EasyMap

Samples

EasyMap

Comments about provided sample maps

Please open one of the provided sample maps by pointing on **SAMPLES** on the **HELP** menu (**?**) after starting EasyMap. Then, select one of the sample map files by clicking on it:

- Analyze.empx

- My first Workbook.empx

- Reporting.empx

- Territory Organization on Areas

- Territory Organization on Customer Points

You can also enter the samples directly on the start screen.

The sample maps files are based on different data tables enclosed in the map workbook. Various EasyMap analysis tools are applied to the data in order to visualize the content of the data in maps.

The used data are from our partner companies Michael Bauer International GmbH and GeoMarketing Datenverarbeitungs & Dienstleistungs GmbH. Also, some of the data used are fictitious. However, if you yourself have an idea of what you would want as a dataset do not hesitate to contact us. We would be pleased to help.

In cases where EasyMap window arrangement is not appropriate to your screen resolution settings, click **DEFAULT ARRANGEMENT 1** on the EasyMap **WINDOW** menu after opening the EMPX files.

Sample "My first Workbook.empx"

The first lesson learnt in the software is done with the "My first Workbook.empx" file. It contains the following map sheets:

- Territory + Turnover
- Territory + Customer
- Turnover distribution

Sample "Territory + Turnover"

…shows five areas of five employees, each displayed in a different color. The areas are labelled with the names of the employees in white letters. How to generate such a map:

- Link or import the data provided for the Postleitgebiete (i.e. the postcode areas)

- Activate the planning mode and create a territory structure by following the wizard's instructions

- Select the analysis tool COLUMN CHARTS and PIE CHARTS

  - Properties: Number of data column and choose color, size and style
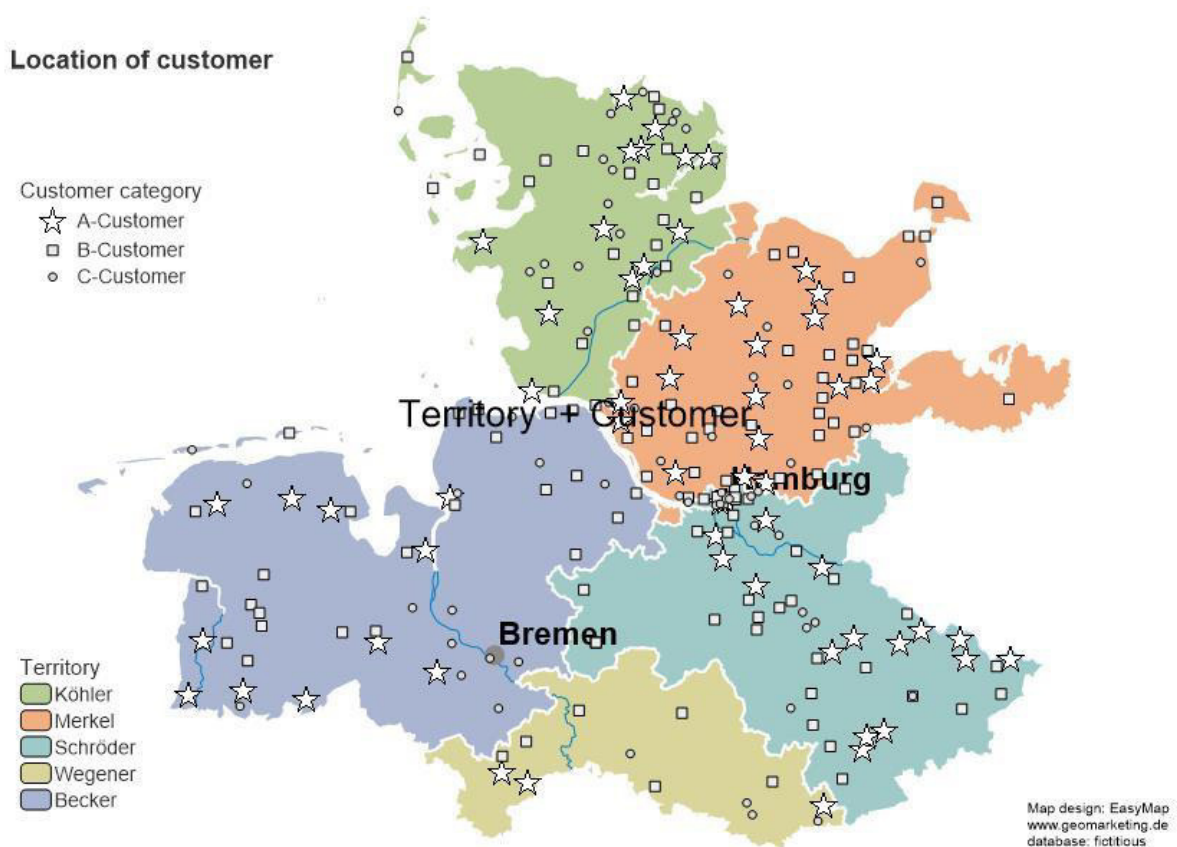
- Insert LEGENDS and FREEHANDS GRAPHICS
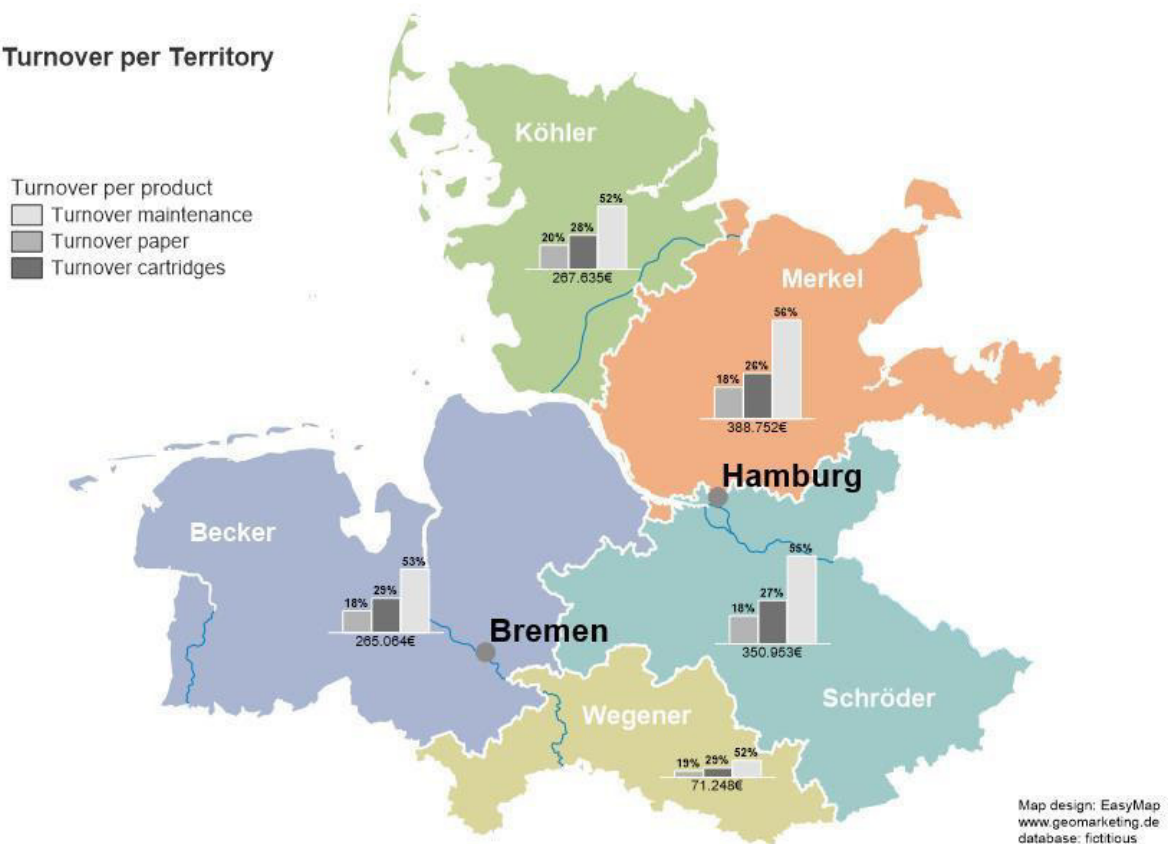
Sample "Territory + Customer"

…is a planning map sheet based on customer base. Customers with sales representatives and teams are displayed on open source maps. How to generate such a map:

- Link or import the data provided for the customer

- Choose the analyze tool **Symbols, location based**

    - **Properties:** Number of data column and choose color, size and style

- Insert **Legends, Table object** and **Freehand Graphics**

Location of customer

Customer category
- ☆ A-Customer
- □ B-Customer
- ○ C-Customer

Territory
- Köhler
- Merkel
- Schröder
- Wegener
- Becker

Bremen

Map design: EasyMap
www.geomarketing.de
database: fictitious

Sample "Turnover distribution"

… displays the sales (heat map) as a thermal image map. Areas with intensive red coloration show a high spatial concentration of sales, whereas areas with intensive blue coloration show little to no sales.

