



## EXPONARE™

Connecting people to location-based information through a map-enabled portal.





“Exponare is uncomplicated and easy to understand, enabling staff to work more efficiently by displaying the map, legend and attribute information on one screen. The availability of this information to all staff, regardless of their GIS skills, has increased the availability of spatial information with The Council.”

– Rebecca Abela, Waste Project Officer, Marrickville Council

## EXPONARE VALUE PROPOSITION

### [EXTREMELY COST EFFECTIVE]

- Requires no software development
- Utilizes existing infrastructure, applications and data
- Cost per user reduces significantly with incremental deployment
- Point and click interface improves productivity

### [FAST DEPLOYMENT]

- Highly configurable
- Common configuration tool for all modules
- Administrator controls desired functionality and data access for individual users or entire departments
- Task specific interfaces reduce training time, since users are exposed only to necessary functions and data
- Can be configured locally or remotely

### [EFFECTIVE INFORMATION MANAGEMENT]

- Central data management
- Thin-client architecture with desktop like responsiveness
- Single configuration can be distributed many times
- Map output resolution can be controlled to provide the right balance between performance and quality

### [IMPROVED CUSTOMER SERVICE]

- User friendly and intuitive for easy data interrogation
- Customers can self serve their data needs
- Familiar interface components across suite of modules
- Configure for typically asked questions to improve customer response times

### [DATA INTEGRATION OPTIONS]

- Advanced data integration capabilities allow access to many disparate data sources concurrently
- One-to-many and many-to-many data relationships supported
- Live data integration enables access and use of data in its native environment
- Queries issued in native database language to maximize benefits of the database
- Framework to interface with external applications

### [CENTRALIZED CONTROL]

- Profiles control all facets of user interaction
- Profiles can be defined at user or group level
- Define work contexts relevant to specific business functions



MANY CUSTOMERS

MULTIPLE DEPARTMENTS

DIFFERENT NEEDS

ONE SOLUTION

## Introducing **EXPONARE™**

A centrally deployed and managed suite of pre-configured, easy-to-use location-intelligence applications.

### Locate. Visualize. Analyze.

Exponare™ is an enterprise offering that utilizes a map enabled portal to present corporate data as meaningful information. Exponare provides a configurable foundation to control access to data and functions at the user level, integrate with other corporate

applications, utilizing existing investments in systems, data and training. Exponare is an offering developed on MapInfo's .NET platform. It combines the power of MapInfo's proven location-based technology with the flexibility of the Microsoft® .NET framework.

Exponare™ is a powerful portal that enables organizations to make location-based information an everyday resource, that can share all data (spatial and non-spatial) across all departments quickly, easily and efficiently, regardless of individual user's skill level.

With emphasis on configuration, centralized management and integration with other systems, Exponare has been developed to meet the needs of many organizations with the same issue - gain rapid access to a vast array of data and make quick, informed decisions. Exponare requires no programming, which means quicker implementation. It can be centrally deployed and managed, significantly reducing incremental deployment costs.

With Exponare administrators control access, user interface, functionality, datasets, queries and print templates from a central server, eliminating the need to visit individual workstations to install or upgrade software.

#### **Exponare Usage Examples:**

**Example #1:** Local governments spend a lot of time fulfilling over-the-counter and telephone requests from citizens for information. Oftentimes, this information is stored in different areas and databases and not readily available leaving the citizen waiting for answers. With Exponare, this information is made readily available and citizens can receive quick answers. In addition, local governments can use Exponare to make this information available on their websites. Then citizens can get answers to questions such as "When is my garbage collected?" or "Who are my elected officials and how do I contact them?" by visiting the website instead of calling or visiting government offices.

**Example #2:** A utilities contractor is required to notify all residents that will be affected by repair work to a damaged cable. By selecting the damaged cable in Exponare, contact information for each affected property is retrieved from the appropriate customer database. Once identified, residents can easily be notified by performing a mail merge containing details of the pending work.

## EXPONARE FUNCTIONALITY

The first enterprise-wide offering that combines MapInfo's proven location intelligence technology with the flexibility of the Microsoft® .NET framework, Exponare contains two pre-built, yet customizable, end user modules:

**ENQUIRY** – an internal client/server application, with rich functionality and desktop-like responsiveness, that allows users to interrogate and analyze data in a spatial/location context, enabling them to perform queries, view and print maps, generate reports and perform mail merges.

- Configurable user interface and functionality
- Data binding - multiple objects to multiple databases
- Powerful query tools
- Redlining (annotations)
- Combined legend and layer control
- Overview map
- Automated mail merge (WORD® & HTML)
- Named views
- Template printing
- Thematics
- Favorites
- User authentication

**PUBLIC** – a web browser-based application which enables remote access for employees and a way for the public to easily access information.

- Browser-based access
- Fast & easy to use
- Integration into existing web sites
- Highly customizable user interface (HTML)
- Standard mapping tools - zoom in/zoom out, pan, selection, info tool, legend and layer control
- Powerful query tools
- Named views
- Data binding – multiple objects to multiple databases
- Template printing
- Thematics
- Overview map
- Coordinate export facility

## MAKING INFORMED DECISIONS

### VISUALIZE



#### Internal Questions

Insurance - Which customers were affected by the storm?

