

## Mapinfo Pro Flexible Location Analytics For The Future

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#### Agenda

What is Flexible Location Analytics?

MapInfo Pro Roadmap 2019 and Beyond

SQL Select Dialog Overhaul (Peter Horsboll Moller)

Tech Support Update (Julia Steinecker)

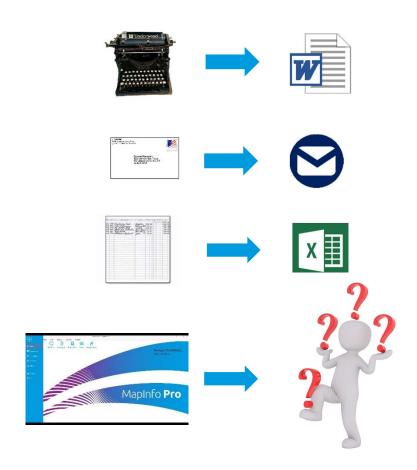
# Flexible Enterprise Location Analytics

#### What is Enterprise Location Analytics?

#### **Definitions**

- Enterprise (adjective) pertaining to the collaborative distribution of work across an organization with the goal of maximizing the quality of decision outcomes by utilizing diverse skills and efficient processes.
- 2. Location Analytics (noun) the process of combining people, data, and software-based systems to improve location-based decision outcomes in an organization.