- Choose the analyze tool HEATMAP

    o Properties: COLUMN "Total turnover"

- Select the analysis tool AREA SHADING

    o Properties: choose data COLUMN, COUNT, COLOR, SIZE and STYLE

- Insert LEGENDS, TABLE OBJECT and FREEHAND GRAPHICS

Location of customer

Total Turnover
— many
— average
— few

Hamburg

Bremen

Map design: EasyMap
www.geomarketing.de
database: fictitious
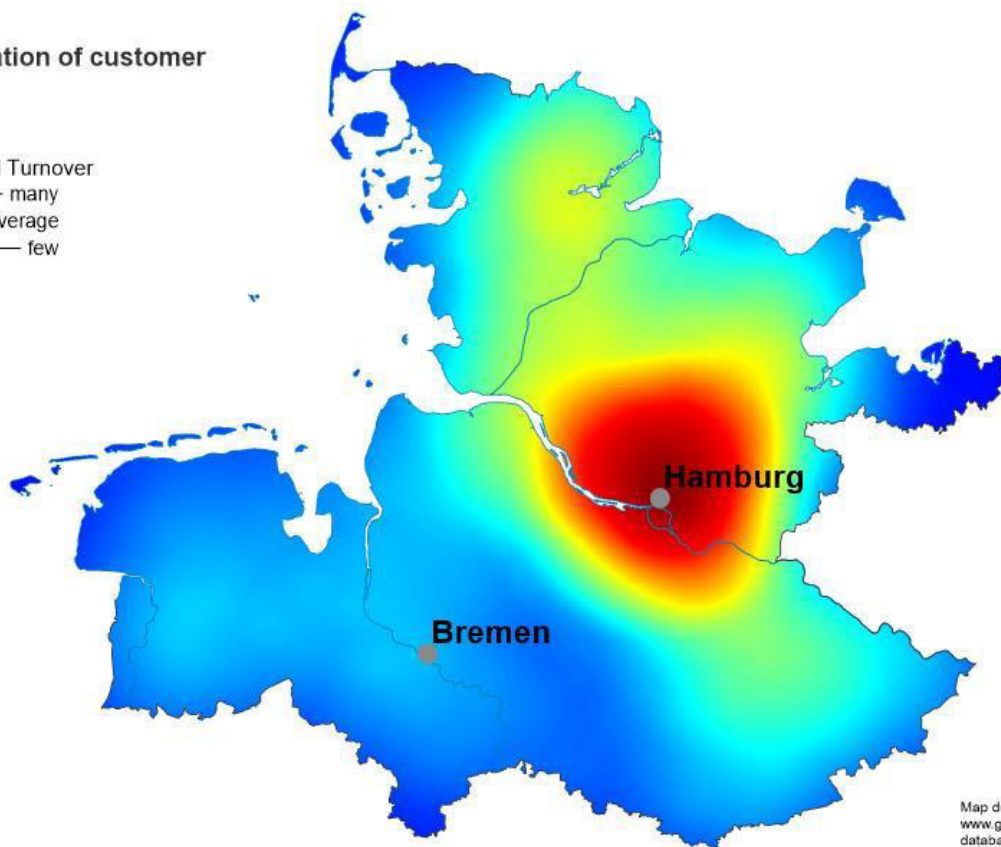
Sample "Analyze"

It contains the following map sheets:

- "Turnover Hot Spots - DE" – Turnover and locations

- "Trading and Transportation – DE" - connections between cities

- "Purchasing power - Europe" – Purchasing power distribution

- "Population pyramid - AT" – Inhabitants and density

- "Boston Grid - CH" – Correlation between income and population

- "Radio stations - AT" – Transmission area of radio stations

Sample "Turnover Hot Spots - DE"

… shows the turnover potential per 5-digit postcode area and allows you to make optimal location decisions. This map is optimized for working on the computer using the **Automatic zoom** and **Scale Ranges** functions. How to generate such a map:

- Select the analysis tool **Heatmap – Location Based**

    - Properties: Radius of 1,4 m, linear sloping

- Insert **Legends**, **Maps** and **Freehand Graphics**
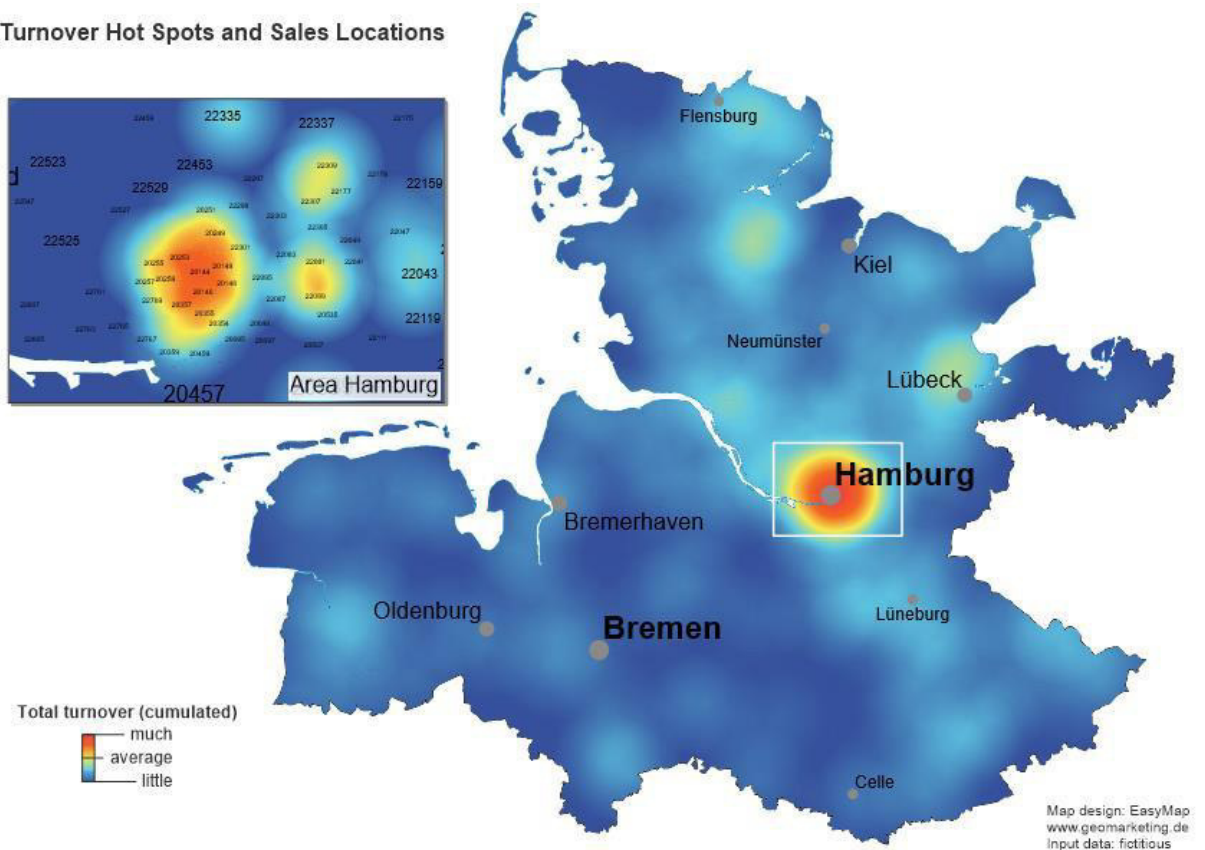
Sample "Trading and Transportation – DE"

…displays the routes of long-distance traffic in Northern Germany. It also indicates the total number of passengers on a street map underlain by an open source map, too. How to generate such a map:

- Select the analysis tool RELATIONS, COMPLEX
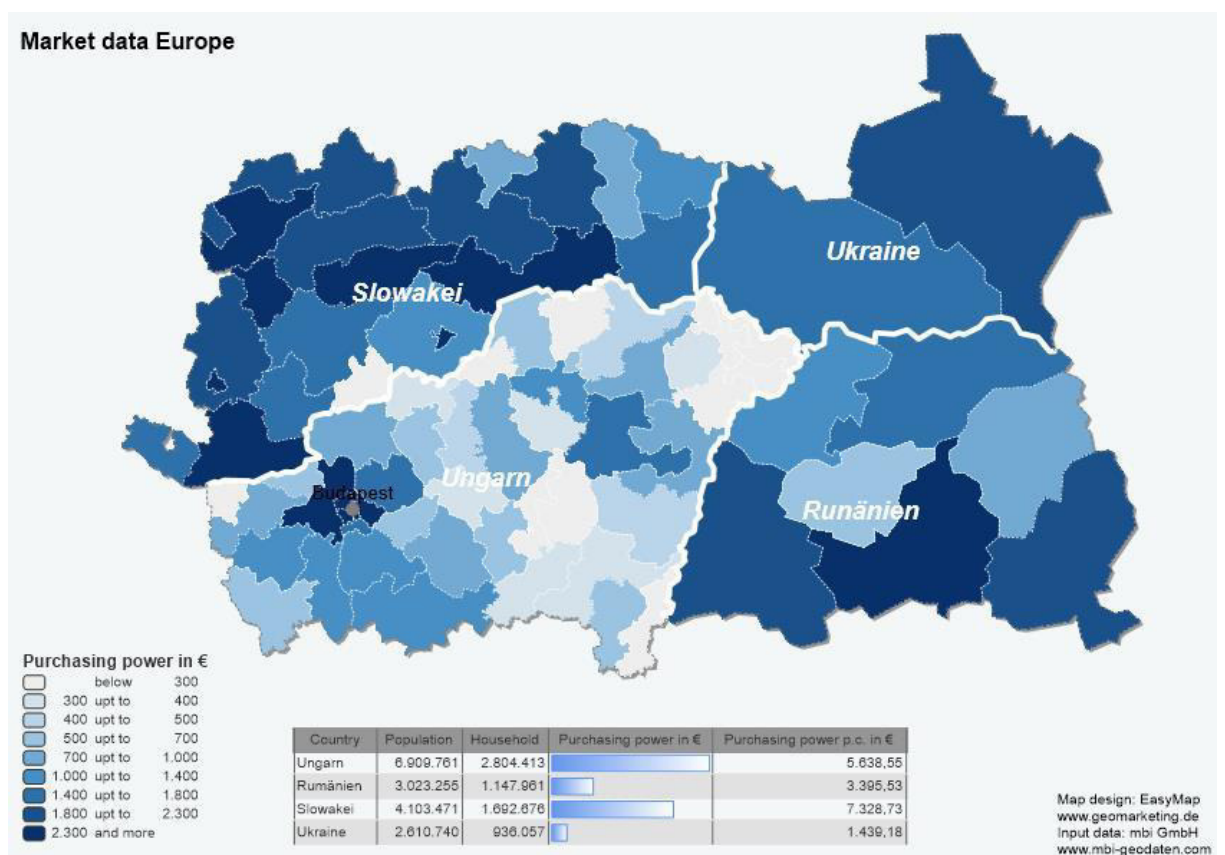
    o Properties: Classification on the basis of the respective data column to define the line width; choose the dash style and color, specify further details (begin style, end style of the line, angle)

