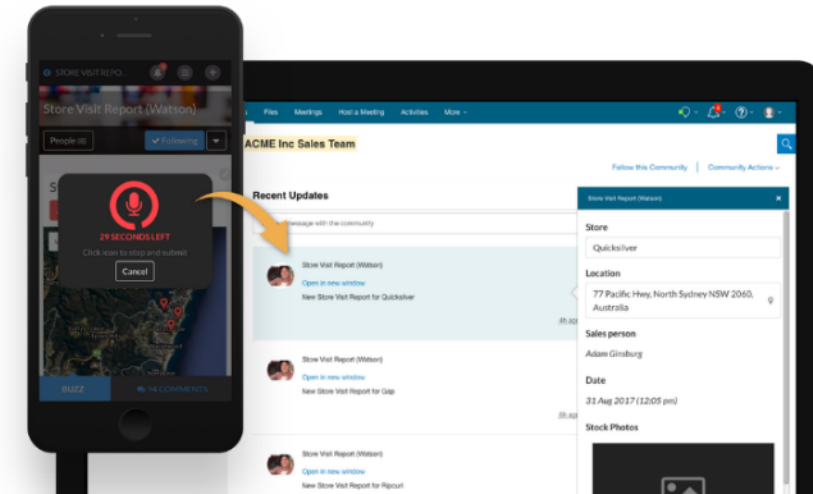
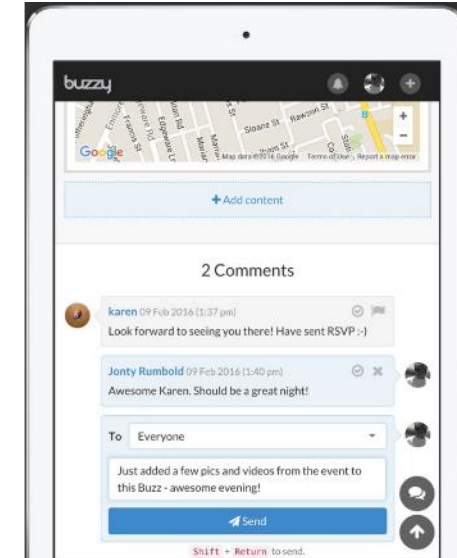
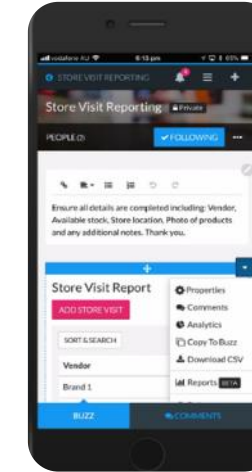
- **Local Government**

Crowd Sourcing Apps for issues  
pothole/graffiti/streetlight/sidewalk

Field worker solutions for Tree Surveys, Weed Management,  
Risk assessments, Street Naming and Numbering

- **Retail**

Site selection and evaluation – mobile device used on location to review  
L.I. data, capture photos, complete assessment forms, customer  
questionnaire






# Example 1 – Local Government, Smart City Crowdsourcing Apps

### Issue Reports

ADD NEW ISSUE



REFRESH

EXTERNALLY FILTERED

Location	Issue	Importance	Submitted By	Submitted Date
170A Barrenjoey Rd, Newport...	pothole	urgent	Adam Ginsburg	18 Oct 2018 (6:5)
74 Waterloo Rd, Macquarie P...	crack	—	Adam Ginsburg	18 Oct 2018 (10:
3/68-72 Waterloo Rd, North R...	pothole	urgent	Andy Moy	18 Oct 2018 (10:
1 Oceania Cres, Newport NS...	pothole	—	Lucy Life	04 Oct 2018 (10:
59 Myola Rd, Newport NSW 2...	pothole	urgent	Lucy Life	04 Oct 2018 (9:4
7 Bungan St, Mona Vale NSW ...	pothole	urgent	Andy Moy	06 Sep 2018 (10:
1777 Pittwater Rd, Mona Vale...	tree	urgent	Adam Ginsburg	07 Aug 2018 (6:2
2 Bungan St, Mona Vale NSW ...	pothole	—	Adam Ginsburg	07 Aug 2018 (6:2
275 Barrenjoey Rd, Newport ...	landslip	urgent	Andy Moy	18 May 2018 (10:

BUZZ COMMENTS

### Detail


Location  
309-313 Barrenjoey Rd, Newport NSW 2106, Australia

Issue  
pothole

Importance  
urgent

Comments  
Located in the central part of the road

Images



Additional Files  
None added

ADD

Submitted By  
Andy Moy

DELETE? DONE

App built in hours



# How Apps can be Built in Minutes

Issue Reports

ADD NEW ISSUE

Map Satellite

Properties  
Comments  
Analytics  
Copy To Buzz  
Download CSV  
Reports  
Delete All Data  
Delete MicroApp

Add something...