#### What is Enterprise Location Analytics?



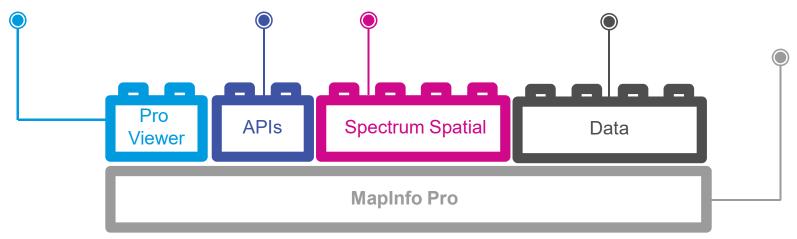
2 D – One Publisher Many Readers

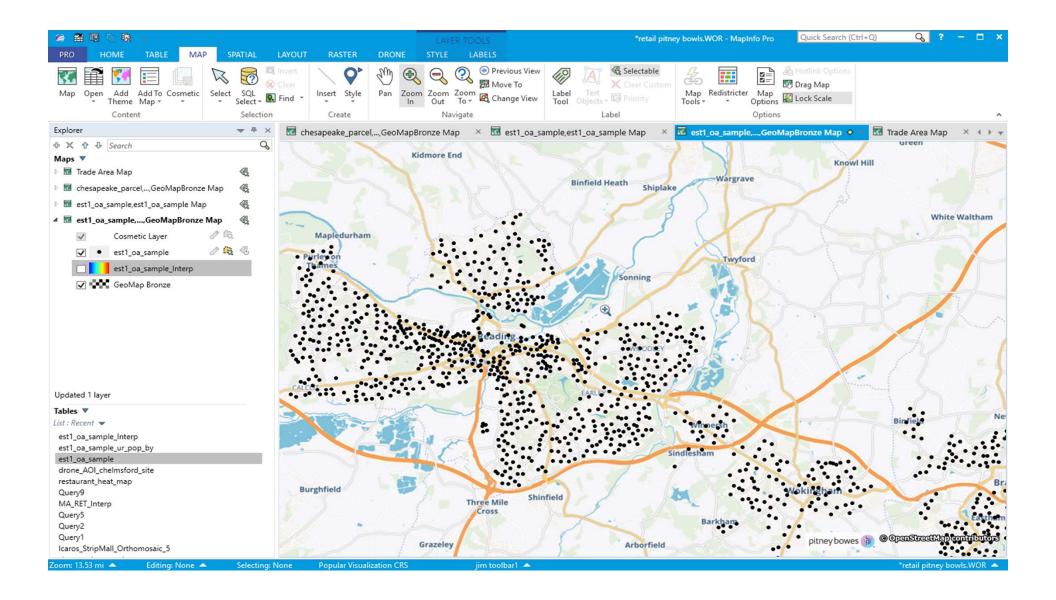
3 D – Shared System Many Participants

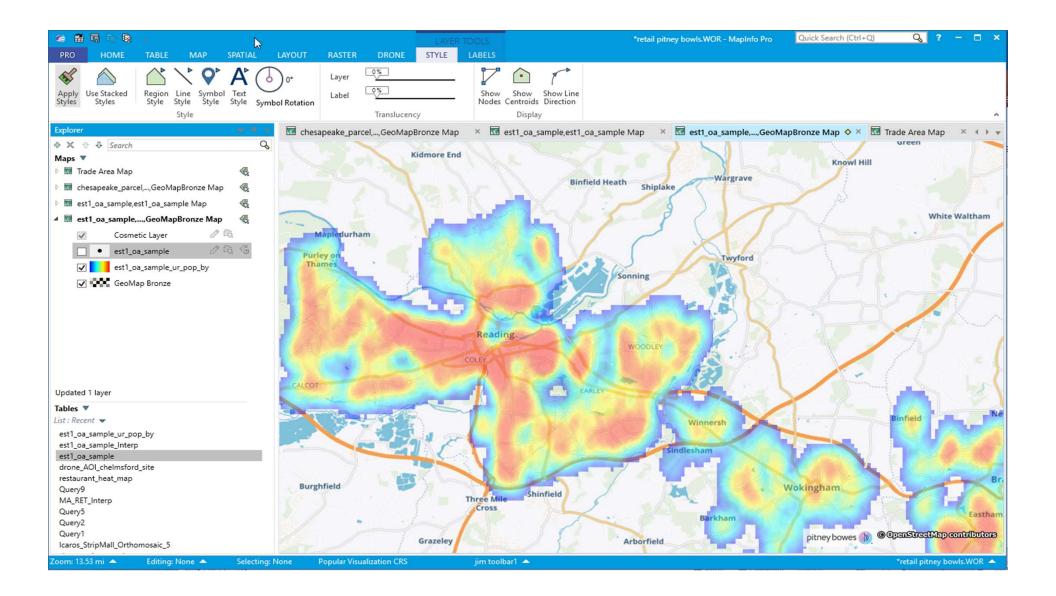
#### Pitney Bowes Approach to Enterprise Location analytics (ELA)

- Pro Viewer
- Used by Business Users
- Extends Pro usage
- Light weight to support map viewing
- Add value to MapInto Pro
- -GeoZones
- -Geocoding
- -GeoEnrich -POIs (coming soon)
- Enables Location Analytics in the Enterprise
- Web Mapping
- Used by Business Analysts to Analyze Spatial Data
  - Extensibility

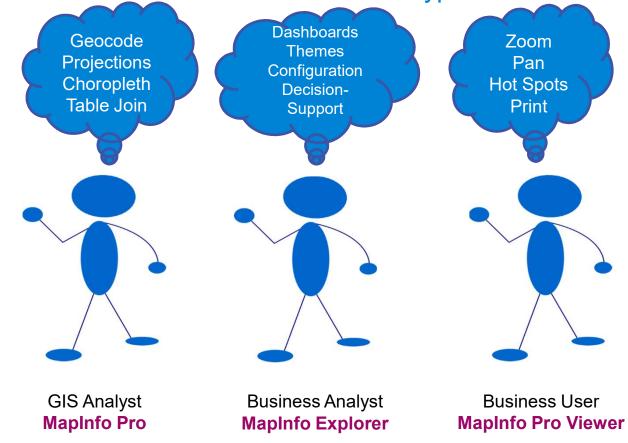
- Software & DataMarketplace
- Some Free Datasets
- Support Vertical Use Cases
- Core to ELA
- Desktop GIS
- User persona is expanding from GIS > BA/Self Serve
- ~100,000 users globally