- Select the analysis tool UNIFORM SYMBOLS

    o Properties: Choose the symbol, color, size; insert the location labels

- Insert LEGENDS, INSERT INTERNET MAPS and SCROLLBAR
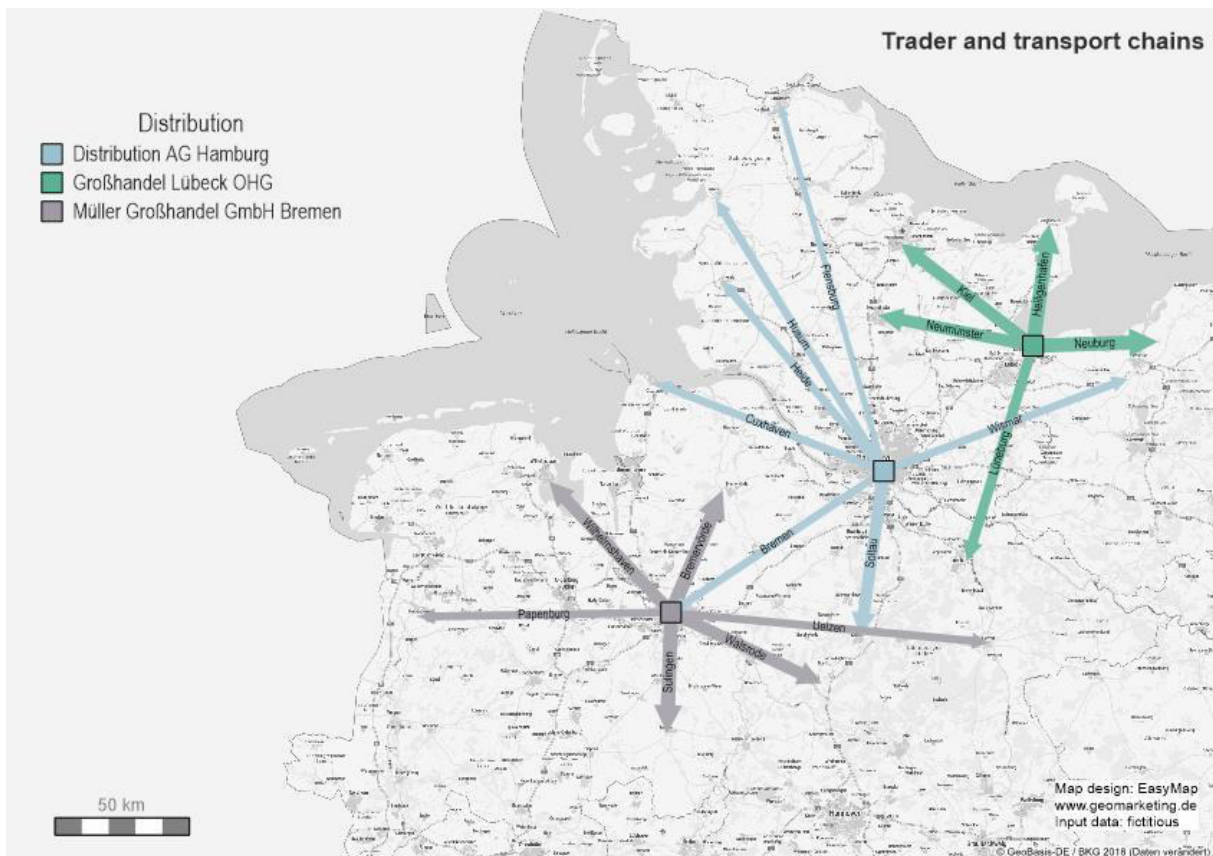
Sample "Purchasing power - Europe"

… displays the percentage difference of the purchasing power per capita from national average via area shading for parts of the countries Slovakia, Ukraine, Hungary and Romania. How to generate such a map:

- Select the analysis tool AREA SHADNG

  o Properties: Classification on the basis of the respective data column, Color Gradient with three colors from negative to positive values, insert data in Tooltip

- Insert LEGENDS, TABLE and FREEHAND GRAPHICS, change the background color

Market data Europe

Purchasing power in €

	below	300
300	upt to	400
400	upt to	500
500	upt to	700
700	upt to	1.000
1.000	upt to	1.400
1.400	upt to	1.800
1.800	upt to	2.300
2.300	and more	

Country	Population	Household	Purchasing power in €	Purchasing power p.c. in €
Ungarn	6.909.761	2.804.413		5.638,55
Rumänien	3.023.255	1.147.961		3.395,53
Slowakei	4.103.471	1.692.876		7.328,73
Ukraine	2.610.740	936.057		1.439,18

Map design: EasyMap
www.geomarketing.de
Input data: mbi GmbH
www.mbi-geodaten.com

Sample "Population pyramid"

…shows age distribution per gender and population per 3-digit postcode region in Lower Austria. Zoom-in the map shows the population per 5-digit postcodes. Tooltips help to explain the analysis when the cursor is hovered over the map. How to generate such a map:

- Select the analysis tool AREA SHADING

    o Properties: Classification on the basis of the respective data column for the population per 2-digit postcode region and 5-digit postcodes, set Tooltip for both Area Shadings

- Select the analysis tool BAR CHARTS, BASIC

    o Properties: Number of data column and choose color, size and style for both charts for men and women

- Select the object SINGLE DIAGRAM

    o Properties: Select the table Population Austria, Pie chart, number of data columns and setting of color, size and style for the diagram

- Insert LEGENDS, INSET MAP, and FREEHAND GRAPHICS, change the background color
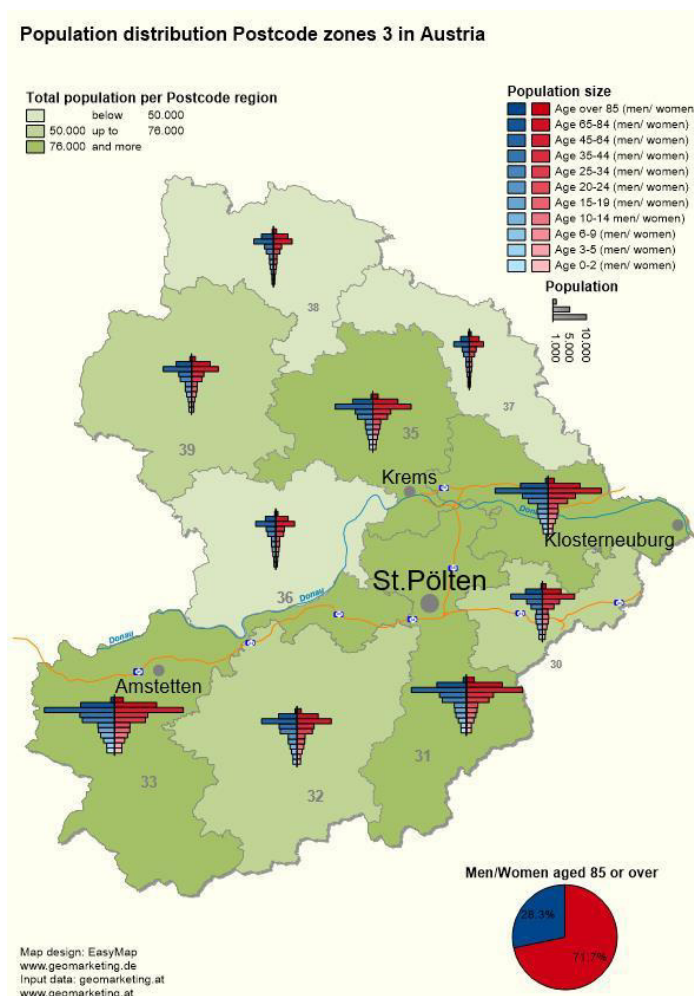
Sample „Bosten Grid – AT"

… shows a Boston Grid analysis for the variables average income and population density for the Postleitgebiete (i.e. postcode areas) of the Postleitzone 9 (i.e. postal code zone) in Switzerland and Lichtenstein. Thus, you can easily identify areas that are characterized by a high average income *and* a high population density. Area shading as well as histograms were also applied to each of the two variables. The visibility setting for the three area analyses were set to "mutually visible".

