

mapmechanisms



Welcome to the Spring 2003 issue of *MapMechanisms*, the periodical newsletter of Kingswood MapMechanics.



This example using Blue Sheep business data, available from Kingswood MapMechanics, is typical of the Thirsty Work analysis.

Thirsty Work shakes up water cooler delivery network with GeoConcept

Map-based project brings major savings from change programme

Thirsty Work, the premier UK supplier of water coolers to the workplace, has cut around 200,000 km of travel from its monthly delivery cycle by remodelling its distribution network with GeoConcept, the leading geographic information system. Now the system is helping the company to exploit market opportunities.



The initial exercise followed rapid expansion of the company's network caused by a series of company acquisitions. Thirsty Work operations director Gavin Brice explains: "We ended up with a massive overlap of customers between depots, and needed some sophisticated software to help us understand our customer base and service territories."

With GeoConcept, the company was able to map its customer base to depots, and to see where customers were and how many each depot was serving. Then using GeoConcept to calculate the delivery

distance to each customer, they worked out which depot was best-placed to serve it.

"That in turn enabled us to address related issues, such as whether each depot was big enough," Gavin Brice says.

One of the attractions of GeoConcept, he adds, was that it was so easy to use for such a powerful product. "It took just a couple of days' training to get us up and running."

The end result has been a programme to

migrate 8,000 customers between depots. At two depots, he says, there has been an 80 per cent switch of customers between territories. "That's because two acquired companies had expanded into each other's areas." And in the London area, "we unravelled a complex pattern of overlapping deliveries. Sometimes two drivers were delivering to the same street." In place of four depots, the company is now able to serve the area with three.

Now that the initial depot remodelling exercise has been completed, Thirsty Work is using GeoConcept for strategic market planning and to fine-tune its delivery efficiency.

"Following a very rapid growth phase, we're now capitalising on our national presence by finding areas where we have spare capacity and there's good business potential," Gavin Brice says.

Thirsty Work has taken a commercially available marketing database, mapped it with GeoConcept, then superimposed their existing customers to find areas of maximum commercial gain. The company maps customers by "cooler opportunity", which means segmenting the market by type of customer and likely number of coolers per site, omitting business types known to be poor prospects.

"You always get an amazing response when you show a chief executive a map," Gavin Brice says. "It really does stimulate great debate, and raises all the right questions. It performs calculations in moments that otherwise would take weeks."

Meanwhile, Thirsty Work has been using the TruckStops routing and scheduling system to improve the efficiency of its delivery network. As a further refinement, the company is aiming to take advantage of a newly-launched version of the system called TruckStops Roads, which uses GeoConcept to print out detailed local maps

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of delivery points. "This will be ideal in situations where routes have to be switched between drivers." ■

MORE DATA AND NEW VERSIONS

Cameo Profiles

The geographic coverage of Cameo demographic profiling data continues to increase.

The data is now available at postcode sector level for Austria, the Netherlands and Switzerland at £3,000 each; and Italy, Spain and the UK at £4,000 each.

New releases now available:

- **OS Strategi**

This 1:250,000 scale data has now been updated and includes an additional 2000 roads.

- **New postcode release**

The MapMechanics street gazetteer, sector, district & area points, Unit postcode points and Full UK Postcode Address File have all been updated to Q1-2003.

Free population data with AA mapping

AA mapping now includes modern unitary authorities, districts and counties. Kingswood MapMechanics have added population counts to the Local Authority so now you can create thematic maps of population density and calculate large area market penetration without the need to make further investment.

Enhanced street data with new classifications, structure, heights and speeds

The Kingswood MapMechanics data development team have added a range of exciting new enhancements to Navtech data.

It is important for routing software to take account of where roads cross each other and whether in fact it is possible to transfer from one to another. A flyover for example crosses the road underneath but it is not



possible to turn from one onto the other. This information is provided as a height attribute (z value) in NavTech data. Kingswood MapMechanics has now processed this data into an easy-to-use structure, for virtually any routing software. This has been done by using a specially developed GeoConcept add-on. This enhancement is included free with Navtech data supplied by Kingswood MapMechanics.