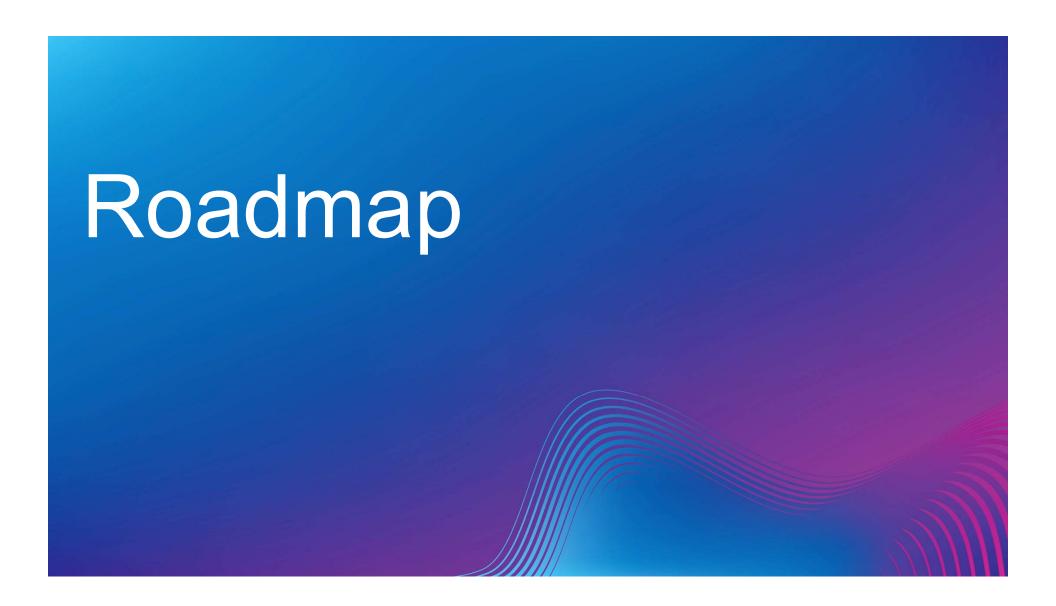


Different Versions for Different User types



#### 3 Year Term Licensing for New Customers – Starts July 1, 2019

- Over 30% less expensive than Perpetual License
- More flexible for organizations with changing roles and needs based on projects and business cycles
- How it works:
  - Upfront payment for license and S&S (maintenance) for year 1
  - S&S optional in years 2 and 3

