

StreetPro® Mapping Software

Obtain Unmatched Detail for Street-Level Mapping

- Generate an easy-to-control view of your markets, trade areas and communities
- Create professional-quality maps for market research site selection and geographic analysis
- Identify potential customers within a network area

For most location-based projects, the first requirement is a background map – the streets, major roads, highways, business locations, railways, airports, administrative boundaries, point locations, gazetteer, parks, natural features and more. Sometimes the background map is also key to the analysis itself using attributes such as one-way streets, population or travel restrictions.

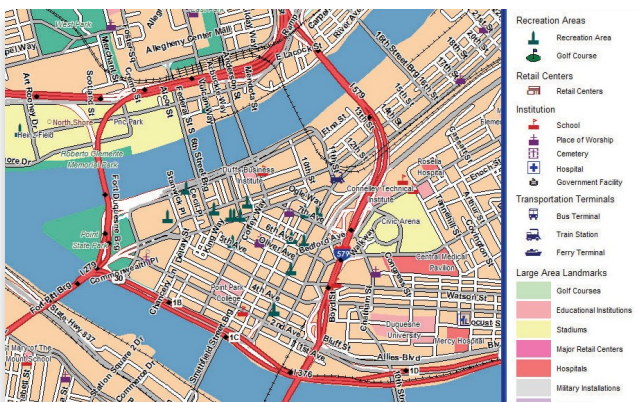
To achieve location-based analysis, the StreetPro® solution can offer you the most detailed, complete and comprehensive mapping for your needs.

This solution is well suited for a wide variety of mapping analysis, including site selection, market analysis, geocoding, customer services and network planning, as well as the creation of quality maps for professional looking reports and presentations.

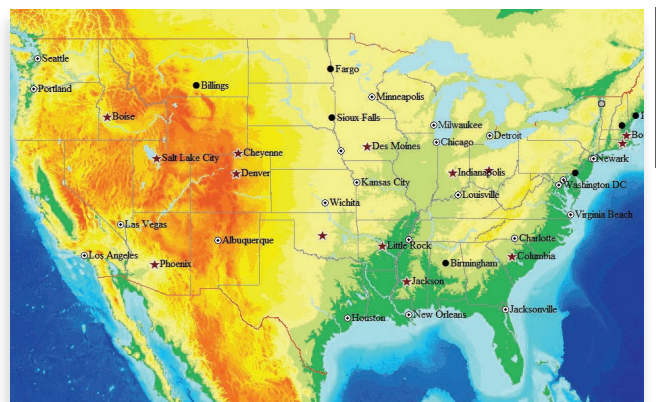
Key Attributes

The StreetPro® solution's 40 layers of 1:10,000 scale vector data is available in two forms: "display" and "with addresses":

- StreetPro® Display - provides the user with a real-world display with the high level graphic quality needed to illustrate and present business analysis. This product is ideal for mapping analysis and the creation of quality maps to add a professional touch to reports and presentations
- StreetPro® Enhanced Address Layer (EAL) - includes all of the same features as above, but also offers a street layer, the EAL, that contains address range information. The EAL can be used to geocode addresses using MapInfo Professional® geocoding functionality. This layer can also be useful for a variety of reverse geocoding applications (e.g., given an X/Y identifying the closest address, or given a polygon identifying the potential addresses within the polygon)



Using the Autoloader, you can choose from one of these templates to open StreetPro® layers with an attractive map display.



The StreetPro® bonus CD includes layers such as sea floor and land elevations measured every 250 meters.

Case Scenarios



CABLE The StreetPro® solution is an integral module for network planning and design. All of our communications data products are built to street level accuracy based on the comprehensive street networks provided in this solution. Network designers can analyze the potential obstructions that potential build-out may encounter by analyzing streets, water ways, railroads, etc. that are found in the over 40 layers of data found in the StreetPro® solution.



WIRELESS carriers geocode their customers and overlay them with the StreetPro® product to visualize where customers are located and see which wireless services cover them customers. Trouble ticketing and coverage availability are further facilitated using the underlying streets and points-of-interest data available from this solution.



WIRELINE Communications companies can overlay their fiber routes (and other infrastructure) with the StreetPro® solution to ensure that they are more accurately aligning them to the street network. Companies will also be able to plan roll-outs as new subdivisions or streets are added.

Coverage

United States
Canada
Puerto Rico

Update Options

Quarterly

Source

Tele Atlas
US Census
Statistics Canada



Find out more

Datasheet, free evaluation and more
available at www.pbbusinessinsight.com/commscatalog09