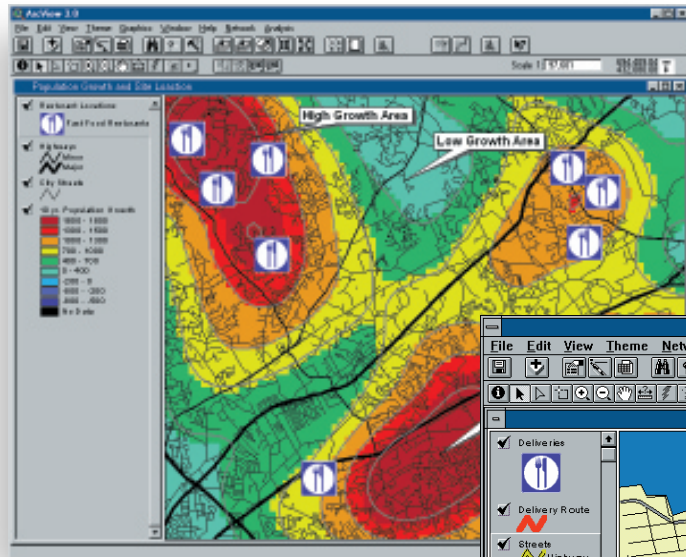
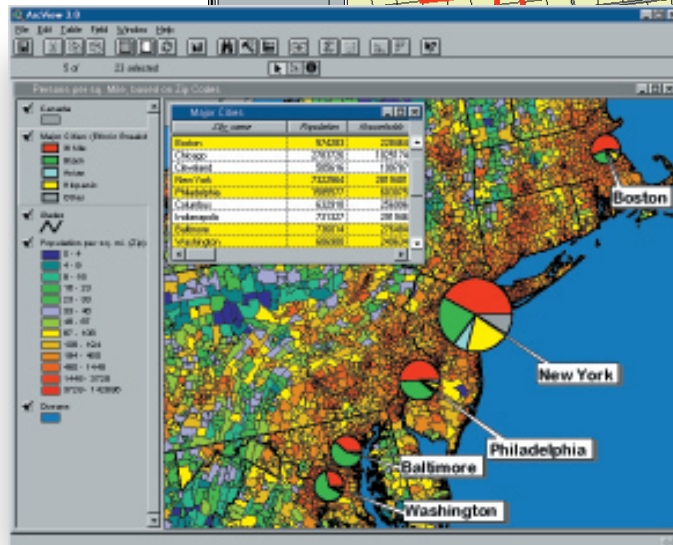
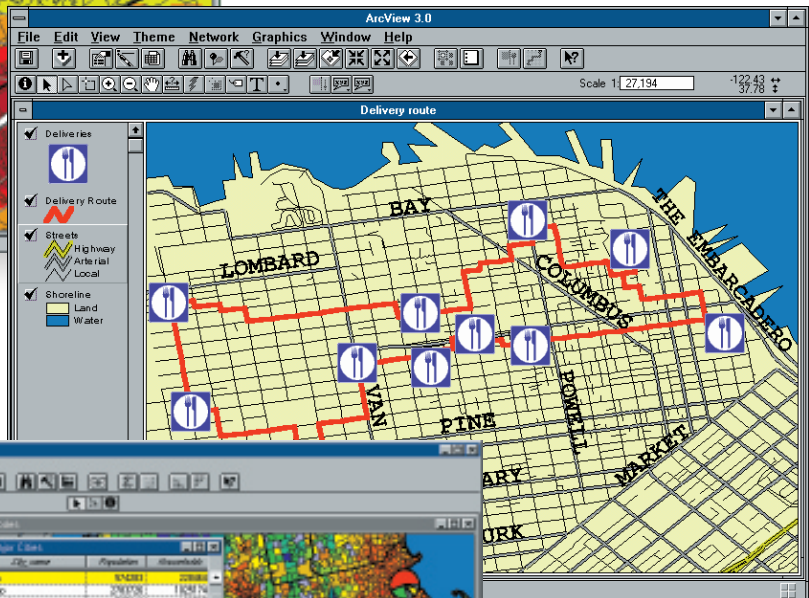


Mapping for Data Warehousing



- Profile Customers
- Perform Competitive Analysis
- Streamline Company Logistics and Routing
- Improve Customer Care



