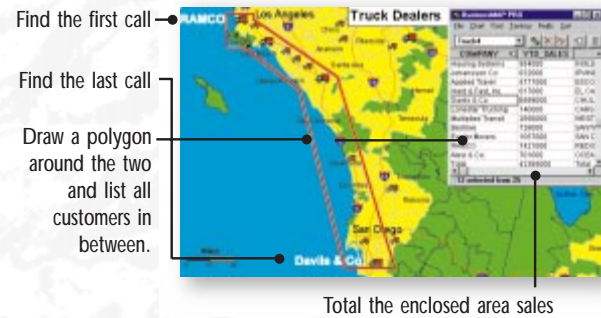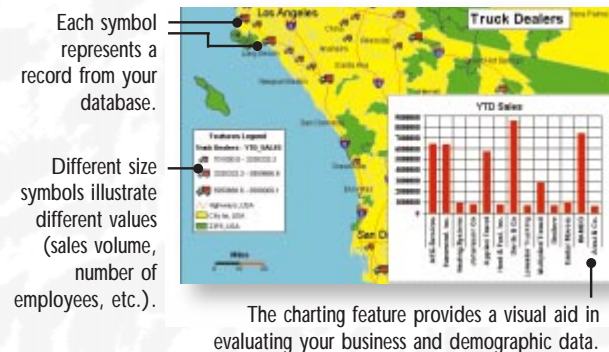## CALL PLANNING

Planning an efficient business travel day frequently means the difference between working hard and working smart. With *Business*MAP PRO you always work smart, seeing who and where your next appointment is or could be.

Find the first call
Find the last call
Draw a polygon around the two and list all customers in between.
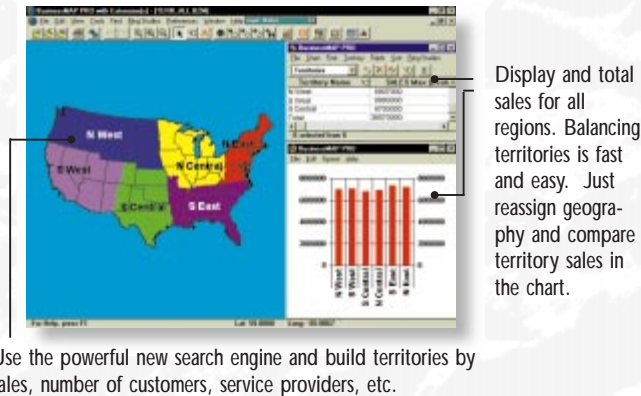Total the enclosed area sales

BUSINESS ANALYSIS

Database records converted to map symbols often reveal hidden patterns and relationships. *Business*MAP PRO shows you where your current sales are, where there is new opportunity, and even illustrates competitive activity.

Each symbol represents a record from your database.

Different size symbols illustrate different values (sales volume, number of employees, etc.).

The charting feature provides a visual aid in evaluating your business and demographic data.

DESIGN AND BALANCE TERRITORIES

States, counties, area codes, ZIP Codes, city limits — virtually any geographic area or combinations of areas can be color-coded and made into sales or service territories.

Display and total sales for all regions. Balancing territories is fast and easy. Just reassign geography and compare territory sales in the chart.

Use the powerful new search engine and build territories by sales, number of customers, service providers, etc.

"BusinessMAP PRO's territory design feature has greatly simplified the time-consuming process of designing regional operations territories. "

Terry Grove
Performance Analyst
PIZZA HUT

ADDITIONAL USES FOR *Business*MAP PRO

- Perform customer demographic analysis
- Refer customer to closest dealer or service center
- Distribute sales leads
- Target direct mail
- Map the location for planned deliveries
- Identify and locate competitors
- Reveal maket potential

*Business*MAP PRO 2.0 FEATURES

MAP DATA

- United States, Canada, Mexico, Europe and the world
- Individual maps of U.S. states
- GDT Dynamap® 1000 enhanced streets for every U.S. town
- (NEW) State, county, and updated area code boundaries
- (NEW) Updated ZIP Code center points and boundaries
- Over 20,000 cities
- ADI and Congressional District boundaries
- U.S. census data by state and county
- (NEW) EPA hazardous material sites
- (NEW) FBI crime statistics by county
- Major U.S. commercial airports

DATABASE

- (NEW) Plot database by area code, ZIP Code, street address or latitude/longitude
- Import file formats: DBF, DB, MDB, TXT, ASC, CSV, XLS, WK3, WK4
- Customize viewed fields in database browser window