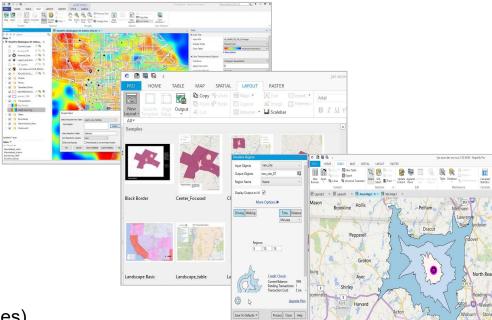


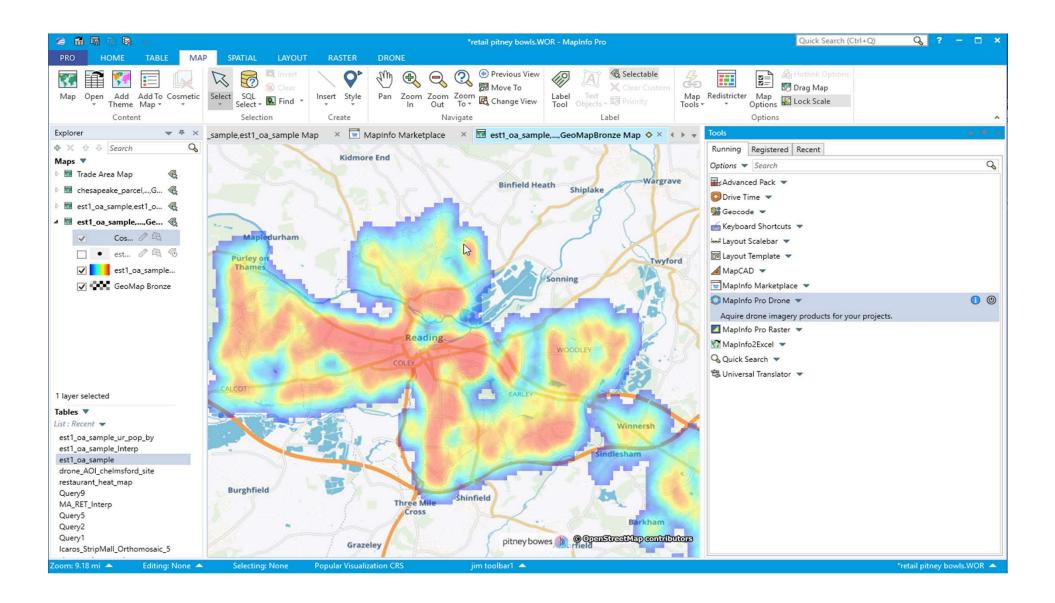
#### MapInfo Pro 2019

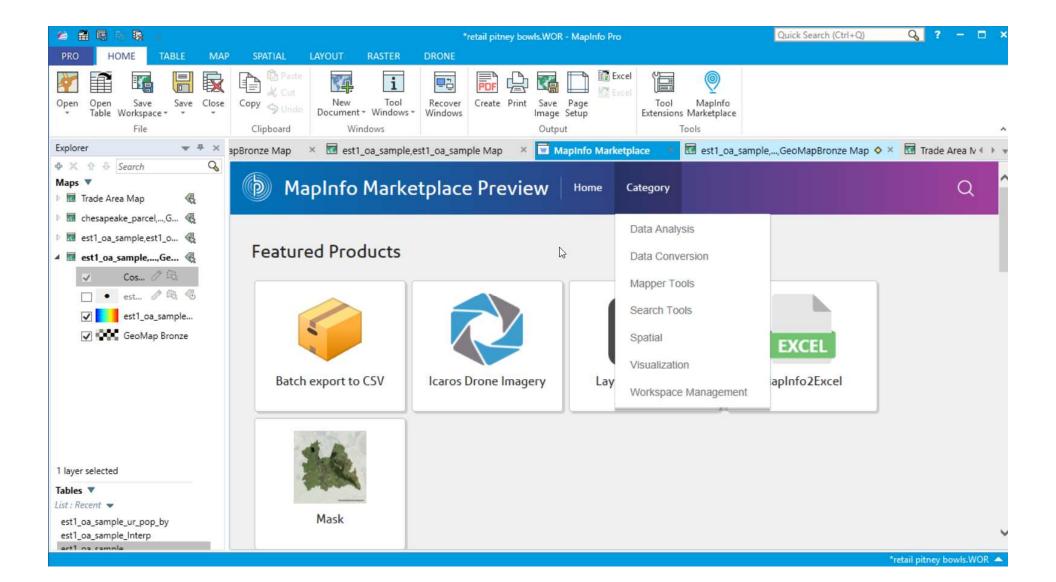


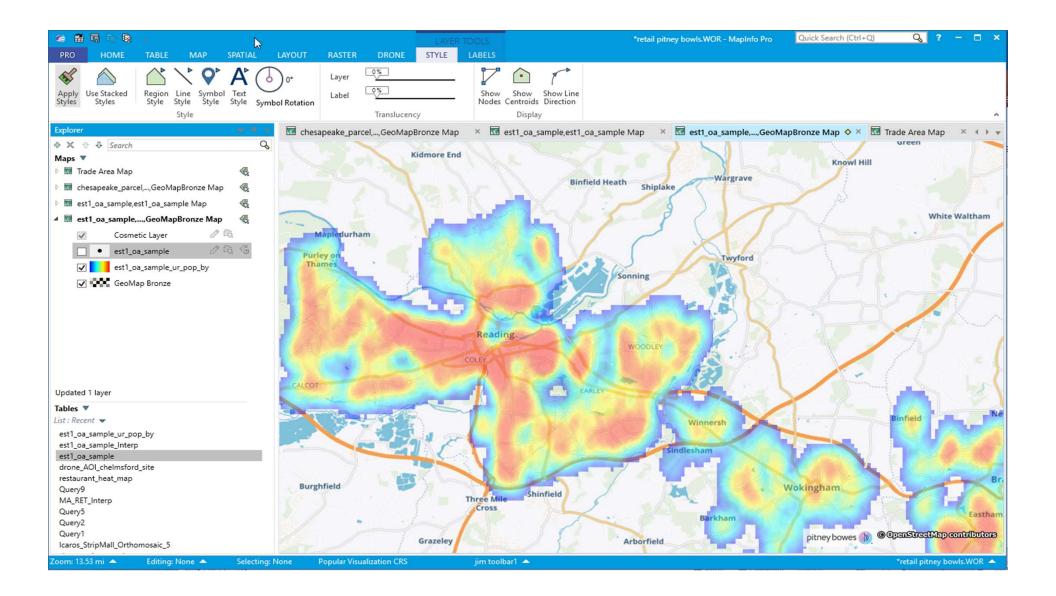
#### Release schedule

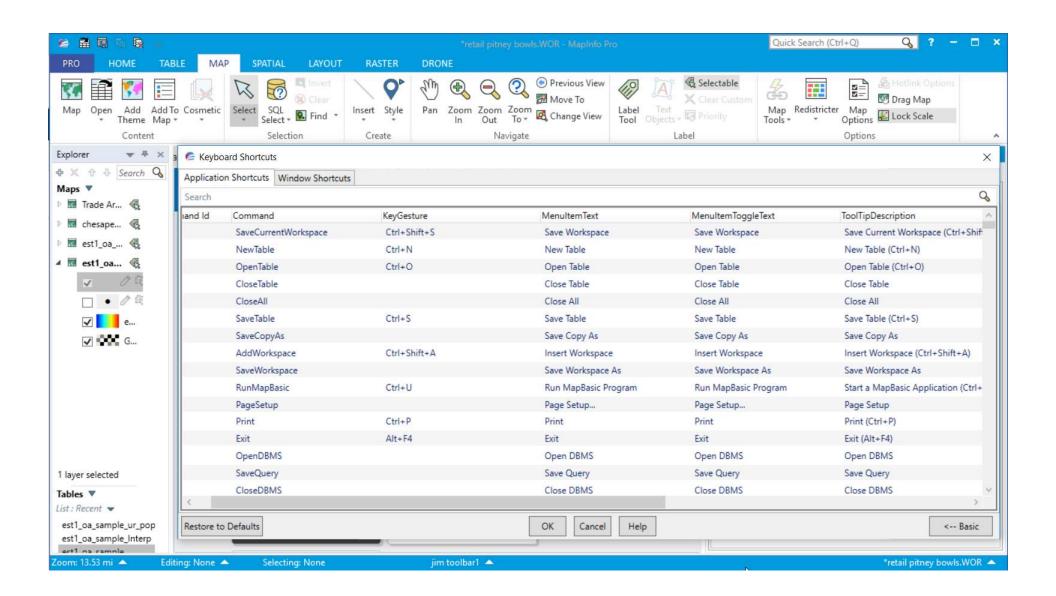
- V 17.03 June 4, 2019
  - MapInfo Marketplace Preview
  - Customizable Keyboard Shortcuts
  - Python Support (2 ways)
  - MapInfo Pro Drone add-in
  - GDAL for Native X, MRR (read)
  - Over 20 Customer Bug Fixes
- V 2019 October 2019
  - MapInfo Marketplace Release
  - SQL Select Dialog Overhaul
  - Layout Improvements (line and fill styles)
  - Heat Mapper Tool
  - POI Downloader App