Event List  
To Do List  
Editable Album  
Text  
Application  
Button  
Video  
Attachment  
Payment  
Embedded Buzz  
Table  
Images  
Multiple Location Map  
Report

EXTERNAL

Embedded Link  
Google Map  
Google Drive  
Twitter  
Giphy

LAYOUT

2 Columns (3 + 4)  
2 Columns (4 + 8)  
2 Columns (5 + 6)  
3 Columns (1 + 4 + 4)

CANCEL

Google

REFRESH

SORT & SEARCH

Location	Issue	Importance
170A Barrenjoey Rd, Newport...	pothole	urgent
74 Waterloo Rd, Macquarie P...	crack	—
3/68-72 Waterloo Rd, North R...	pothole	urgent

General Submit Results Fields Advanced

Add a new component

ADD COMPONENT

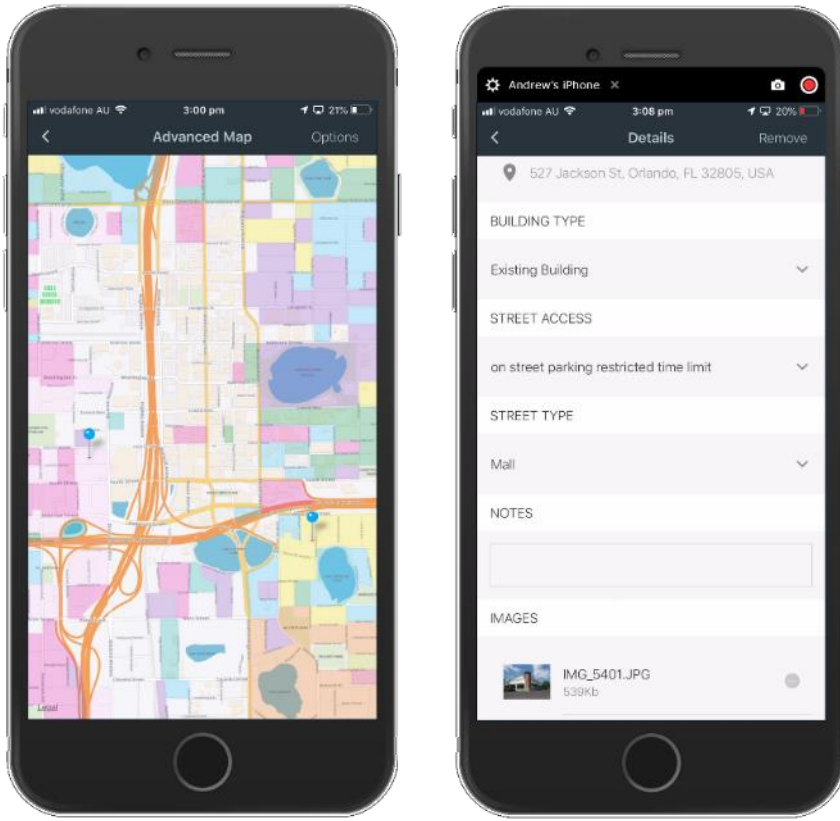
Type	Title	Settings	Help Text (optional)	Permissions	Hide in	
+	map	Location <input type="checkbox"/> Mandatory? <input type="checkbox"/> Custom Validation?	No settings available Help text (optional)	Anyone	Always	
+	select	Issue <input type="checkbox"/> Mandatory? <input type="checkbox"/> Custom Validation?	crack pothole tree landslip Add an option +ADD	Help text (optional)	Anyone	Always
+	select	Importance <input type="checkbox"/> Mandatory? <input type="checkbox"/> Custom Validation?	urgent not urgent Add an option +ADD	Help text (optional)	Anyone	Always
+	text	Comments <input type="checkbox"/> Mandatory? <input type="checkbox"/> Custom Validation?	Text Placeholder text (optional)	Help text (optional)	Anyone	Collapsible