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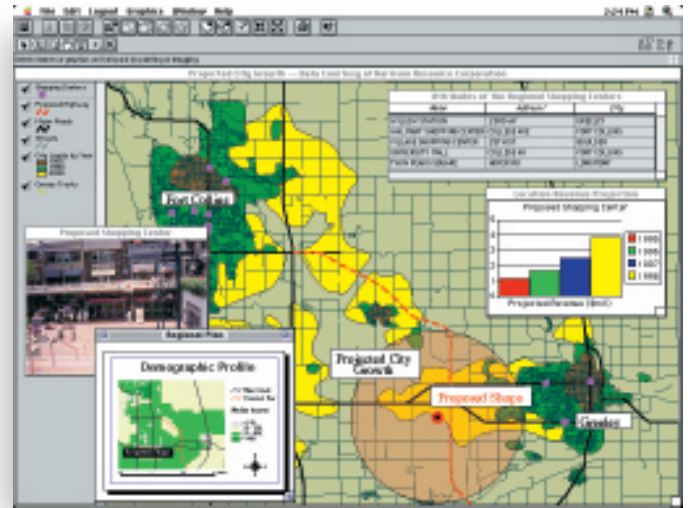
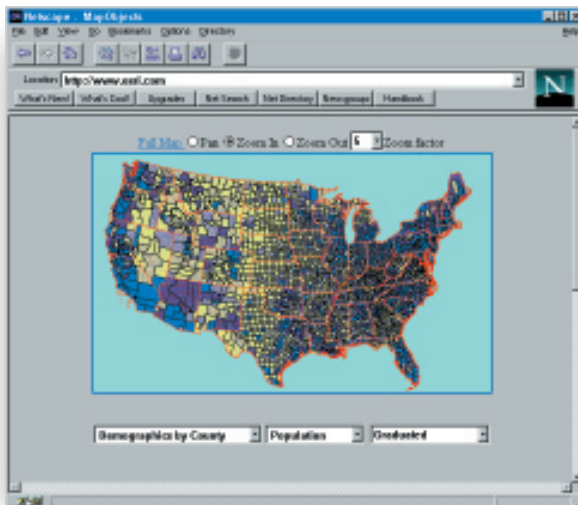
Mapping and DBMS Analysis

Deep within your enterprise system lie answers to the most perplexing problems of any business, such as

- Where are our customers located?
- Where are our sales doing well?
- Where is the best location for a new store?
- Where can we grow our business?

The key word in these questions is where. Unfortunately, the operational data your company gathers is designed to run a business, not analyze it. In order to get the right answers quickly, you need a system that will take advantage of every aspect of your data. Most data warehouses today talk about multidimensional data, but unless you have Spatial Database Engine™ (SDE™) from ESRI, you are missing the most important dimension of all, location.

Think about it. Over 80% of your corporate data has a location attached to it, such as a customer address or ZIP Code, store location, or even warehouse shelf. SDE unlocks this locational context in your Data Warehouse. Since SDE works with the systems Data Warehouses are designed on, it can be incorporated into your existing enterprise systems easily and works with existing corporate data residing in DB2®, INFORMIX®, Oracle® and Sybase®. Introduce your company today to a new way of viewing and analyzing your data: by location.



SDE for Your Spatial Data Warehouse

SDE is a high performance, object-based spatial data access engine implemented in several commercial database management systems (DBMS) using open standards and true client/server architecture. SDE provides powerful tools that can be used for simple or complex data analysis on very large spatial databases stored in

- DB2
- INFORMIX
- Oracle
- Sybase

SDE offers

- Robust data access support
- Spatial data transformation and manipulation
- A spatial storage engine
- A comprehensive suite of analytical tools and methods

SDE facilitates the spatial analysis of DBMS. It extends the performance of DBMS analysis, by allowing the users to apply