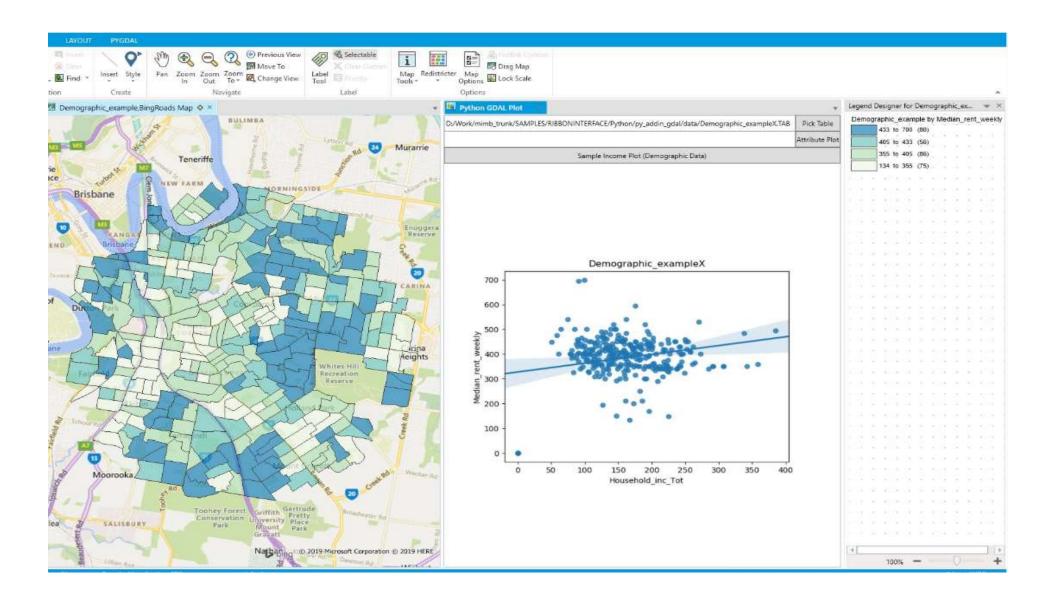


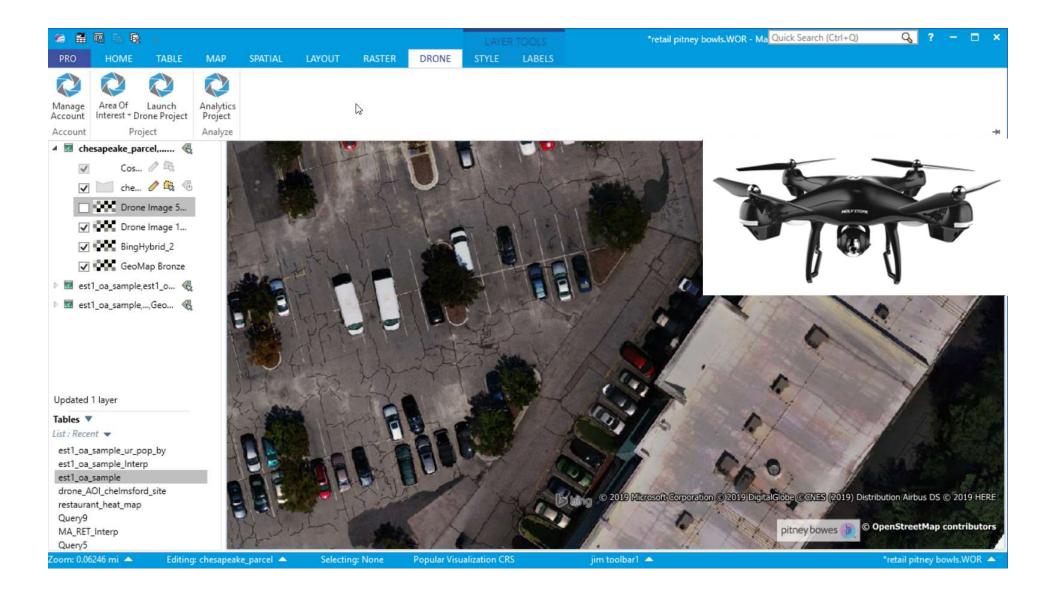












#### MapInfo Pro 2020 Vision

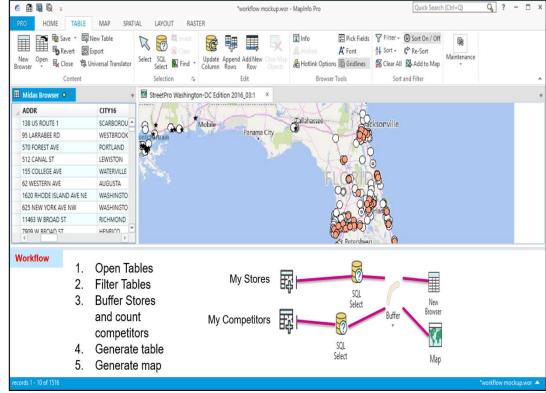
- MapInfo Pro Explorer version
- Client license management admin tool
- Vertical market apps integrated with data
- Interoperability with Spectrum Spatial
- Graphical workflow designer
- Cloud-based capabilities

#### **Enterprise Location Analytics For All**

E	1	20/200
F P	2	20/100
TOZ	3	20/70
LPED	4	20/50
PECFD	5	20/40
EDFCZP	6	20/30
FELOPZD	7	20/25
DEFPOTEC	8	20/20
LEFODPCT	9	
FDPLTCEO	10	
PEZOLCFTD	11	

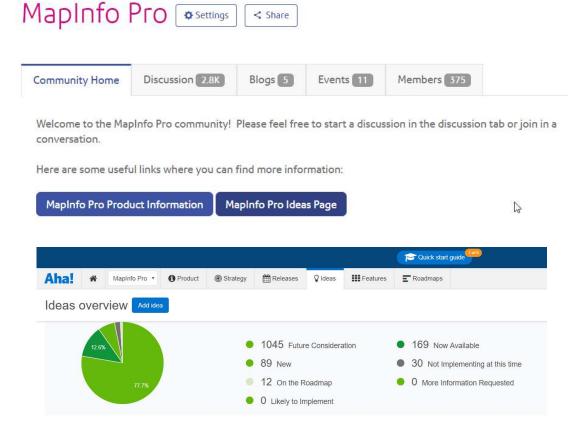
#### Why is this Important?

- Rerun complex tasks quickly
- Perform "what if" analysis by changing parameters
- Create documentation for processes to be used by others
- Create "self-service" processes that can be executed by non-technical users

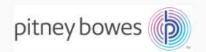


#### We Need Your Input!

- Knowledge Communities
- Ideas Page
- Client Visits
- Contact me!



Pitney Bowes | MapInfo User Group UK

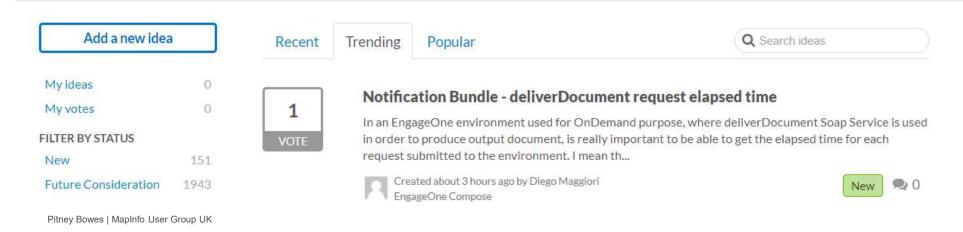


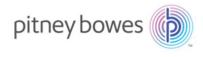
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#### Pitney Bowes Software & Data Product Ideas