Advanced

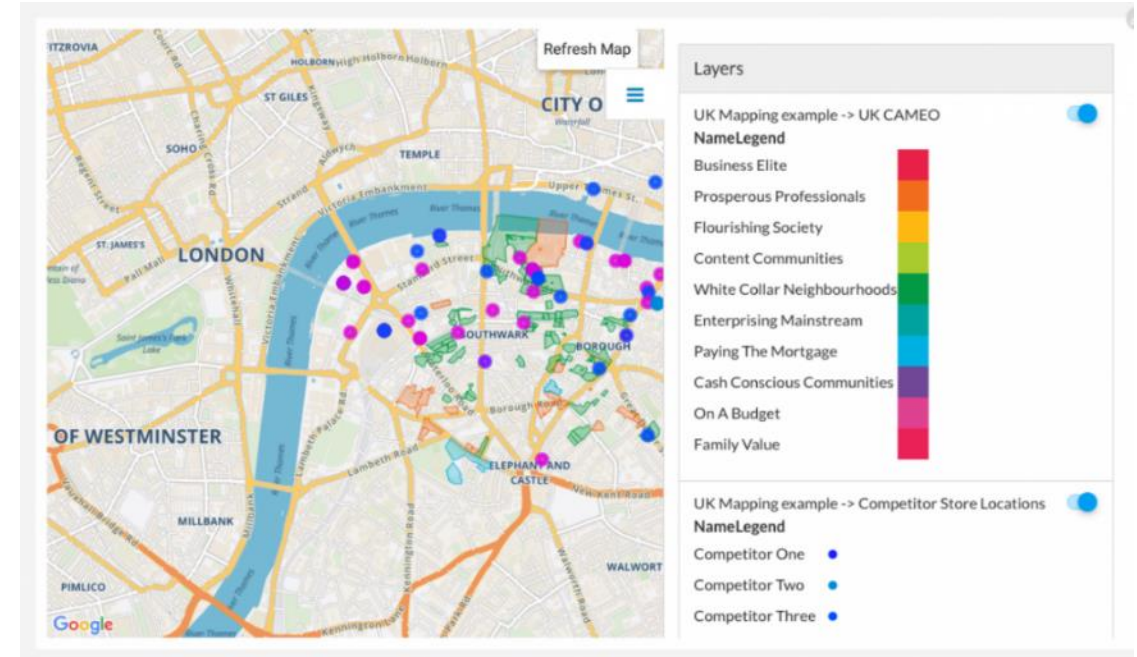




## Example 2 : Retail - Network Optimization – Field Site Assessment



App built in days



Field Assessment:

- Take Location Analytics data on-site with you
- Capture information, update central view
- Flexible Form Designer





# Site Attractiveness Assessment – Example Digital Collection

### Proposed Sites

SORT & SEARCH

Site Name	geometry	Building Type	Street Access	Street Type
Proposed Site 1	527 Jackson St, Orlando, FL 3...	New Building Required	on street parking restricted ti...	Retail Strip
Proposed Site 2	536 Lake Ave, Orlando, FL 32...	Existing Building but building ...	off street parking	Retail Strip

ADD NEW

### Site Attractiveness Assessment

SORT & SEARCH

Site name	On location checklist	Traffic Flow & Accessibility R...	Retail Competition Rating	Site Characteristi
Proposed Site 1	1/3	★★★★★	★☆☆☆☆	★☆☆☆☆
Proposed Site 1	3/3	★★★★★	★★★★★	★★★★★
Proposed Site 2	3/3	★★★★★	★★★★★	★★★★★

ADD NEW

### Detail

Site name

Proposed Site 1

VIEW DETAIL

On location checklist

1/3

☒ Traffic Flow & Accessibility

☐ Retail Competition

☐ Site characteristics

Add an item...

TRAFFIC FLOW & ACCESSIBILITY

Type of Vehicles Passing Location

Mostly Cars

Access of Vehicles to Location

Mall parking

Availability of Mass Transit

Within 500 yards

Accessibility of Major Highway Artery

Within 5 miles away

Level of Street Congestion

Busy road

Presence of Physical Barriers affecting trading area

DELETE?

### Detail

Accessibility of Major Highway Artery

Within 5 miles away

Level of Street Congestion

Busy road

Presence of Physical Barriers affecting trading area

Yes

Traffic & Accessibility Supporting image(s)

Traffic Flow & Accessibility Rating

★★★★★

DETAIL

Impact of our existing retail sites

No impact

Competition

Several competitors close by

DELETE?

### Detail

Site Characteristics Rating

★★★★★

Signature

SUMMARY

Notes

Great location, complementary to existing outlets but cost may be prohibitive

Submitted by

Andy May

Submitted when

01 May 2019 (8:23 pm)

DELETE?



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**Thank You**