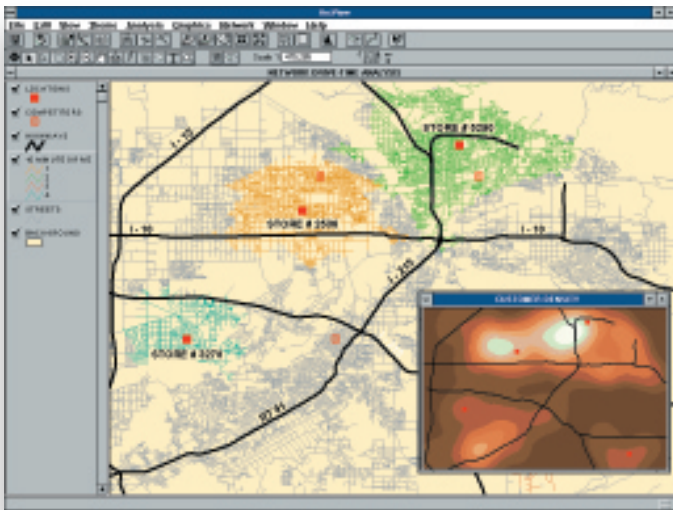
- A new efficient data type, a map
- Powerful spatial analysis functions
- Indexing, providing efficient analysis of even the largest data set.

Integrated Spatial Technology with OLAP

Storing your spatial data in a data warehouse is only half the solution.

On Line Analytical Processing (OLAP) systems are designed to seek tactical decisions based on the information you are storing in your data warehouse. Don't lose your edge by omitting the locational component of your data in your OLAP tools.

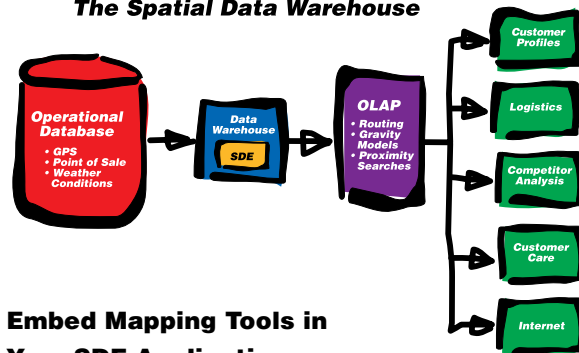
ESRI® software meets the requirements of the most robust OLAP system. ESRI has many software products geared toward specific user needs unified by a common approach to working with spatial information. Data created and viewed with one product can be analyzed and displayed using another. Because ESRI products work together well, you can create your own configuration as your spatial data warehousing requirements grow.



Four ESRI software products in particular meet the needs of your data warehouse, ArcView® GIS, MapObjects™, SDE and ARC/INFO®.

ESRI's ArcView GIS is the world's leading desktop GIS product due to its powerful GIS functions and intuitive approach to analysis and data visualization. ArcView GIS can be used out of the box as a query tool for SDE, your spatial data warehouse. ArcView GIS software can also be easily customized for SDE applications through Avenue™, its powerful object-oriented scripting language.

The Spatial Data Warehouse



Embed Mapping Tools in Your SDE Application

ESRI's MapObjects can be used to embed mapping and GIS functionality in your existing OLAP environment. ESRI's MapObjects are a collection of powerful mapping and GIS components that can be used in standard Windows® development environments, like

- Visual Basic®
- Visual C ++
- PowerBuilder®

When you need a comprehensive GIS solution, choose the GIS that sets the standard, ARC/INFO software. ARC/INFO gives you hundreds of built-in functions for sharing and processing geographic data, plus optional, fully-integrated extensions for performing specialized tasks. Running on UNIX® or Windows NT™, everyone in the organization can access GIS data and perform sophisticated, high-end, and custom geoprocessing operations. As a client application to SDE, ARC/INFO is designed for SDE data conversion, preparation, and loading, and sophisticated cartographic production.

SDE itself has an open C API, allowing your in-house IT professionals access to its suite of spatial analysis tools. Embed these in existing applications or create new OLAP tools based upon the power of SDE.

An Integrated Mapping Solution for the Data Warehouse

From data loading to end user applications, SDE and ESRI's client products are important components of a successful data warehouse.



ESRI is the world leader in mapping software and GIS technology. With 150,000 clients worldwide, ESRI serves more businesses, industries, and government agencies than all other GIS companies combined. Founder and President Jack Dangermond was named "Most Influential Person in GIS for 1996" by GIS World Magazine. Founded in 1969, the privately held company is based in Redlands, California.

For product information or to place an order in the United States, please call
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