MAP FEATURES

- Territory design by point and click
- Map templates & wizards
- Hundreds of map symbols
- (NEW) Vary map symbol shape, size and color based on data values
- (NEW) Add text anywhere on the map
- Up to 256 map layers
- Multiple zoom levels, down to one block on streets layer
- Measure distance between points
- (NEW) Save, open, and print maps from day planner to wall-size maps
- Reads ESRI Shapefiles and MapInfo MIF files, thousands of third-party maps available from the Internet
- Color-filled maps (up to 64 color ranges)
- 2-D & 3-D charts including column, pie, bar, gantt, line, area, scatter, etc.

FIND AND EDIT

- (NEW) Boolean logic search with multiple conditions
- (NEW) Find by address, ZIP Code, county, area code, database field, and more
- Perform geographic searches (query by distance)
- (NEW) Color results of complex data searches
- Click, edit, and drag legends, titles and labels
- Change map colors/text fonts

IN-BOX BONUS when you register

- (NEW) Contact manager direct links
- Export file formats: BMP, CGM, DRW, PCX, PICT, TIF, GIF, WMF
- Federal Lands
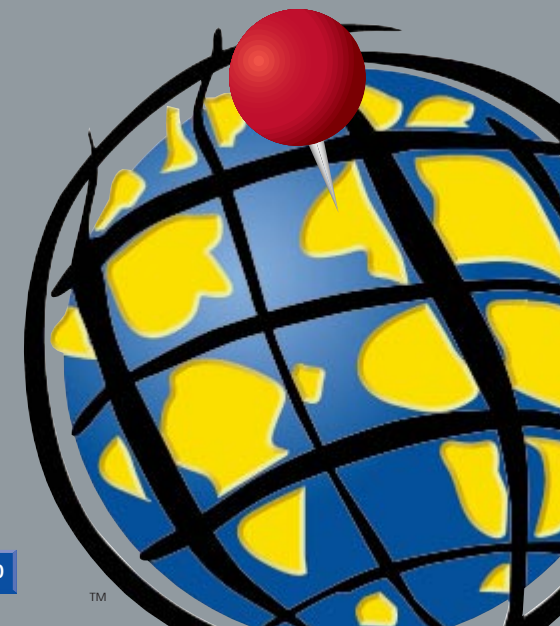- ZIP-3 boundaries
- Earthquakes, volcanoes, fault lines

OPTIONAL EXTENSIONS

- (NEW) Business Tracker — integrated 11 million U.S. business listings with SIC
- (NEW) Market Analyzer — integrated demographic and ring study analysis with over 400 variables down to ZIP and CENSUS TRACT level!

BusinessMAP PRO
SALES AND MARKETING SOFTWARE

ESRI

Advanced Database Mapping & Territory Design!

VERSION 2.0

ESRI

The *LEADING* Mapping Software Company

"Database mapping with BusinessMAP PRO helps me take a rifle-shot approach to managing sales territories with pinpoint accuracy. It raises the level of professionalism and efficiency in our business. "

John Lenstrohm
Director of Sales/Western Region
BUDGET RENT A CAR CORP.

With over 25 years of experience and 100,000 plus installations, no one knows digital mapping or Geographic Information Systems (GIS) better than ESRI. Daratech, a market research firm, estimates ESRI is the world's largest and most successful GIS company.

From streets for every U.S. town & city, to state, county & ZIP Code boundaries to maps for Canada, Mexico, Europe and the world, *Business*MAP PRO contains almost a gigabyte of maps on CD-ROMs. Use a map template or customize your map by changing the color and size of any map feature. Make the highways wide or narrow, single or double line. Color counties green, states yellow or transparent. Even rearrange the layer drawing order, for example, so state boundaries display over U.S. elevation or county boundaries.

Thousands of third-party maps (Shapefile and MapInfo formats) can be accessed from the Internet using ESRI's **free** *Data Hound* map search engine. See www.esri.com for more details. Only *Business*MAP PRO gives you this flexibility and makes it this easy!