- Select the analysis tool **Boston Grid**

  - Properties: User-defined classification on the two respective data columns, set colors, add tooltip

- Select the analysis tool **Area shading**

  - Properties: User-defined classification on data column, set color, add tooltip

- Select the legend element **Histogram**

  - Properties: Select the respective analysis

- Select the analysis layers and choose a name for the **Mutual Visibility Group** under Properties

- Insert **Legends** and **Freehand Graphics**, change the background color
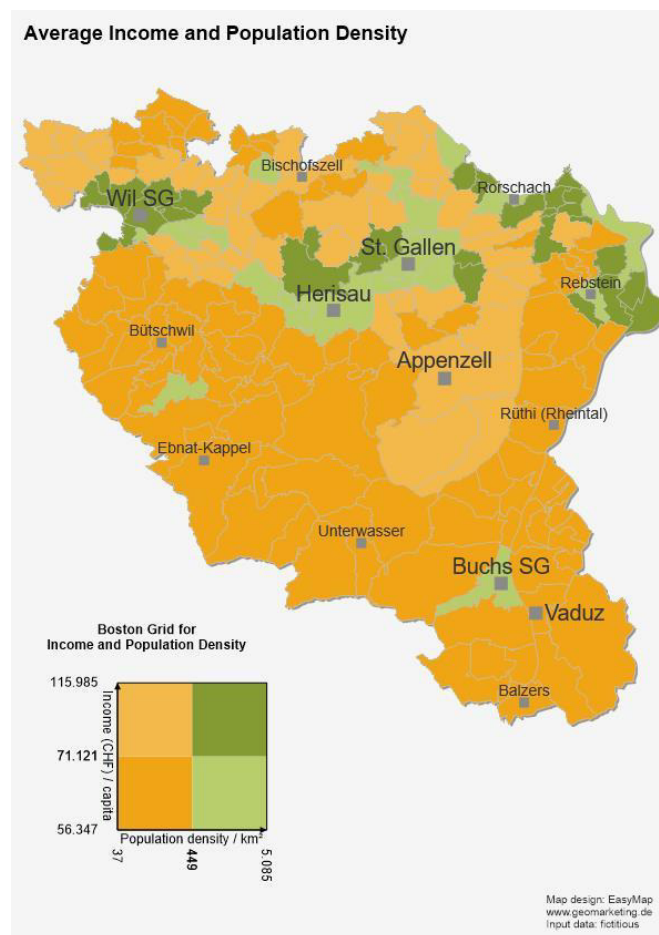
Sample "Radio stations - AT"

… shows transmission areas and broadcasting centers of different radio stations. The area hatching reveals that the transmission areas overlap in Lower Austria. Furthermore, opulation density is illustrated by Unit Charts and Label Analysis. How to generate such a map:

- Select the analysis tool AREA HATCHING, COMPLEX

    o Properties: Classification on the basis of the attribute; specify the hatching width and style

- Select the analysis tool PROPORTIONAL SYMBOLS, COMPLEX

    o Properties: Uniform symbol type; classification of the symbol size and color corresponding the attribute

- Select the analysis UNIT CHARTS

    o Properties: Number of symbols and color, Details (Symbol, Value per Symbol)

- Select the analysis LABELS, BASIC

    o Properties: Classification on the basis of the respective data column for Font, Color and Font size, User-Defined Labeling with the column Area ID

- Insert LEGENDS and FREEHAND GRAPHICS and change the background color
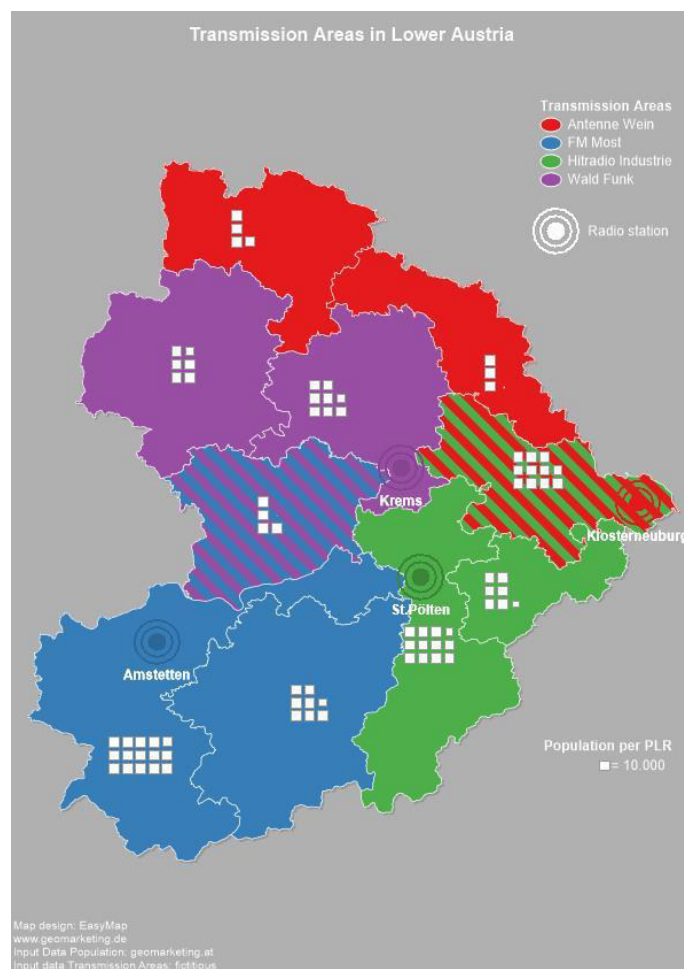
Sample "Territory Organization on Areas.empx"

Please note that you can only work with the territory organization tools in this sample file if EasyMap *DistrictManager Edition* is installed. With EasyMap Standard Edition you only have the options to open the file and make optical adjustments.
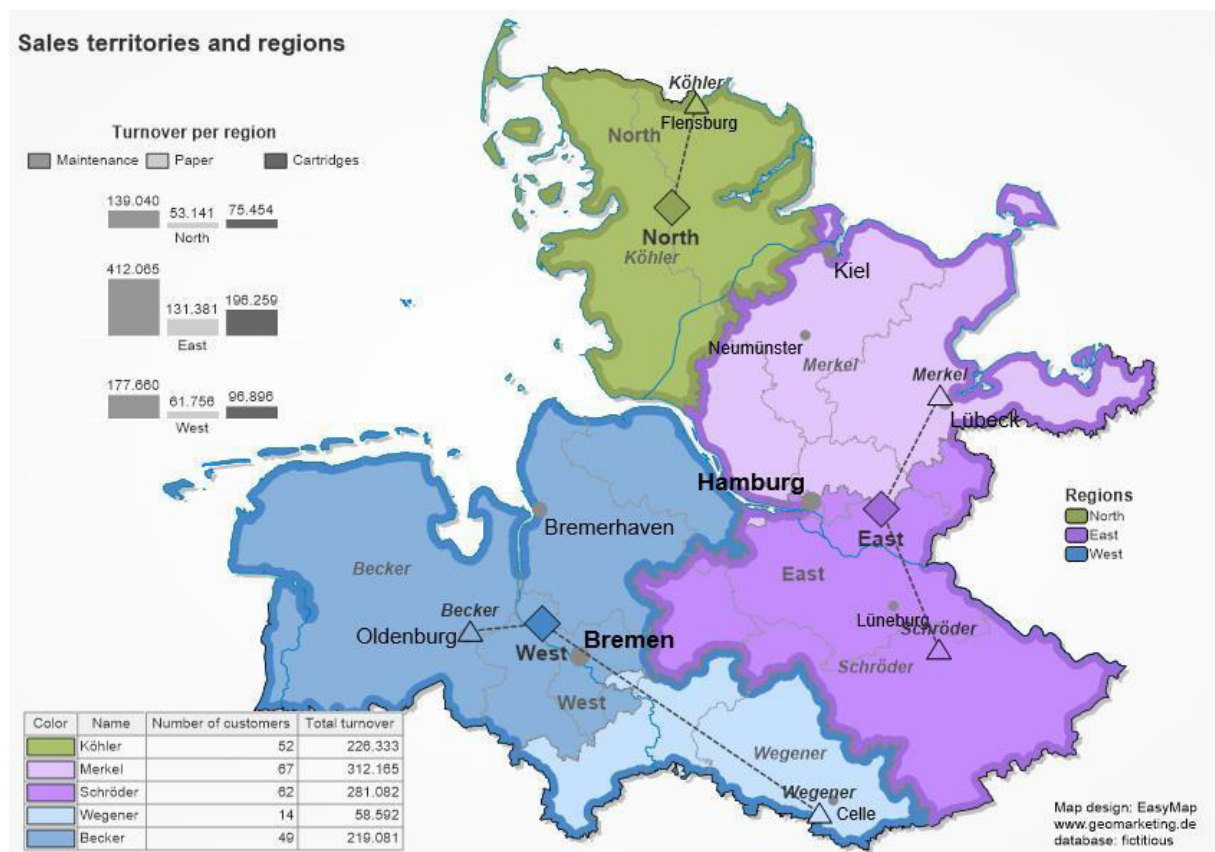
To start working in *DistrictManager Edition*, first open the "DistrictManager Edition.empx" file. There you will find the following map sheets:

- "Planning on area layer"

- "Territory analysis"

- "Export sheet with report"

Sample "Planning on area layer"

…is a planning sheet based on Postleitgebiete (i.e. postcode areas). Depicted as territories and regions with the related locations and turnovers. How to generate such a map:

- Link or import the data provided for the Postleitgebiete (i.e. the postcode areas)

- Activate the planning mode and create a territory structure by following the wizard's instructions

- Generate locations to the regions and territories

- Show the relationship between territory-locations and region-locations by using the appropriate command on the context menu for this layer of locations

- Select the analysis tool **COLUMN/BAR CHARTS…** . The analysis is to be based on the map layer of the regions

  - Properties: Choose the relevant data columns that are to be assessed
  - Manually position the charts on the sheet outside the area of the regions

- Insert **LEGEND, TABLE OBJECT** and **FREEHAND GRAPHICS**, and change the background color.

