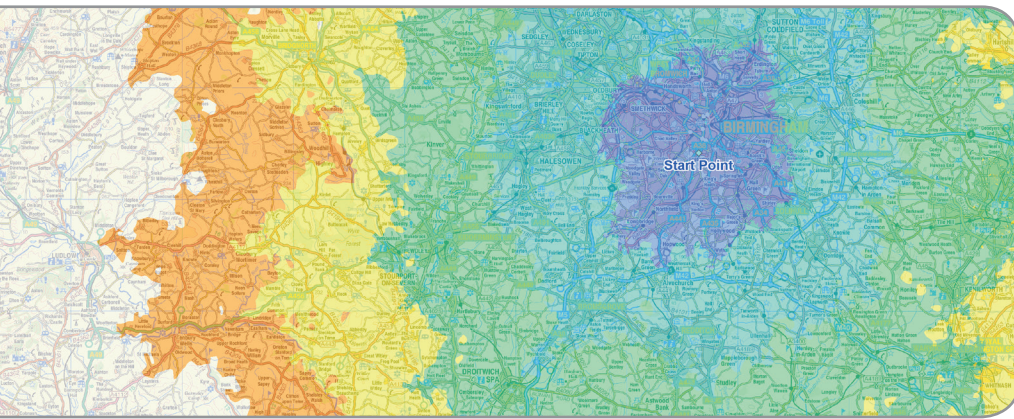


RouteFinder Pro

Where's my customer?

Accessibility analysis made simple

Organisations that would benefit from visualising and analysing catchment areas to support service delivery, store location planning and monitor competitor activity, need advanced analytics software. Dotted Eyes recommends RouteFinder Pro, a time and distance analysis add-on for MapInfo Professional®.



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RouteFinder Pro enables a wide range of organisations, including retail, banking, logistics, the NHS, local government and emergency services, to answer key questions around catchment areas and routing.

It can be used to create 'isochrone' catchments using time and distance, allowing users to quickly understand drive times to a set location. RouteFinder Pro also takes the guesswork out of routing and logistics by accurately calculating routes using road network mapping, such as TransportMap. The Travelling Salesman tool enables efficient route calculation, allowing users to make time and fuel efficiencies.

If you have a one off requirement for routing or catchment area analysis, you may prefer to outsource the project to the experienced consultants within our Professional Services Team.

Overview

RouteFinder Pro is an extension to MapInfo Professional that allows users to work with their own road networks to help solve routing related problems, without the need for in-house programming.

Benefits

- Increased analytical capabilities
- Understand customers' accessibility issues
- Save time and fuel through more efficient routing
- Site services more effectively

Datasets

We recommend using RouteFinder Pro in conjunction with TrafficMap (derived from NAVTEQ) or TransportMap (derived from Ordnance Survey OS MasterMap Integrated Transport Network (ITN) Layer).

dottedeyes.com/routefinder

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RouteFinder Pro

How many people live within a set distance or drive time of a certain location?

RouteFinder Pro answers this question through the use of isochrone catchments using time or distance (see frontpage illustration).

Organisations can also import their own data to enable detailed analysis of their customer base, such as how many potential customers live within

a catchment area for their own or competitors' stores.

By including geodemographic data, such as MOSAIC and ACORN, organisations can also identify the makeup of a particular neighbourhood.

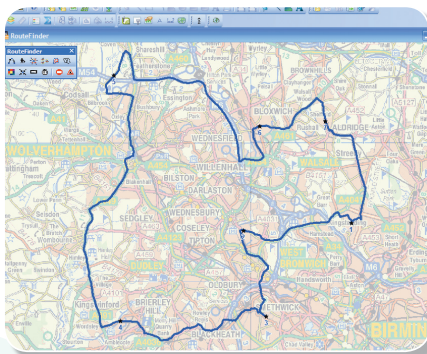
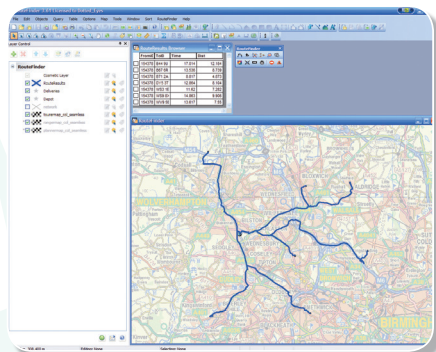
What is the best sequence to visit a number of customers or make deliveries?

Vehicle restrictions, such as height or weight, can be taken into account to produce suitable routes. Temporary road works, road closures and speed restrictions can be applied, allowing users to predict impact and plan accordingly.

The Travelling Salesman tool optimises routes to generate time efficiencies. Alternatively routes can be calculated by simply placing points on a map.

RouteFinder Pro can also operate in batch mode to create time and distance matrices between a number of locations.

RouteFinder Pro allows time efficiencies to be made through more considered routing, and supports staffing and fuel overhead reduction.



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Mini Case Study Swine Flu Pandemic

NHS emergency planners in Bristol and the Avon region are developing their swine flu pandemic response strategy with spatial data and RouteFinder Pro from Dotted Eyes.

The work involves four Primary Care Trusts and is part of a national drive to co-ordinate the distribution of antiviral stocks in the event of a major disease outbreak.

Dotted Eyes data has been used to identify the optimum number and locations of antiviral collection points. Key factors are population statistics and travel times to community pharmacies.

Trevor Foster, GIS Manager at the Avon IM&T Consortium, said: "We took the geographic spread of collection points and performed travel time analysis using TrafficMap, a road network dataset. We determined drive times using road speed parameters in conjunction with RouteFinder software.

"We were able to generate zones to identify how accessible the collection points were from the road network. That has allowed us to see where there is a need for more centres."