

WHITEPAPER: MAPINFO® LOCATION INTELLIGENCE COMPONENT FOR BUSINESS OBJECTS™

The MapInfo Location Intelligence Component for Business Objects is a complete integration between MapInfo and Business Objects technologies, allowing business and government professionals to make more intelligent decisions.



Location Intelligence combined with Business Intelligence creates the ultimate decision-making solution.

Where Opportunity is Located™

Almost all data have a location component— an address, postal code, census boundary or other geographic area. Location intelligence allows business intelligence solutions to capitalize on this additional data element. Being able to query along the “where” axis opens analysis up to a new dimension and can create a significant competitive advantage.

Location intelligence provides insight into every corner of your organization, including:

- *Where customers and constituents are located*
- *Where demand is — and where it will be in the future*
- *Where assets and services are located and where they should be located*

What is the Location Intelligence Component?

The MapInfo Location Intelligence Component for Business Objects is the integration of MapInfo's leading location intelligence technology with BusinessObjects InfoView interface. The Location Component allows analysts to build and run Web-Intelligence reports, to view the resulting data on maps, and to further query and analyze the data spatially. The integration allows for complete, bi-directional analysis; that is, changes to data in the report are shown in the map, and queries and filters that are created in the map are easily shown in the report.

Specifically, the Location Component extends Business Objects enterprise management functionality, to include:

- World-leading ease of use from Business Objects patented query simplicity
- Complete security integration with all information
- Complete use of InfoView features, including drilling with tabular, graphical and crosstab display
- Complete integration with Business Objects enterprise scalability

Understanding how location impacts your organization is powerful. Spatial analysis answers questions that begin with “where,” and can be used to understand the current business climate and to predict future business conditions. Adding the variable “where” to the “who, what, when, and how much” analysis provided through Business Objects gives analysts and decision makers a complete view of data and an understanding of the real world the data are describing.

Industry Examples

Location affects virtually every business and government entity across almost every functional area. Customers and constituents, stores and service offices, territories and voting districts, threats and opportunities, can all be viewed and analyzed spatially.

Some examples:

Crime Analysis

Crime analysts have been using InfoView and mapping technology, separately, for years. The Location Component brings together these two powerful tools into a single, integrated analytical system. Analysts build and run reports with the precision, ease and speed of InfoView. Then, with a quick mouse click, the analyst can view, query and analyze the data by precinct, county, or any other level of geography.

Banking

Branch-level metrics are a mainstay of banking analytics. The Location Component provides analysts at banks with the ability to quickly and easily generate reports and maps related to product performance, transaction volumes, customer demographics and more. The ability to move back and forth between tables and maps, and to manipulate data fluidly in both views, helps analysts identify opportunities before competitors see them, and respond to potential threats before they materialize.

Executive Summary

The MapInfo Location Intelligence Component, a way of supplementing business intelligence with location, is a powerful solution for analysts in both business and government. Because MapInfo and Business Objects technologies embrace open standards and a proven server architecture, the Location Component extends power from analysts to the entire organization. Bringing together two 100% Java technologies, MapInfo MapXtreme and BusinessObjects InfoView, in a 3-tier architecture provides speed, security and ease of use.

Communications

By spatially enabling business intelligence tools, MapInfo enables communications companies to effectively visualize where revenue fall off needs to be addressed, where their most profitable customers are located, and where the most effective cross-sell opportunities are present. Key Performance Indicators are tracked, viewed by location, and displayed in detailed maps within Business Objects for analysis and assessment.

Restaurant/Retail

In an industry that revolves around “location, location, location,” the Location Component provides analysts with insight into the most critical aspect of their data. Reporting and analyzing on the spatial dimensions of transaction data, customer and demographic data, inventory data, and more provides local, national and global retail and restaurant chains with a significant competitive advantage.

Healthcare

Integrating data from multiple sources into a single view allows device manufacturers and healthplan providers alike to track, understand, and manage key performance metrics. The Location Component adds the power of geographic intelligence, enabling analysts to see the gaps between market share and market potential, and report on operational efficiency and customer service performance.

Technical Overview

The Location Component integrates MapInfo MapXtreme® with BusinessObjects InfoView to add spatial analysis to the robust reporting capabilities offered by InfoView. Both BusinessObjects InfoView and MapInfo MapXtreme offer 100% Java compliant software interfaces. The integration is highly customizable for more distinct business requirements.

The 100% Java compliant solution can be hosted in virtually any operating environment. The client can be run in any Java-enabled browser. The supported platforms include:

- Operating Systems: Windows® 2000, Sun Solaris 2.8, HP UX 11.x
- Application Servers: Tomcat 4.06, WebLogic 6.1 SP3, WebSphere 4.0 SP3
- Java Virtual Machine: 1.3.1
- Web Application Servers: Apache 1.3.x

The Location Component is completely integrated into Business Objects WIJSP architecture. The integration uses a 3-tier architecture consisting of a web server, web application server and a client. A web application server runs in conjunction with the web server executing the logic of business-application components such as MapXtreme or Business Objects. The 3-tier architecture maintains all major application processing on the more powerful application servers rather than on the smaller client machine.