Sales territories and regions

Turnover per region

| Maintenance | Paper | Cartridges |

139.040 53.141 75.454
North

412.065 131.381 196.259
East

177.660 61.756 96.896
West

Regions
North
East
West

Color	Name	Number of customers	Total turnover
	Köhler	52	226.333
	Merkel	67	312.165
	Schröder	62	281.082
	Wegener	14	58.592
	Becker	49	219.081

Map design: EasyMap
www.geomarketing.de
database: fictitious

Sample "Territory analyses"

… shows a territory structure and customer locations within different Distance Zones from the Employee's location. How to generate such a map:

- Insert **Territory structure** and locations on the map

- Select the analysis tool **Proportional Symbols, Basic**

    o Properties: Classification on the basis of the respective data column for symbol, color and size

- Select Territories-locations from the Territory Organization window

    o **Territory Organization** > **Analyze** > **Distance Zones...**

    o **Territory Organization** > **Analyze** > **Catchment Areas...**

- Select Customers from the Territory Organization window

    o **Territory Organization** > **Analyze** > **Key Areas...**

- Select Customers- from the Territory-locations Organization window

    o **Territory Organization** > **Analyze** > **Supply level...**

- Insert **Legends, Histogram, Scale Bar** and **Freehand Graphics**, change the background color
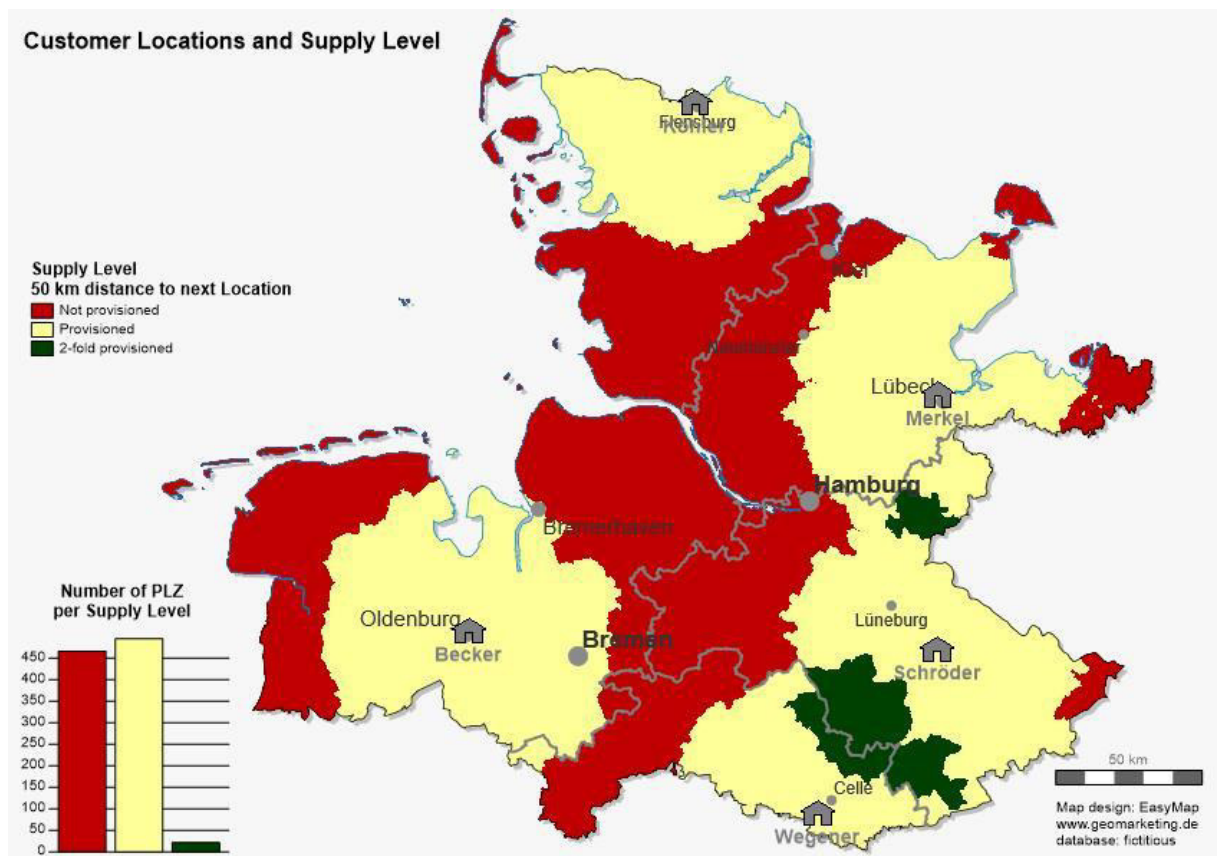
…shows the optimized depiction of a map for a report by exporting to other formats, such as image files or office formats. How to generate such a map:

- Insert the **Territory structure** with the locations on the map

- Select the analysis tool **Proportional Symbols, Complex**

  - Properties: Symbol for „A-Customer" user-defined classified, color classified via column turnover maintenance, uniform size

- Select the analysis tool **Circles** (per radius a separate analysis)

  - Properties: Radius, border color and user-defined labeling

- Create a **ClippingReport**, controlling layer is Regions – Area, choose Output Details and include Data

- Insert **Legends, Table, Freehand Graphics** and a logo of the company

- **Report Preview** via the navigation window **content** on the Clippingreport: Regions
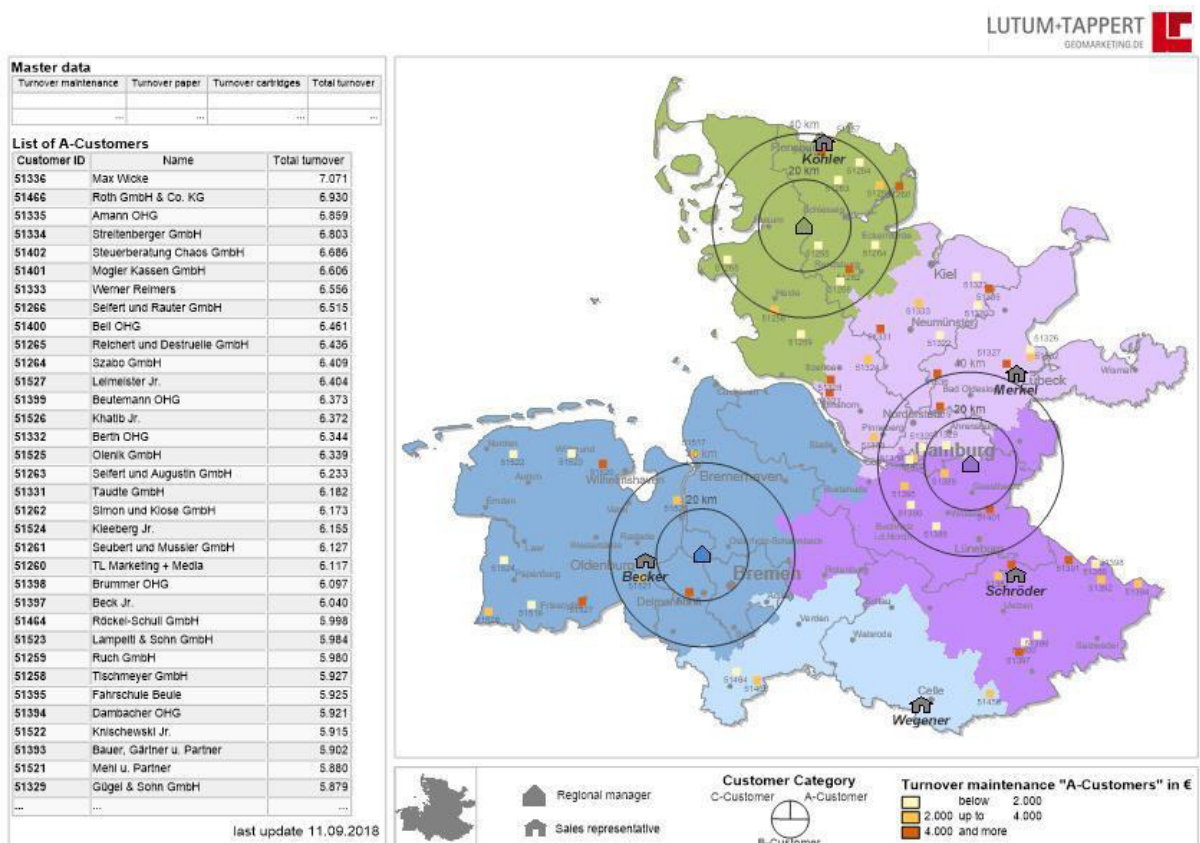
Sample "Territory Organization on Customers.empx"

It contains the following map sheets:

- "Planning on point layer"

- "Customer with identical location"

- "Export sheet with report"

- "Territory analysis"

Sample "Planning on point layer"

…shows an area structure based on the addresses of your customers.