There is also now an easier way to display **place names** in the Navtech mapping. Kingswood MapMechanics has classified place names into five different types: big cities, major towns, top towns, mid towns and small places. The Named Place layer will also remain in the dataset so that the user

can take advantage of using it as a gazetteer.

Navtech data is structured to create a consistent street-level pan-European data set. However, in Britain, many users would prefer the data to be subdivided into **DoT classes** (A roads, B roads etc) instead of the Navtech international classifications of level 1, level 2, etc. Kingswood MapMechanics has restructured all the data (ensuring details such as classification of roundabouts are not forgotten) and GB users will now find the data more intuitive to use with standard GB colours and classifications (red for A roads, blue for motorways etc).

The Navtech network has always been available with speed classifications. This data provides street-level detail with separate links for slip roads to roundabouts and thus is a good model for basic travel time calculations. For example, at Hanger Lane the roundabout portion of the A406 is slower than the main road.

However, where the speeds are based on the DoT restrictions, no indication of the effect of traffic volumes is given. So Kingswood MapMechanics has worked together with traffic information specialist ITIS to establish the **relative congestion** both **regionally and by time of day**. Kingswood MapMechanics has now assigned speeds to individual Navtech road links that are derived from many millions of sample points of vehicles on the move throughout Great Britain. The new Navtech Speeds and Speeds Plus products provide different values on each link according to actual speeds recording at different times of day. ■

- **Kingswood MapMechanics is actively involved in continuous improvements of data products for use in mapping systems. For your free copy of the latest data catalogue, email info@mapmechanics.com.**

New TruckStops 2.8 with advanced data linkage and user interface

The latest version of TruckStops has now introduced improved data linkage, allowing TruckStops to use external databases such as those used by sales order processing systems, resulting in more seamless integration with corporate systems.

Version 2.8 has an enhanced user interface with customisable toolbars, which give users freedom to access regularly-used functions with a single mouse click. And TruckStops 2.8 consolidates recent



developments so that it can base its calculations on any digitised road network maps as well as on its own well-established time and distance method, or can combine both methods in whatever way best suits each application. Thumbnail maps of each call point and an ability to change the speed on any individual road link are also proving popular with existing users.

To book a free demonstration of the latest features, call 020 8568 7000 and ask to speak to a TruckStops specialist. ■

Critical GIS for the health sector

A seminar specifically for the health and emergency service sectors was held recently in London to show the benefits of using a GIS system. An existing user of GeoConcept, and senior research fellow of the Nuffield Institute, Malcolm College, was a guest speaker at the event to give an insight into how useful GIS has been during his research. Malcolm outlined the use of critical GIS within the health sector with reference to:

- Spread, patterns and cause of disease

- Population monitoring and targeting
- Health care commissioning
- Needs assessment
- Determining catchment areas, targeting resources and location planning
- Analysing GP referral patterns
- Understanding utilisation

Interest in focused seminars is increasing and similar seminars are planned for other key industry sectors. For details of the FREE forthcoming seminars and how to register, see the diary dates on page 4. ■

TFM visitors impressed with GeoConcept

The recent Kingswood MapMechanics stand at the The Technology For Marketing Show generated particular interest in GeoConcept's easy links to neighbourhood profiling reports in standard databases such as Access.

Visitors also expressed a keen interest in the new data available including the powerful ITIS speed data for improved drive time calculations, detailed expenditure at 500m hexagon level, European demographics for new countries and the wide range of business data.

The ability to add an interactive map within PowerPoint with just a few clicks was particularly attractive to those making board-level presentations of their analysis. A visitor commented "Whenever we make still shots, the board always ask a question about somewhere else. This way we can quickly zoom in to the area of concern".

Key areas of activity for those at the show included territory management, competitor analysis and customer profiling. Particular interest was shown in mapping B2B prospects. One customer, for example, wanted to map all department stores, and



Automatic creation of natural neighbourhoods using GeoConcept

Kingswood MapMechanics was able to recommend the Retail Locations data.

