

## Spatially enabled digital dashboards

It's refreshing to see an Australian product making an impact on the international landscape. Map Intelligence is one such product. Already in use in Australian State and Federal government departments, it was unveiled internationally in Chicago in April and has caused a major stir in the Geographical Information Systems (GIS) and Business Intelligence (BI) domains. Each of these domains realise that the other contains a vital element for a complete analytical view of information.

Map Intelligence is a true integration of BI and GIS. It allows users to take advantage of the power of dashboards to "slice and dice" data and then project the results to a generic interactive mapping server for spatial analysis. It integrates with MapInfo MapXtreme to provide the spatial element of spatial intelligence.

A dashboard is a collection of metrics and indicators, which together provide an interactive overview or a snapshot of your business. Dashboards provide real time and scheduled access to key performance indicators, operational analysis, and strategic management reports. Map Intelligence takes the information displayed on the dashboard and projects these onto a map for spatial analysis.

A new generation of digital dashboards are revolutionising the level of analysis that can be performed by non-technical analysts whose areas of expertise range from finance to resource management and urban planning. End users can view data in a multitude of interactive chart and tabular forms. Dashboards give users the power to navigate through the data along a path that is not pre-ordained but instead dictated by where their analysis takes them.

As an example data can be filtered to reveal information such as all of the rate payers that receive a pension discount and have registered dogs, or the level of vandalism displayed by month and day of week. When something of interest is revealed the user can drill down into progressively more detailed information. The data can also be sliced to show different views. After viewing vandalism by month and day, they might wish to then view vandalism and theft by age of victim and time of day, but only for Tuesdays in a particular post code.

Data from multiple sources as diverse as rates systems, complaints systems and planning applications can be linked in the same dashboard to allow comprehensive cross referencing and 'whole of view' analysis. Data can be accessed direct from any database or spreadsheet thus freeing the user from the constrained reporting view imposed by many purpose built

## MapInfo's Local Government Mission & Vision

MapInfo recently realigned their sales teams, and dedicated 3 staff to the local government sector. During a strategic planning session, this "Local Government Solutions Team" developed a mission statement and vision statement, affirming MapInfo's commitment to the Local Government sector.

These statements influence and govern how the team present better value and service to current and future Local Government customers.

### The MapInfo Local Government Solutions Team's:

#### MISSION STATEMENT

*We enable Local Government to improve Community Services and deliver greater value to Rate Payers by providing corporate location-based GIS solutions*

#### VISION STATEMENT

*Location Information – Everywhere, All the Time*

systems. A dashboard based reporting layer can be superimposed on operational systems to provide comprehensive cross departmental reporting that is easy for non technical staff to use.

For all of their analytical prowess however, dashboards can be limited when representing spatial relationships. While they can correlate data by attributes such as postcode or street, they fall far short of the capabilities of modern GIS systems in this respect. GIS systems excel at presenting geographic data, but fall far short of the mark for non spatial views when compared to the dashboard benchmark. Both views often need to be combined to get the necessary level of insight needed for effective data analysis.

Map Intelligence brings state of the art analytics to the GIS domain. Round trip analysis between highly interactive business dashboards and fully functional spatial views can be achieved in hours without writing a single line of code. Dashboards can quickly be built using ES Designer from QIQ Solutions in a completely wizard-driven drag-and-drop environment. ES Designer is currently used by hundreds of major organisations worldwide where it is driving coordinated corporate wide reporting roll-outs. As an Associate Director at one major investment bank put it "I would consider it to be the most useful single piece of software that I am using."

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## Spatially enabled digital dashboards *(continued)*

Map Intelligence creates interactive MapXtreme applications in real time based on information sent from dashboards. It tracks the current state of charts, pivots and data result-sets and keeps the mapping display and the dashboard synchronised. Any data manipulation such as limits, filtering or chart slicing that are applied in the dashboard are automatically reflected in the mapping application. Even the dashboard look and feel is automatically transferred to the map display.

Spatial data can be selected from the map display and returned to the dashboard as limits to give a sharper focus to analysis. This round trip cycle can be repeated as often as required. Spatial and non-spatial analysis is a seamless cycle where the state of analysis in either representation is maintained in the other. Generated map layers include a variety of point, region and line layers which can be themed in multiple ways. Users can switch between multiple themes for the same layer to quickly spot spatial relationships.

Layers and their themes are generated in real-time to ensure that the spatial display truly represents the users current position on their own analysis path. MapMarker is also supported to geocode address based data as part of the request process.

While Map Intelligence can be driven from spreadsheets or even your custom applications, it really shines when used in conjunction with dashboards from Executive Suite.

It has been described as

- “a very important development for the spatial analysis industry stretching the boundaries to new areas”

- “a fundamental shift in the way that organisations can analyse and review business critical information”
- “a major shift in the way that scientists use mapping software to assist with resource management”

If you are an existing MapXtreme user then Map Intelligence will provide a significant boost in the value you receive from your investment. If you intend to purchase MapXtreme, then Map Intelligence shall have you producing enterprise quality spatial dashboards in days.

For more information, please contact QIQ Solutions on +61 2 9209 4152 or visit [www.qiqsolutions.com](http://www.qiqsolutions.com).



## New MAP Members

We would like to welcome the Councils who are new to the MapInfo Access Program family.

**Buloke Shire Council**

**Gannawarra Shire Council**

**District Council of Yorke Peninsula**

**Town Of Victoria Park**

**Break O Day Shire Council**

**Newcastle City Council**

**Banana Shire Council**

**Quilpie Shire Council**

## Special Thanks to:

**Claudia Almajan of The Forge Group**

**Anne Tanner of Insight GIS**

**Peter Hatton of Greater Taree City Council**

**Nick Holly of Dryden Technologies**