- Activate the planning mode and CREATE NEW POINT LAYER… by following the wizard's instructions

- CREATE NEW TERRITORY STRUCTURE… by following the wizard's instructions

- Select the Territory Organization tool CREATE LOCATION

- Insert LEGENDS, CHARTS, TABLE OBJECT and FREEHAND GRAPHICS
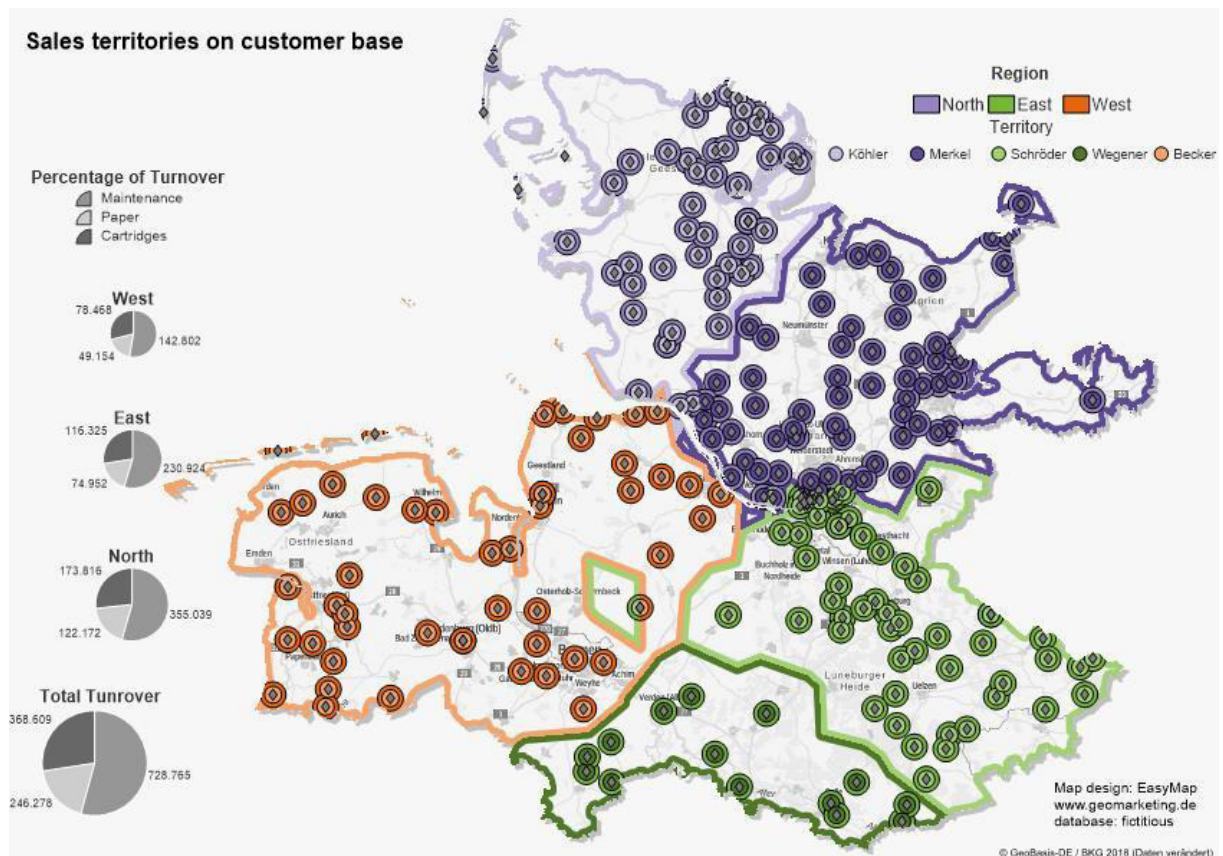
Sample "Customer with identical location"

If customer locations are used as the basis for an area structure and these are positioned using geographical coordinates, it can occasionally happen that there are customers with the same position. This is not possible with positioning using postal codes. In reality, for example, this can be a medical center and the doctors to be visited sit on different floors.

- Insert area, areas locations, regions and regions locations from the window Territory Organization

- Edit Customer from the Territory Organization window

    o **EDIT** > **DISPLAY CUSTOMER WITH IDENTICAL LOCATIONS** > **DISPLAY AS ANALYSIS** > **YES**

- Insert **COMBINED LEGENDS, TABLE OBJECT** and **FREEHAND GRAPHICS**
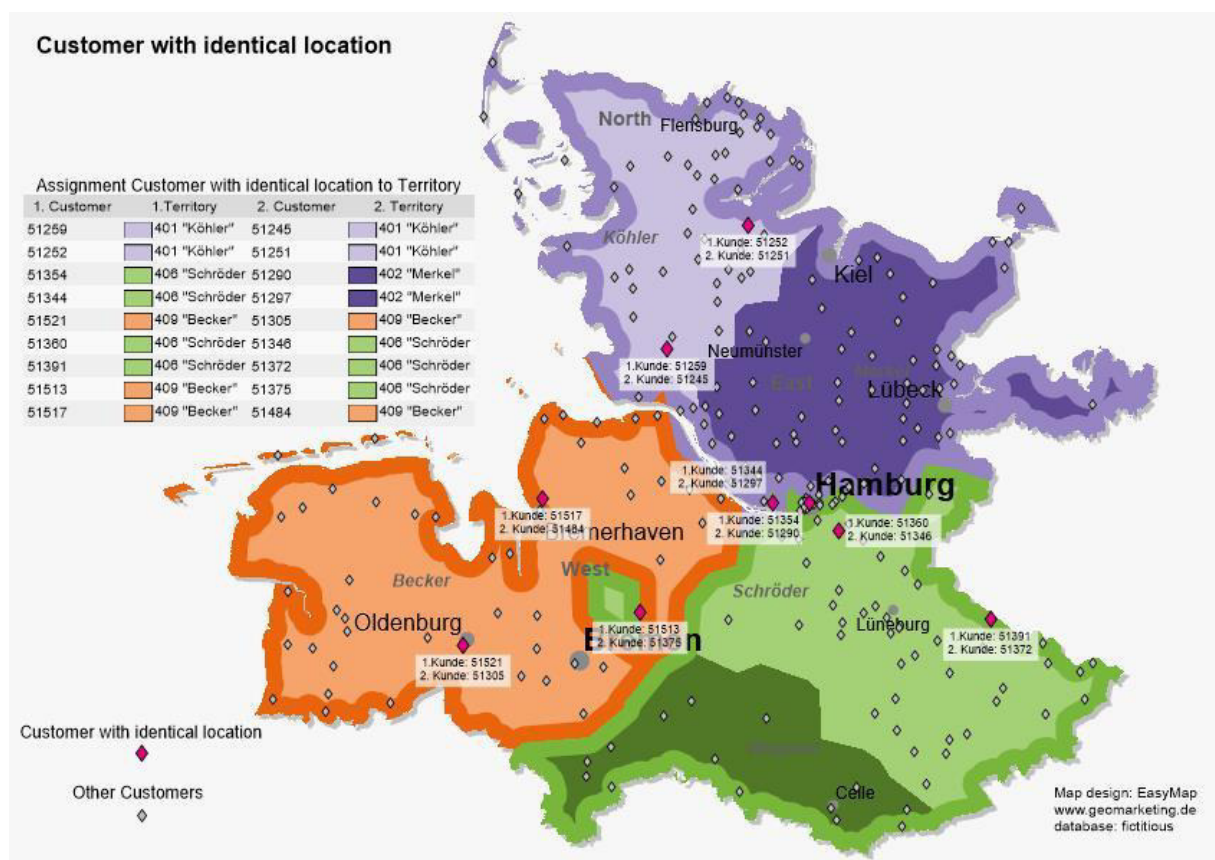
Sample "Territory analysis"

…shows the four different analyses: distance zones, catchment areas, key areas and coverage level on the basis of the customer level. In addition, the area locations are shown with a gray house.

