



TURNING YOUR DATABASE INTO A PROACTIVE MANAGEMENT TOOL

Ordnance Survey Ireland and An Post have shared their expertise and worked together to produce a much needed information source for Irish businesses. The result is GeoDirectory – the definitive geographic location and standardised postal address database for buildings in the Republic of Ireland.

GeoDirectory provides an unrivalled opportunity for businesses, Government departments, local authorities and public utilities to use the information contained in their own databases in a proactive and highly effective manner.

So for everyone who uses an address database – or can potentially benefit from one – there is now a way to make it work much harder, adding additional functionality, accuracy and precision.



THE KEY BENEFITS OF GEODIRECTORY



LOCATING

The Transport Services and Delivery Sectors can achieve major efficiencies by utilising GeoDirectory with Geographic Information Systems (G.I.S.) software. These solutions allow for optimisation of routing and real time vehicle location, which is essential for rapid response in the Emergency Services or for any company which invests manhours in delivery.



SIMPLIFYING

The task of address maintenance is greatly simplified by GeoDirectory, with a single, definitive database of standardised Irish postal addresses available for the first time ever on the Irish market. GeoDirectory offers a level of precision and pinpoint accuracy which makes the task of the database user easier than ever.



SHARING

The sharing of address and other data from multiple databases need no longer be a complex or costly procedure, thanks to GeoDirectory. Because of its standard format and unique ID code for every building in the country, identifying addresses and avoiding duplication is much simpler. Address cleaning is also facilitated in this manner by GeoDirectory.



SAVING

Because GeoDirectory provides the definitive and standardised address database, it will facilitate 'off the shelf' solutions for Irish database users and help to make costly customised solutions a thing of the past.



MANAGING

GeoDirectory is a superb working tool for anybody charged with asset recording and management, whether in Government departments, public utilities or multi-location companies. GeoDirectory will allow database owners obtain the maximum from the information which already exists in their databases. It opens up, for the first time, the benefits of G.I.S. solutions for all address databases.



ANALYSING

Whether for network planning and sales analysis or risk analysis, GeoDirectory is the perfect solution. Visual clustering and proximity to other mapped elements allow for rapid risk assessment within the insurance industry, while GeoDirectory is also an invaluable tool for anybody with a salesforce on the road.



TARGETING

Statistical and demographic analysis is also made simple by GeoDirectory. Direct marketing companies, in particular, can use demographic information to specifically target householders from specific social groups, for example: 30 - 35 year old AB professional.

HOW DOES GEODIRECTORY WORK?

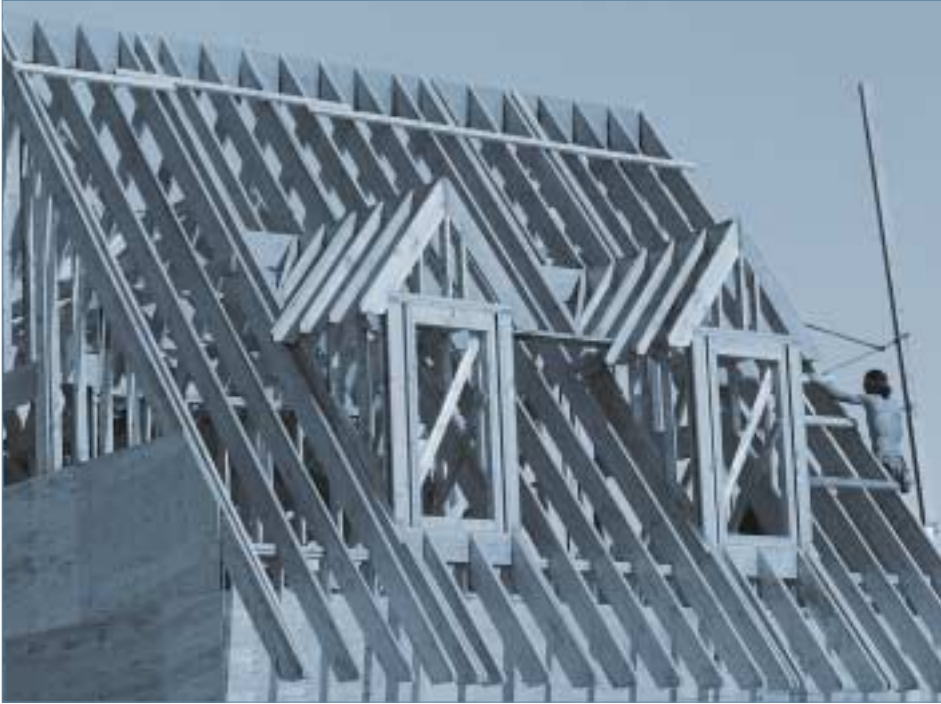
GeoDirectory is a complete database of every building in the state, with an accurate, standardised postal address, a unique 8-digit identity number, electoral division or ward information and X Y co-ordinates which accurately place the centre point of a building within one metre on the National Grid. It also contains building usage information and the number of delivery points.

