



Location Matters

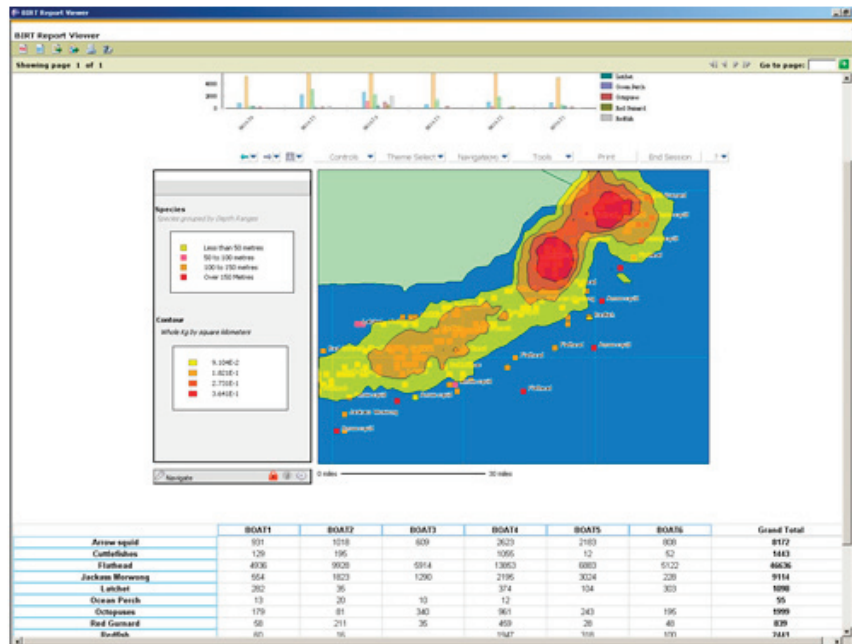
Integeo Pairs Business Intelligence with Geospatial to Deliver Location Intelligence

Where are you trying to sell your product? Who's already buying that product and where are they coming from? From which locations are you recruiting the majority of your skilled workforce?

If you look close enough, it's hard not to notice that much of the information that drives business revolves around location. Every dollar an organization spends has some sort of location context to it. Knowing the locations that drive your business can help you begin to determine why they're doing so, and that can be an important part of making sure your company continues to succeed. That's why organizations are turning to mapping software solutions in general, and specifically to the Sydney, Australia-based company Integeo.

Integeo's software solution, Map Intelligence, examines an organization's data in a location context, offering companies a fuller picture of their organization. Established in 2004 as part of the Forge Group, Integeo bring mapping visualizations and analytical capabilities to a diverse range of customers, including federal, state and local government; banking and insurance organizations; and retail companies. Their clients want to generate thematic maps from their myriad

Clients in Action: Both the Irish Society for Quality & Safety in Healthcare and the Australian Business Atlas use Integeo's Map Intelligence in conjunction with BIRT by Actuate. Read on to find out what they're doing.



[Figure 1: Integeo's Map Intelligence integrated with BIRT.]

of company data, cluster information based on geographic context, or examine their business through other location-based advanced visualizations – and Integeo gives them the capacity to do so.

Mapping BI

With the help of BIRT by Actuate, Integeo's Map Intelligence delivers data visualizations in dynamic, browser-based mapping applications. The solution eliminates the need for expert programming or deep analytical skills, allowing organizations to integrate maps and spatial analytics into applications as they develop new programs, and to conduct situational management or reporting and monitoring programs.

The uses of the solution are plenty, and vary depending on the organization in question. The Irish Society for Quality & Safety in Healthcare, for example, uses Map Intelligence with BIRT to assess survey results of people who've had contact with the Irish healthcare system. They can examine the quality of care based on the location of that service throughout the country – even drilling down to the hospital level to see how individual institutions fare. On the other side of the world, meanwhile, the Australian Business Atlas uses the solution to allow economic planners in Australian local government the ability to identify organizations by industry code within individual areas, and to look at localized economic planning activities to see if new businesses meet community requirements and needs. The organization can filter through areas, narrow down locations, and access Google Map plug-ins as a way to see down to the

street level. This helps them pinpoint what services might be necessary or redundant in any given location.

How Does BIRT Fit In?

Integeo, through its Map Intelligence software solution, provides the ability to deliver spatial and location intelligence and allows organizations to visualize their information better. BIRT by Actuate provides the rich data visualizations that fuels that – the up-to-date information business users need to understand their business clearly. The end result extends the power of BIRT by allowing organizations the ability to present fully dynamic maps.

In the case of the Irish Society for Quality & Safety in Healthcare, for example, BIRT was introduced along with Map Intelligence to capture the data the organization needs and to present it in a way that allows them to visualize it better, helping them accomplish their goals in creating quality healthcare.