



## **Data modelling**

With data modelling experts, MapData Services can analyse data sources to build data models and culminate data sources to be easily extracted in multiple formats and consumed by business systems or GIS.

## **Data transformation**

MapData Services can support businesses to navigate through the process of transformation and migration of data. Whether managing multiple formats and databases or migrating between systems, data transformation service can increase productivity and maximise workflows.

## **Custom maps**

MapData Services can develop customised digital or print maps to meet any organisation's requirements including: street maps; thematic/heat maps showing the number of customers per postcode; maps displaying business and competitor locations; or maps presenting sales territories, franchise boundaries or trade areas.

## **Developing spatial applications**

MapData Services supports development projects by providing tools, developers, and technical consultants to assist businesses to build applications using spatial mapping presentations – working toward increased data analysis and stronger, evidence-based decision-making.

## **Cloud services**

MapData Services can help to configure the Cloud environment for GIS capabilities. Whether looking at managing spatial capabilities independently in the Cloud or looking to integrate wider Cloud-based systems, MapData Services can provide the right guidance for any organisation, tailored to specific business needs.

## **Site Selection & Territory Management**

Geodemographic analysis is key to helping businesses understand the areas they are operating in, mitigate the risks involved in expanding into new areas and maximise on returns.

MapData Services' Site Selection and Territory Management solutions are underpinned by world leading geodemographic analysis technology, Tactician Online. The combination of this technology and service helps businesses to make better operational and strategic, market-based decisions. From knowing where potential customers are located to understanding how far they may travel to make a purchase, site selection can make or break business expansion opportunities.

### Geocoding and Reverse Geocoding

By revealing where data points are in a real-world context, MapData Services' geocoding can help businesses to reveal insights. By transforming written addresses into mappable locations, relationships around customers locations, buyer profiles, pricing guides, and policies can be revealed.

### Spatial analysis using routing

By combining an organisation's specific business requirements with predetermined locations, MapData Services Route Optimisation solutions can support increasing business efficiencies. This service is specifically tailored to suit organisations with an on-road presence that may face challenges including increasing fuel prices, competition, government regulations, occupational health and safety and customer service pressures.

## Formats

MapData Services' data consultants have experience with Amazon Web Services (AWS), and the deployment and set up of many different services, including:

- ◆ PostgreSQL RDS (Aurora)
- ◆ SQL Server RDS
- ◆ EC2 (web and app tiers)
- ◆ Cloudfront
- ◆ S3
- ◆ API Gateway
- ◆ Lambda
- ◆ Elastic Search

## Get in touch

Find out more about MapData Services' Business Intelligence & Data Consulting

Call us

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