Ordnance Survey Ireland supply maps of all areas of the country and details of all the buildings shown.

Using the OSI maps and information, trained teams of An Post staff visit each building, verifying the data and adding any necessary details such as building number, building name, number of address points in the building, business names etc. They also capture details of new buildings and changes to existing buildings.

There are over 1.4 million accurate building addresses - together with business address information - in GeoDirectory and they will be updated four times per year, with information coming from An Post and OSI.

1.4 MILLION
ACCURATE
BUILDING
ADDRESSES



45,000 NEW HOMES BUILT IN 1999

WHAT CAN GEODIRECTORY DO FOR YOU?

GeoDirectory provides the base on which you can create solutions specific to your organisation's needs by allowing you to use the spatial information contained in all address databases. Alternatively, it provides the raw material from which Value Added Resellers are already developing products with a broad range of benefits for database owners.

Potential applications of GeoDirectory are limitless and its power is only limited by the imagination of the user.



"The GeoDirectory plays a vital role in our online shopping service. We use BizMaps Address Validation Service, which matches addresses to the GeoDirectory to validate customer address information as they register for our online shopping service. We also use the geocoded information to schedule deliveries to those customers."

Catherine Conroy, Strategic Marketing Manager, Tesco Ireland.



"GeoDirectory has empowered PMI to clean and verify clients' databases to a higher degree of accuracy than was previously available in the market place. Our clients can now target their communications more effectively to the right audience and ensure that budgets are maximised."

Ernie Parker, General Manager,
Precision Marketing Information.



"Dublin Corporation provides a wide range of varied services to its customers, the citizens, businesses and visitors to the capital. The majority of these services have a spatial component and the GeoDirectory has proven itself to be an extremely valuable tool in providing enhanced service delivery."

Tomás Bell, GIS/CAD Director,
Dublin Corporation.



"The GeoDirectory is a valuable resource for us where addresses define our market potential. It's used as a reference by our Address Dept to maintain the quality and consistency of our address resource and to provide co-ordinates for our Geographic Information Systems (GIS). We have used the GeoDirectory and own addresses with the GIS system to get a market definition for our radio transmission footprints."

Paul Rayner I.T. Development Manager
Chorus Communications Ltd.

HOW IS GEODIRECTORY CHARGED?

GeoDirectory is a licensed product. The minimum agreement is for three years and it is available in four different formats:

- Full GeoDirectory with GeoCodes
- Address only (residential)
- Business names and addresses
- Business GeoDirectory

Regular product updates are supplied and you can license in 'blocks', currently local authority areas, counties or Dublin postal districts, if you are only interested in a specific area, rather than paying for the whole country. Value Added Resellers licenses are available and Product Developers would be welcomed.

Full details of pricing and licensing structure are shown on the Pricing Sheet at the back of this brochure. Contact details are also available at the back of this brochure.