Welcome to the Pitney Bowes Software & Data Ideas Website. This website is intended to provide you with an open and collaborative channel to submit your innovative ideas around Pitney Bowes Software's existing and future offerings. You can easily submit new ideas or comment on existing ideas in a way that is visible and transparent to all participants. You also have the unique opportunity to contribute to an idea's overall popularity by promoting the idea. The Pitney Bowes Software & Data Product Management team will review popular ideas and evaluate their potential for inclusion in our short and long term development plans. Participants who have submitted or commented on an idea may be contacted by our team. Your contact information will not be used for any other purpose. We value your contribution to making Pitney Bowes Software & Data offerings even better and look forward to seeing your ideas.

Important Note: We are changing the "Added to Product Backlog" Status to "Likely to Implement"





### Improving the Way You Query

Peter Horsboll Moller Distinguished Engineer

#### Two approaches

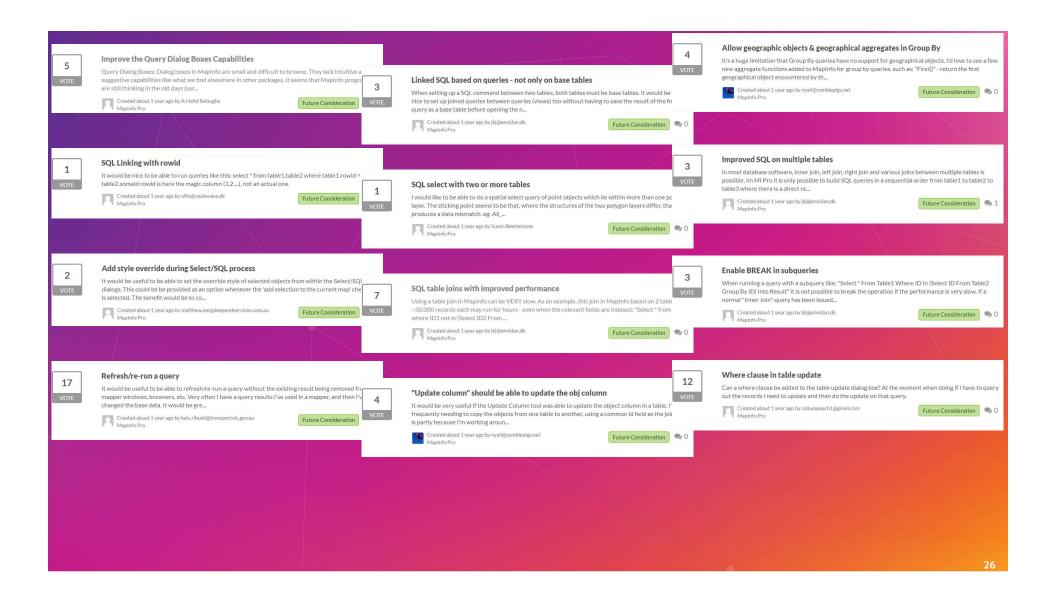
#### The syntax & functionality

```
Select expression_list
  From table_name [, ...]
[Where expression_group]
[Into results_table [Noselect] [Hide]]
[Group By column_list]
[Order By column_list]
```

#### The interface

SQL Select		×		
Select <u>C</u> olumns:	Addresses.AddressKey, Addresses.ShortName, Addresses.StreetName, Addresses.HouseNo, Buildings.Zmin	Tables   Columns   Operators   Aggregates   Aggregates		
from <u>T</u> ables:	Addresses, Buildings	Functions 👤		
<u>w</u> here Condition:	Addresses.Obj Within Buildings.Obj			
Group by Columns:		]		
Order by Columns:		Save Template		
<u>i</u> nto Table Named:	Selection	<u>L</u> oad Template		
☐ Browse Results ☐ Eind Results In Current Map Windov ☐ Add Results To Current Map Windov  OK ☐ Cancel ☐ Clear ☐ Verify ☐ Help				





#### The syntax & functionality

```
Table Alias:
    Select a.Name From Addresses As a
Column Alias:
    Select a.Name As OtherName From Addresses As a
All columns from a specific table
    Select a.*, Area(Overlap(a.obj, z.obj), "sq m")
    From PopAreas As a, Zones As z Where a.obj Intersects z.obj
Cross Joins
    Select Addresses.*, ObjectDistance(a.obj, z.obj, "m")
    From Addresses As a, Zones s z
    Where ObjectDistance(a.obj, z.obj, "m") Between 1 And 200
```