Looking at new ways of creating very small detailed territories is important to more and more marketing professionals as targeting becomes increasingly fine-tuned. Kingswood MapMechanics demonstrated natural neighbourhoods created within GeoConcept.

To find out more about this concept, just call 020 8568 7000. ■

More detail for Ireland



StreetNet Plus for Ireland

Offering street-level mapping, including road names, water features and points of interest, is now available with more detailed road data at 1:100,000 scale.

The dataset is ideal for web mapping, routing and drive-time isochrones, and is available at £11,400 per annum.

New vector road mapping for Ireland

1:100,000 scale includes towns, roads, river, rail, coastline, railways, county boundaries and key points of interest.

Available at £7,400 per annum for Ireland or if you are only working north of the border, invest just £3,700 per annum for the Northern Ireland data set.

2001 Census now available at postcode sector level

The Office of National Statistics has issued the 2001 Census at Local Authority level and Kingswood MapMechanics have disaggregated the data to postcode sector level. The modelling algorithms ensure the spread of population is in line with other modern sources of population density indicators and provide a realistic population for each sector. Key counts based on 2001 data can now be provided. The Office of National Statistics plan to provide their own first calculation of population at sector level in the summer. ■

Sales Analysis



B2B Customers by SIC code			
SIC code	Business Industry	Company	Number of customers
5300	Wholesale trade	Woolworths	100
5400	Retail trade	Debenhams	100
5500	Retail trade	Debenhams	100
5600	Retail trade	Debenhams	100
5700	Retail trade	Debenhams	100
5800	Retail trade	Debenhams	100
5900	Retail trade	Debenhams	100
6000	Retail trade	Debenhams	100
6100	Retail trade	Debenhams	100
6200	Retail trade	Debenhams	100
6300	Retail trade	Debenhams	100
6400	Retail trade	Debenhams	100
6500	Retail trade	Debenhams	100
6600	Retail trade	Debenhams	100
6700	Retail trade	Debenhams	100
6800	Retail trade	Debenhams	100
6900	Retail trade	Debenhams	100
7000	Retail trade	Debenhams	100

Web licensing without extra charge!

As web use is increased, data providers are continuing to revise licensing and pricing policies. The good news is that corporate licences for many Irish data sets in the Kingswood MapMechanics catalogue now include Internet/intranet use without extra charge.

PDQ cuts scheduling time using TruckStops

Plant delivery specialist PDQ Transport is one of the latest TruckStops users to benefit from the savings made from better vehicle routing and scheduling.

PDQ offers a delivery service for plants that are bought into them by the plant growers and are then delivered nationwide mainly to garden centres.

Scheduling for these deliveries was previously calculated manually, but took too long given the time needed for loading and unloading vans. Since using TruckStops, as MD, Peter Rowlinson commented, 'delivery planning has been transformed'. Delivery planning of PDQ's 10- 35 vans (depending on the season) is much quicker. TruckStops has also streamlined the job of marshalling the plants into loads ready to deliver as the output from TruckStops serves as a picking list.

The recently enhanced file export feature was particularly helpful as, in a click of a button, the data can be exported into Excel, manipulated to produce picking lists, and printed off.

As Peter's colleague Dave Rutter points out: "It makes the warehousing job far easier and more organised."

TruckStops was particularly attractive to PDQ as it enabled vehicles to be scheduled from



"Delivery planning has been transformed" Peter Rowlinson, PDQ

different start and finish points, not just the operating depot.