- Insert Territories, Territories locations, regions and regions-locations from the window Territory Organization

- Select Territories-locations from the Territory Organization window

    ○ **TERRITORY ORGANIZATION** > **ANALYZE** > **DISTANCE ZONES…**

    ○ **TERRITORY ORGANIZATION** > **ANALYZE** > **CATCHMENT AREAS…**

- Select Customers from the Territory Organization window

    ○ **TERRITORY ORGANIZATION** > **ANALYZE** > **KEY AREAS…**

- Select Customers- from the Territory-locations Organization window

    ○ **TERRITORY ORGANIZATION** > **ANALYZE** > **SUPPLY LEVEL…**

- Insert **COMBINED LEGENDS, TABLE OBJECT** and **FREEHAND GRAPHICS**
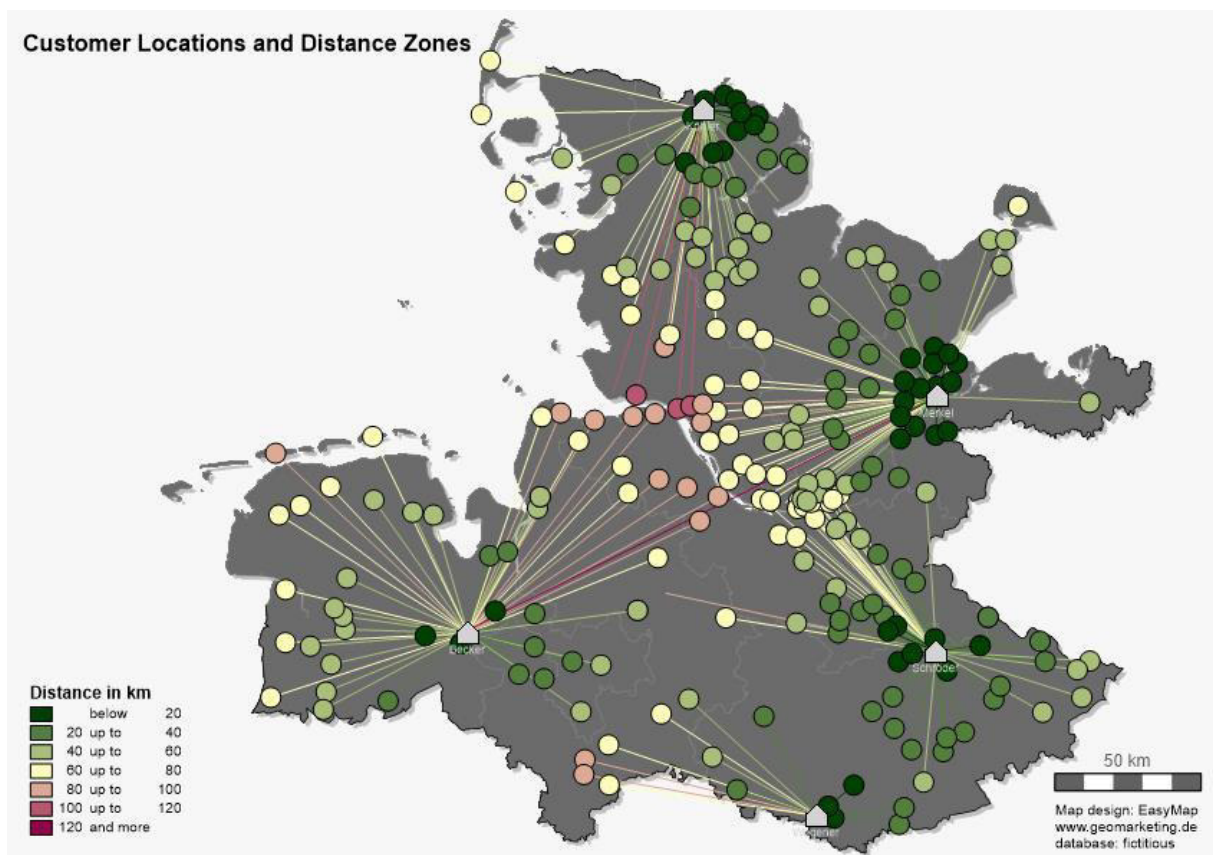
Sample "Export sheet with report"

…shows you an optimized representation of a map with report for exports to other formats, such as image files or Office formats.

- Insert Territories, Territories locations from the window Territory Organization

- Select the analysis tool SYMBOLS…

  o PROPERTIES: Number of data column and choose color, size, style and Classification

- Create a REPORT ON REGIONS
  o Report Preview via the navigation window content on the layer Report on regions

- Insert COMBINED LEGENDS, CHARTS, TABLE OBJECT, SHAPES and INSET MAP

Territory			
Color	Name	Number of Customers	Total turnover
	Schröder	62	281.082
	Merkel	66	307.351
List of A-Customers		50	223.895

Customer ID	Name	Total turnover
51336	Max Wicke	7.071
51466	Roth GmbH & Co. KG	6.930
51335	Amann OHG	6.859
51334	Streitenberger GmbH	6.803
51402	Steuerberatung Chaos GmbH	6.686
51401	Mogier Kassen GmbH	6.606
51333	Werner Reimers	6.556
51266	Seifert und Rauter GmbH	6.515
51400	Bell OHG	6.461
51265	Reichert und Destruelle GmbH	6.436
51264	Szabo GmbH	6.409
51527	Leimeister Jr.	6.404
51399	Beutemann OHG	6.373
51526	Khatib Jr.	6.372
51332	Berth OHG	6.344
51525	Olenik GmbH	6.339
51263	Seifert und Augustin GmbH	6.233
51331	Taudte GmbH	6.182
51262	Simon und Klose GmbH	6.173
51524	Kleeberg Jr.	6.155
51261	Seubert und Mussler GmbH	6.127
51260	TL Marketing + Media	6.117
51398	Brummer OHG	6.097
51397	Beck Jr.	6.040
51464	Röckel-Schull GmbH	5.998
51523	Lampelti & Sohn GmbH	5.984
51259	Ruch GmbH	5.980
51258	Tischmeyer GmbH	5.927
51395	Fahrschule Beule	5.925
51354	Dambacher OHG	5.921
51522	Knischewski Jr.	5.915
51393	Bauer, Gärtner u. Partner	5.902
51521	Mehl u. Partner	5.880
51329	Gügel & Sohn GmbH	5.879
…		…

last update 13.09.2018

LUTUM+TAPPERT
GEOMARKETING.DE

A-Customer
Regional manager
Territory Location

Customer base
C-Customer — A-Customer
B-Customer

Turnover maintenance	355.039	230.9
Turnover paper	122.172	74.9
Turnover cartridges	173.816	116.3

Sample "Reporting.empx"

It contains the following map sheets:

- "Reporting on regions"

- "Report on filters"

- "Report on columns"

- "Nested Report"

Sample "Reporting on regions"

The area report automatically creates maps of the selected subareas. These can be for example the areas of the area structure or the individual federal states. In our example, it is an area report on the level Areas and generates individual maps of our sales representatives.

- Activate the planning mode and create a territory structure by following the wizard's instructions

- Select the analysis tool **HEATMAP**

- Insert **LEGENDS, TABLE OBJECT** and **FREEHAND GRAPHICS**

- Create a **REPORT ON REGIONS**

  o Report Preview via the navigation window content on the layer Report on Regions

Per head sales
- much
- medium
- low

Territory	Turnover in mio. €	Sales per capita in €
Mars	1.075	648
Jupiter	738	633
Saturn	1.637	677
Venus	1.638	613
Uranus	471	612

Map design: EasyMap
www.lutumtappert.de
Input data: mbi GmbH
www.mbi-geodaten.com

Sample "Report on filters"

The filter report is based on a symbol analysis of the customer locations. Maps are generated one after the other according to the ABC customer classification. In addition, the customers are displayed in different sizes depending on the sales class.

- Choose the analyze tool **SYMBOLS**

    o **PROPERTIES:** Number of data column and choose color, size and style

- Insert **LEGENDS, TABLE OBJECT** and **FREEHAND GRAPHICS**

- Create a **REPORT ON FILTERS**

    o Report Preview via the navigation window content on the layer Report on filters Customer categories
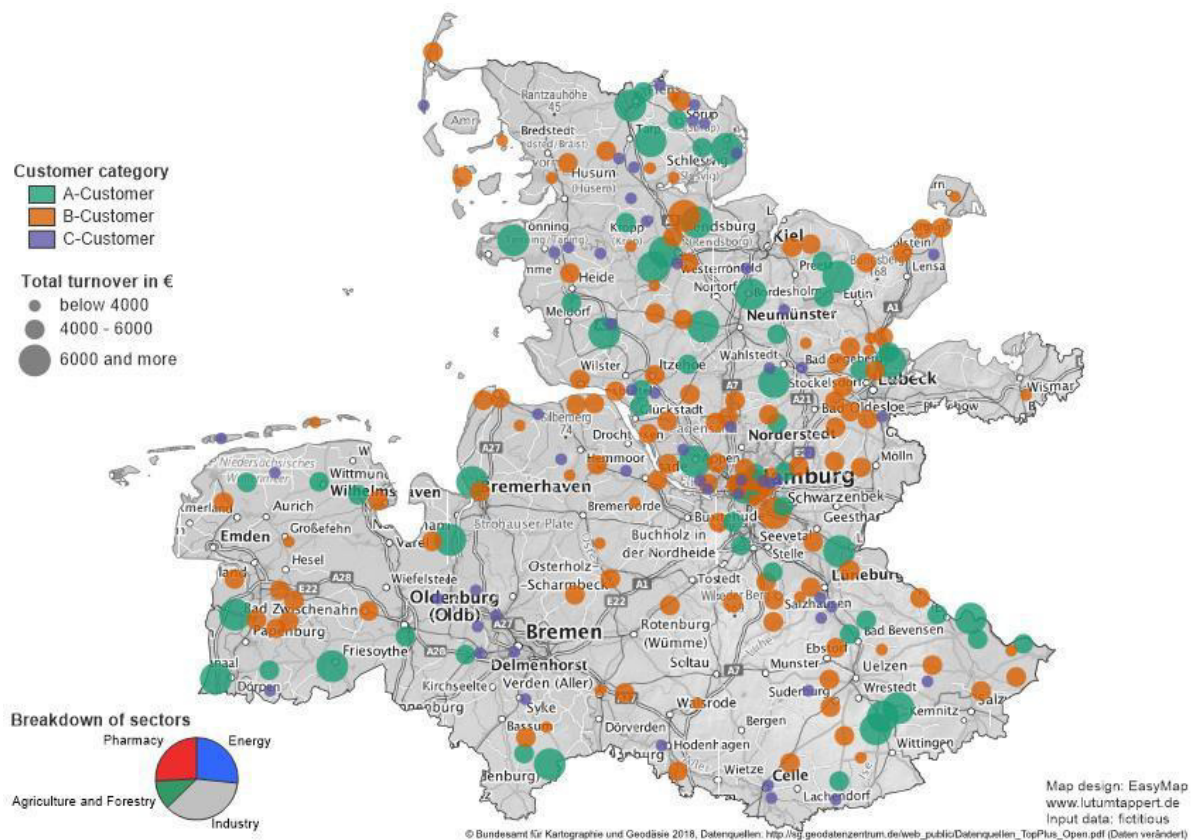
Sample "Report on columns"