#### The syntax & functionality

```
Select ObjectInfo(a.obj, OBJ_INFO_NPNTS) As Nodes
From PopAreas As A
Where clause for Delete:
Delete From PopAreas Where Not OBJ
```

Where clause for Update

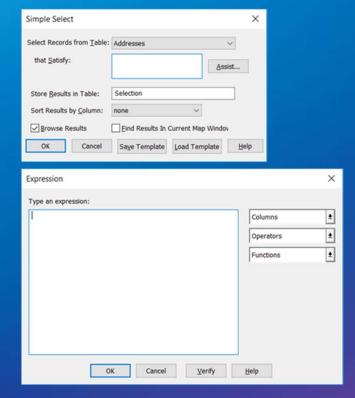
Update PopAreas Set Area\_sqm = Area(obj, "sq\_m") Where Area\_sqm = 0

**Spatial Aggregations** 

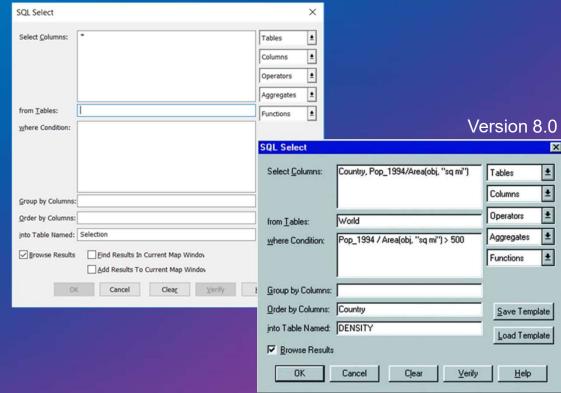
**Function Defines:** 

Select Type, Count(\*) "NumRecords", AggregateUnion(OBJ)
From PopAreas Group By Type

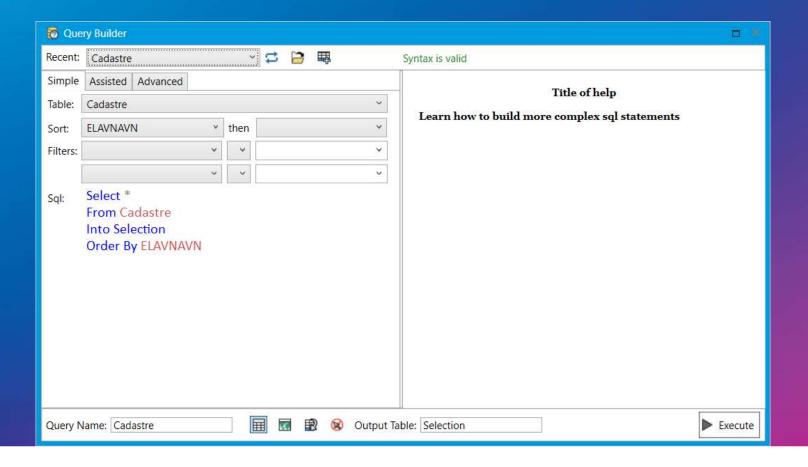
#### The interface



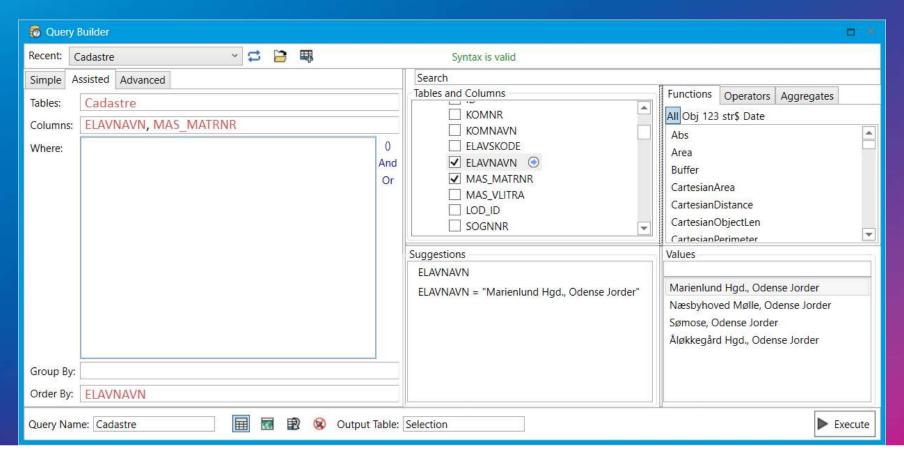
#### Version 17.0



#### Prototype



#### Prototype



#### Prototype