PDQ aims to use TruckStops for its next scheme involving overnight deliveries of cut

flowers direct to florists, using local carriers' vans and supplying drivers with shop keys to gain access in the early hours. ■

DIARY DATES

KINGSWOOD MAPMECHANICS SEMINARS, TRAINING AND OTHER EVENTS:

SEMINARS

Mapping for Retail, Banks and Financial Institutions
29 April am, Bristol

Efficient Routing and Scheduling
29 April pm, Bristol

Making the Most of Mapping
27 May am, Southampton

Efficient Routing and Scheduling
27 May pm, Southampton

Making the Most of Mapping
15 July am, Birmingham

Efficient Routing and Scheduling
15 July pm, Birmingham

EXHIBITIONS

Institute of Logistics and Transport
17- 18 June, Birmingham

TRAINING

GeoConcept Standard
23-24 April
21-22 May
25-26 June
23-24 July

GeoConcept Kits
29 May
29 July

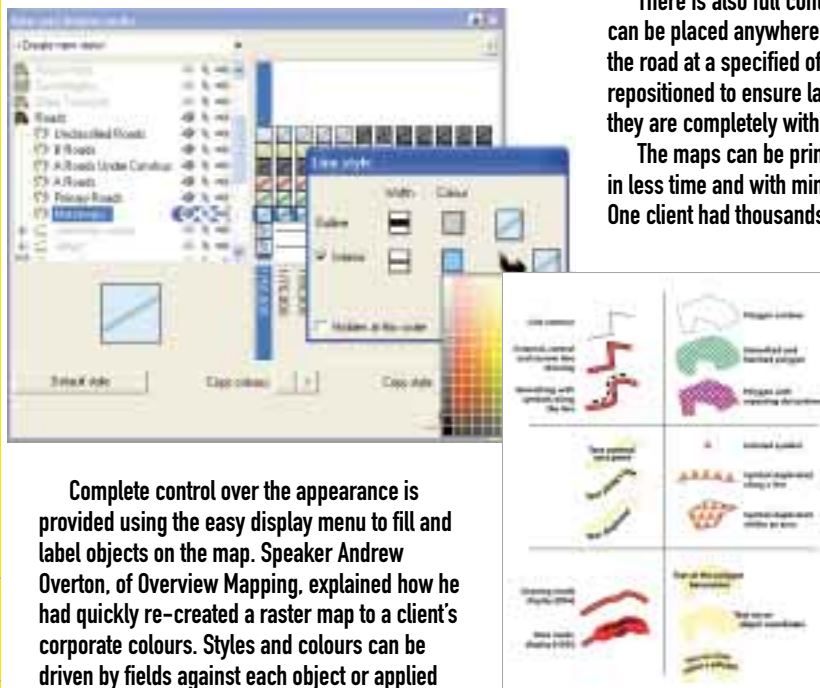
GeoConcept Internet
16 April
11 June

TruckStops
7-8 May
9-10 July

FOR MORE DETAILS call Jo Frisby on 020 8568 7000 email jo@mapmechanics.com, or look at our web site: www.mapmechanics.com

Cartographers give GeoConcept thumbs up

At the recent London cartographic seminar, users explained how GeoConcept's object oriented data model had real advantages for the cartographer.



Complete control over the appearance is provided using the easy display menu and label objects on the map. Speaker Andrew Overton, of Overview Mapping, explained how he had quickly re-created a raster map to a client's corporate colours. Styles and colours can be driven by fields against each object or applied globally to whole class or subclass of objects.

Creating new objects is fast and precise. GeoConcept enables the user to specify which objects the new lines/polygons snap to. Importantly you can snap to many

different types of object at the same time, eg rivers, neighbouring polygons and main roads bounding the new object on each side.

There is also full control over labelling of roads. Text can be placed anywhere along the link, aligned along the road at a specified offset and automatically repositioned to ensure labels do not overlap and that they are completely within the page or screen view.

The maps can be printed as large as wall poster size, in less time and with minimum operator intervention. One client had thousands of individual territory maps

created using the batch facility. Vital pagination control is provided to ensure names on maps are not cut off the edge of the page. Output can be created in a range of formats including eps or pdf.

The conclusion was that GeoConcept provides a multi-functional system for web, publishing, printing and analytical projects, but is less expensive than similar

products on the market. To learn more about GeoConcept and its specialist publisher software call 020 8568 7000 and ask to speak to a GIS specialist. ■

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