The column report alternates between different consumer types and displays the percentage distribution in the postal codes using area coloring.

- Choose the analyze tool **AREA SHADING…**

    o **PROPERTIES:** Number of data column and choose color, size and style

- Insert **HISTOGRAM, TABLE OBJECT** and **FREEHAND GRAPHICS**

- Create a **REPORT ON COLUMNS**

    o Report Preview via the navigation window content on the layer Report on column Customer types

Report on columns
Consumer types
for market segmentation and
determination of target groups

Percentage share of
Spaltenreport 1

|		
	under	3
	3 up to	6
	6 up to	9
	9 up to	12
	12 up to	15
	15 up to	18
	18 and more	

Amount of PLZ areas
per classes
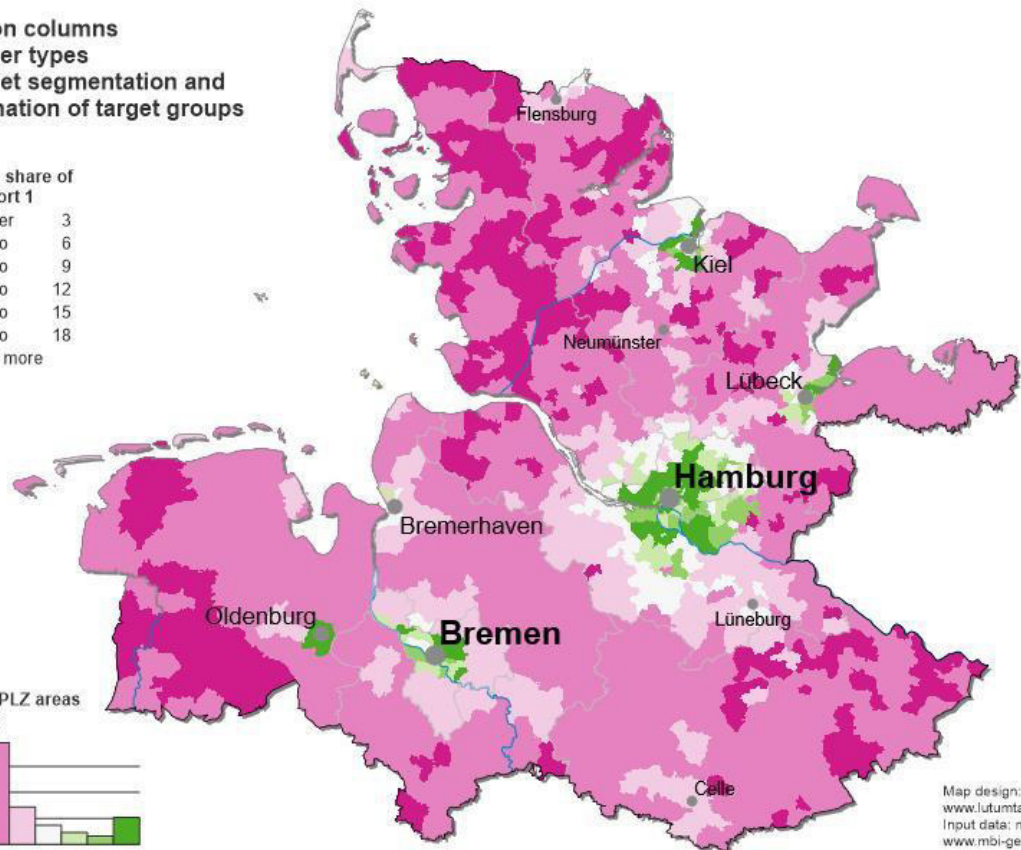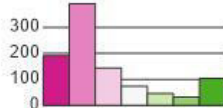
Map design: EasyMap
www.lutumtappert.de
Input data: mbi GmbH
www.mbi-geodaten.com

Sample "Nested Report"

… shows the nested report for the interaction of an area report Territories and a filter report Industries.

- Activate the planning mode and create a territory structure by following the wizard's instructions

- Change area properties:

  - STYLE > COMMON > TYPE OF SHADING > BORDER COLOR

- Choose the analyze tool SYMBOLS…

- Insert single CHARTS for the District Territories+Consumption Health+Customer Base Work Table.

- Create a REPORT ON REGIONS and A REPORT OF FILTERS

- Insert HISTOGRAM, TABLE OBJECT and FREEHAND GRAPHICS

- Create a Nested REPORT
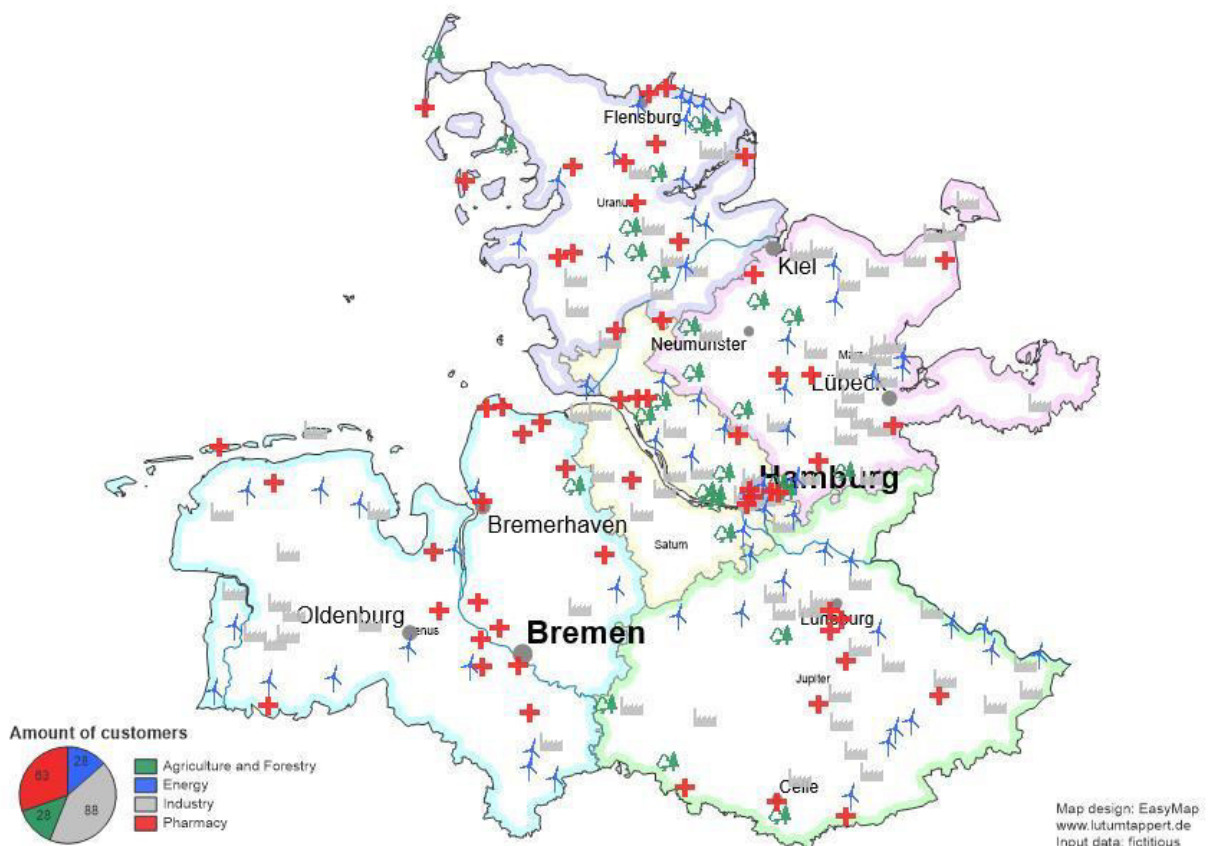
If you have any questions concerning EasyMap, please do not hesitate to contact us by phone or e-mail!

Service hours for the Telephone-Support:

Monday to Friday (except Holidays)

09:00 a.m. - 12:00 p.m. and 02:00 - 05:00 p.m.