Launch directly from the toolbar of your contact manager or spreadsheet — ACT!®, Excel® 97, GoldMine™, Maximizer™, and Lotus Organizer™

Add data to BusinessMAP PRO from:

Access®	Janna Contact™	PhoneDisc™
ACT!®	Lotus 1-2-3®	SelectPhone™
dBASE®	Maximizer™	SideKick™
Excel®	Lotus Organizer™	TeleMagic™
FoxPro®	Outlook™	and more
GoldMine™	Paradox®	

"BusinessMAP PRO saves me thousands of hours. It lets me locate sales reps and customer locations and then design and modify sales territories, all within BusinessMAP PRO. "

Andre Brysha
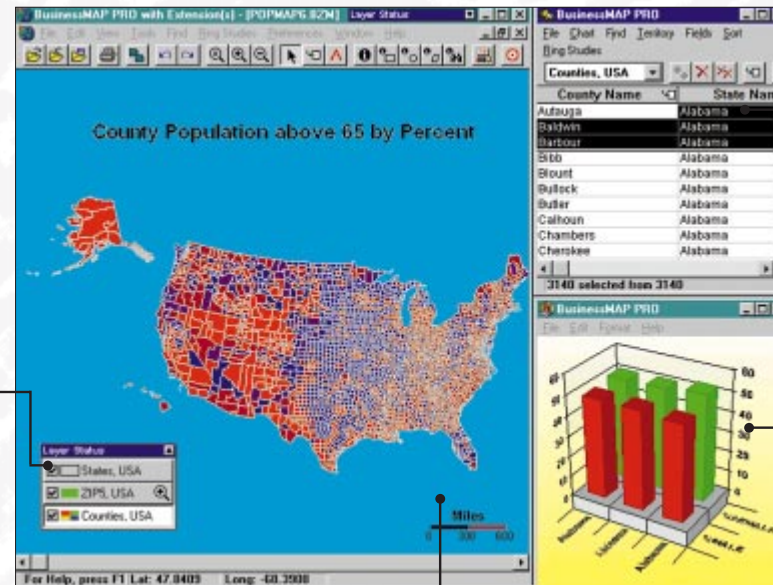Group V.P./Sales and Trade Development
OLYMPUS AMERICA

Database browser displays information associated with each layer (city names, population, ZIP Codes, sales, etc.). It customizes to show fields from several of your databases.

Create over 20 different 2D & 3D charts from data highlighted in browser (above).

Floating Layer Status Bar controls viewing and drawing order of map layers. Magnifying glass indicates layers visible only at zoomed in scale.

Latitude/Longitude display

Window displays thousands of maps of the U.S., Canada, Mexico, Europe and the world.
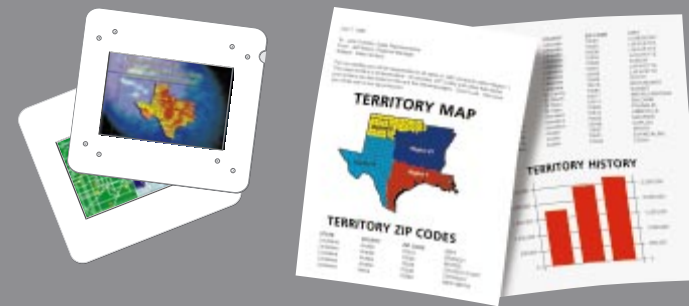
Print Maps in Many Sizes

Print maps ranging in size from 3' X 2' mosaic wall charts to page inserts for your favorite day planner. Works with Day Runner®, Franklin™ and others.

Power Presentations

Few tools make you look better than custom maps that illustrate current market conditions. Two simple mouse clicks put maps into Microsoft® PowerPoint®, Excel®, Word®, Lotus 1-2-3® , Visio®, Corel Draw®, etc. Now you have the power!

NEW! Market Analyzer

Integrates with *Business*MAP™ PRO for demographic analysis, targeted marketing, site selection, competitive analysis and more!

Market Analyzer integrates right into *Business*MAP PRO, giving you unprecedented power to study your market and build your business. Use ring analyses, database sorting, prospect color-coding and more to create powerful marketing or business plans, market analyses, territory designs and competitive summaries!
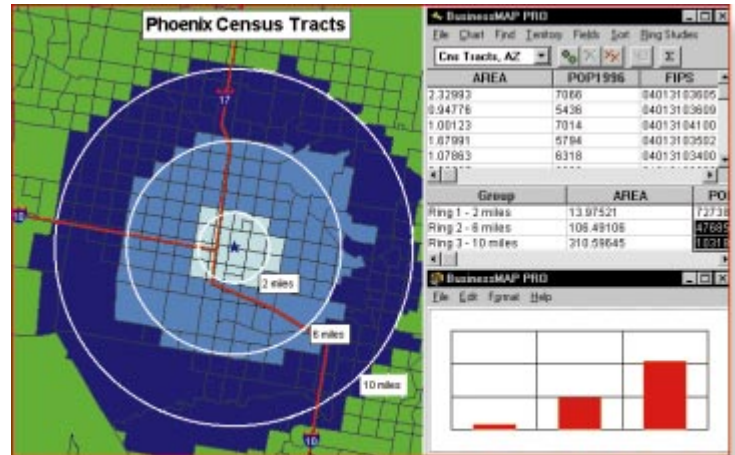

