reachmedia→

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CRITCHLOW

Executive Summary

Reachmedia needed an easy-to-use mapping solution that would quickly and accurately create and manage projects for the targeted delivery of unaddressed marketing material. In building these projects, the solution needed to account for factors such as the proximity to a given store location and demographic variables such as purchase behaviour or household income.

Using Pitney Bowes Software's (PBS) MapXtreme technology, a location-enabled application was developed, implemented and deployed within a short timeframe and provided a quick return on investment. The new functionality resulted in significant improvement in the efficiency of creating projects for customers.

Business Challenge

Reachmedia needed an easy-to-use mapping solution that would quickly and accurately schedule projects for the targeted delivery of unaddressed marketing material.

They had a legacy software system in place for creating projects for customers and while this met their needs when it was commissioned several years ago, it required a major overhaul to meet Reachmedia's current and future requirements.

There were some key areas where users of the legacy system experienced a number of problems that hindered their productivity and incurred additional costs for Reachmedia. These included:

- Inconsistent network data between systems which resulted in wasted time reconciling projects

- The system offered little control over map formats, and provided no ability to update core data in-house, incurring additional external costs

- Inability to display store locations resulted in many project builds and mapping assignments being deferred to the GIS team

- Many targeted projects required manual build outside the existing application.

> "Usability of the new system is far superior and the flexibility and additional functionality is delivering real efficiencies in the team. Users are happy because they can do more without jumping from one system to another."
>
> **Tim Macmillan**
> **GIS Manager**

Pitney Bowes
Software

Solution

Reachmedia worked with PBS partner, Critchlow, to build the 'Reach IQ' system using the advanced MapXtreme technology.

A series of workshops identified some key ideas for enhancements and additional functionality that would improve overall workflows and efficiency. Reachmedia took the decision to include all of these enhancements in the final solution.

Using MapXtreme, the 'Reach IQ' software solution was delivered in a short timeframe. This was also due to Critchlow's knowledge of the business and how easily MapInfo Professional is able to integrate with other platforms and systems. This rapid deployment enabled the legacy system to be decommissioned in the same financial year and realised significant savings.

"MapXtreme delivered all the functionality we required whilst improving usability and performance. Building the application on PBS technology meant flexibility with deployment options and architecture to suit Reachmedia's environment and budget," said Tim Macmillan, GIS Manager, Reachmedia.

Steve Allan, Reachmedia's Chief Financial Officer said, "We were presented with a very practical approach that worked for our business. The project went to plan and we are very pleased with the final solution that was delivered."

CASE STUDY

TECHNOLOGY USED

MapXtreme is the leading software development kit (SDK) for integrating location intelligence with existing business systems. It allows developers to build custom mapping applications, provide tailored views of geographic data and automate and augment business processes.

MapXtreme's powerful spatial capabilities are geared toward solving real business problems, with a powerful, user-friendly feature set. Flexible deployment options include both desktop and web from a single SD

Results and Benefits

Effective targeting of unaddressed mail has streamlined processes and reduced operating costs for New Zealand's largest provider of unaddressed mailing services

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Consistent network data between systems has resulted in more efficient planning

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Control over map formats and the ability to update core data in-house has cut down external costs

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Due to MapXtreme's flexibility, Reach IQ was delivered in a short timeframe which realised significant savings

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All targeted projects can now be scheduled from one system, cutting out the requirement for manual builds outside the existing application

> "MapXtreme delivered all the functionality we required whilst improving usability and performance. Building the application on PBS technology meant flexibility with deployment options and architecture to suit Reachmedia's environment and budget."
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> **Tim Macmillan**
> **GIS Manager**

For more information call 02.9437.6255 or visit us online: www.pitneybowes.com.au/software

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