Government - Where are the health services located for this region?

Municipalities - Where have roadworks been conducted in the last six months?

#### External Questions

Where are the parks, schools, libraries in this area?

What day is the garbage run for this area?

### LOCATE



#### Internal Questions

Insurance - Which claims fell outside the impact area?

Government - Where is the closest acute mental health facility?

Municipalities - Which properties will be affected by this particular roadwork?

#### External Questions

What services /facilities are available at this franchise?

Do I have zoning rights to sub-divide my property?

### ANALYZE

Property No.	Initials	Surname	Phone	Address
1322	A	Peterson	(03) 621 4566	27 Leonard St, Fox
	A	Peterson	(03) 621 7666	Unnamed St, Fox
	A	Peterson	(03) 621 6666	21 Douglas St, Wa
	A	Peterson	(03) 621 4566	9 Stanford St, Fox

#### Internal Questions

Insurance - What is the credit /claim profile of this customer?

Government - Which health services need to be planned to meet the growing needs of this region?

Municipalities - Who are the tenants / owners /occupiers that will have to be informed?

#### External Questions

Which lifestyle shops are located in this area?

### REPORT



TRADITIONAL DATA SOURCE



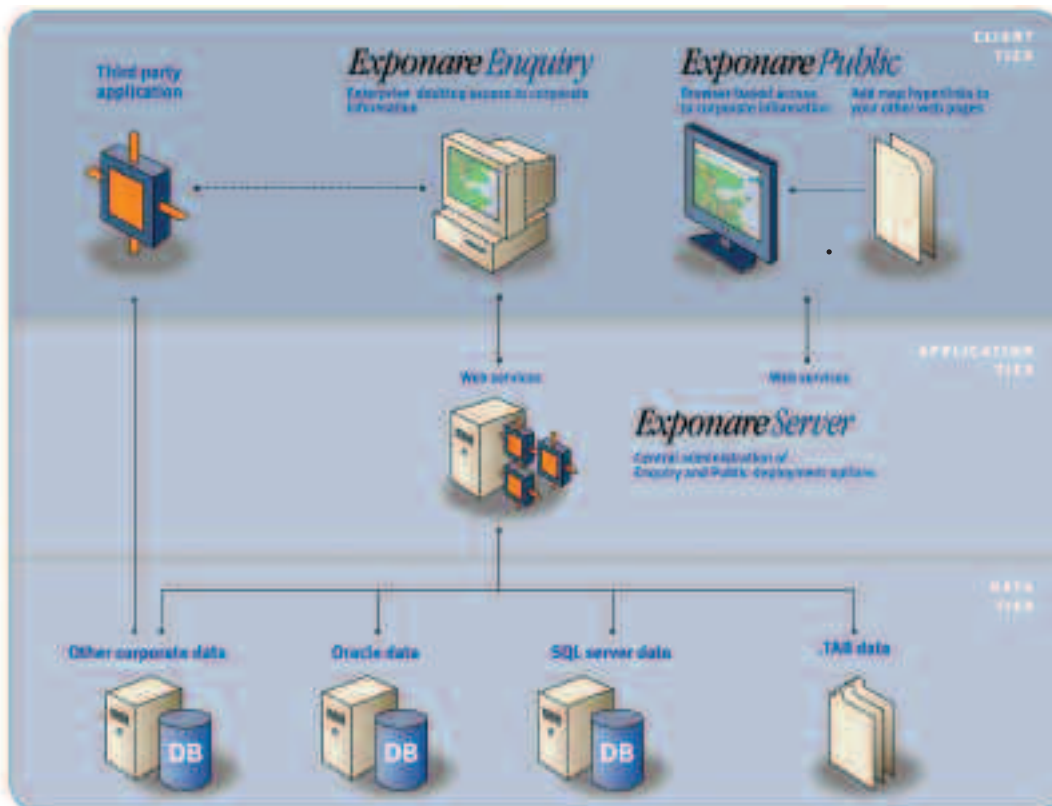
“The ability to centrally manage and connect to disparate data sources and for remote users to obtain maps via the Internet are some of the main reasons I chose Exponare. Its ease-of-use, versatility and adherence to IT standards make it an ideal solution for our needs at the county level, and its functionality will be a real time-saver.”

– Mike Osbourn, Eg-1-1 Planning Coordinator, Cumberland County, North Carolina

## EXPONARE ARCHITECTURE

The Exponare architecture diagram illustrates how Exponare adapts to utilize existing infrastructure. The Exponare environment is constructed around a central server that acts as a conduit to an organization's data. Intelligent configuration tools enable the administrator to set up the system and manage user profiles to appropriate data stores, queries and functionality. The administrator has the flexibility to provide direct access to data or use application link capability to invoke separate applications.

Exponare is designed to integrate with other MapInfo products. Exponare also adheres to IT industry standards to ensure interoperability with third party applications, which enables users to query data stored in MapInfo tables, non-spatial databases, including Microsoft Access and SQL Server and databases such as Oracle Spatial and MapInfo SpatialWare for SQL Server.





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