An example of Market Analyzer's power is this ring study of the Phoenix area. Census tracts that fall within each ring you create are clearly identified. Built-in demographic data correlating to each ring appears in the window on the upper right, including population, median household income, median home value, unemployment rate and more. Population within each ring is represented in the chart on the lower right.

Instantly answer questions like these:

■ **Where are my best customers, and what are their demographic profiles?**

■ **Where are other prospects who fit this profile?**

■ **What areas can support new locations?**

■ **What ZIP Codes should I target with direct mail, billboards or other advertising?**

■ **What are my competitors up to?**

Detailed demographic information, down to specific neighborhoods!

Over 400 variables for:

■ Population	■ Age
■ Income	■ Race
■ Education	■ Occupation
■ Households	■ Industry

Call now to order Market Analyzer at a special limited-time price!

Call today and we'll send you the Market Analyzer CD for only $349.95. For a limited-time Business Tracker (see reverse) included FREE with the purchase of Market Analyzer.

1 - 8 0 0 - 4 6 5 - 8 9 7 2

1 - 8 0 0 - 4 6 5 - 8 9 7 2

NEW! Business Tracker

Now *Business*MAP™ PRO can deliver instant locations and information on over 11 million U.S. businesses!
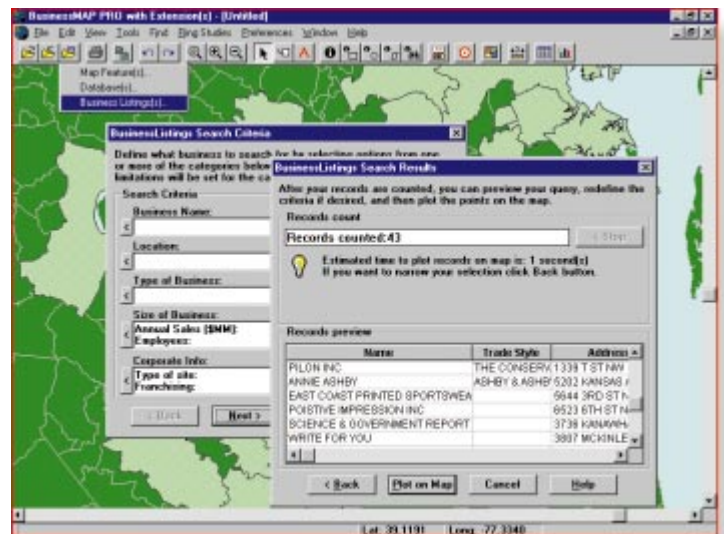
Our new Business Tracker integrates right into *Business*MAP PRO – so it's superior to "business phone-book" programs that make you import data. At the touch of a button, you'll be able to view businesses in any area, by any criteria you choose!

Do all this and more!

- ■ **Identify prospects in any area**
- ■ **Design territories by number or type of businesses**
- ■ **Pinpoint competitor locations and view their company profiles**
- ■ **Analyze sales/service potential**
- ■ **Profile your customer base**

Using Business Tracker couldn't be easier. Just enter the criteria you want to search by (for example, all Tennessee and Kentucky manufacturing companies with over $10 million in sales). Business Tracker finds all the companies that match your search parameters, then plots them on detailed maps for you. Business Tracker also provides important details about each company. It's an ideal tool for sales, prospecting, planning, marketing, site analysis and more!

Company information includes:

- ■ Name, address, phone number
- ■ Type of business
- ■ Primary SIC
- ■ Annual sales range (when available)
- ■ Annual employee range (when available)
- ■ Franchise code (headquarters/branch)

Call now to order Business Tracker at a special limited-time price!

Call today and we'll send you the Business Tracker CD for only $49.95. Or, purchase Market Analyzer (see reverse) and get Business Tracker FREE!

1-800-465-8972

1-800-465-8972