BusinessMAP

Travel Edition

Version 2.0

BusinessMAP Travel Edition User's Guide

ESRI

DATA CREDITS

U.S. Map data - Geographic Data Technology (www.geographic.com)
Business listings - D&B® (www.dnb.com)
Demograhic data - ESRI Business Information Solutions (www.esribis.com)
Aerial photos and topographic map samples - Maptech® (www.maptech.com)
Sample map data (agriculture, precipitation, crime, etc.) - National Atlas™ (www.nationalatlas.gov)

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Introduction to BusinessMAP Travel Edition

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Welcome to desktop mapping with BusinessMAP Travel Edition software by ESRI. This book, Using BusinessMAP Travel Edition, is your guide to get the most out of this program.

Use this guide to get aquainted with database mapping, routing, and other uses of BusinessMAP Travel Edition. In the following chapters, you will learn how to do various tasks like navigating the map, adding a database, getting driving directions, and more.

Product introduction

Welcome to desktop mapping with BusinessMAP Travel Edition! BusinessMAP Travel Edition is a powerful, yet easy to use, database mapping and travel planning product that lets you easily visualize your customers geographically and get driving directions to one or more locations.

BusinessMAP Travel Edition is the perfect product to:

· See a visual representation of customer's locations.

· Link from contact managers like ACT!, GoldMine, and Outlook, or from Excel to plot points on the map and return query results for direct mailings and more.

· Get driving directions to a customer or prospect's location.

· Increase productivity for business trips by locating customers and prospects in an area and setting appointments by location to minimize time and travel using optimized routing.

· Query Dun & Bradstreet's 16 million businesses to locate potential customers.

· Improve customer service by locating customers by address, ZIP Code, latitude/longitude, etcetera and instantly directing them to the closest doctor, service center, retail store, or other important business location.

· Plan targeted marketing campaigns by identifying prospects in a given geographic region by ZIP Code, county, congressional district, and so on.

BusinessMAP Travel Edition automatically converts address records from contact managers, databases, and spreadsheets to pushpin maps. Within seconds, you can see a geographic picture of your business data that is not available by reading rows and columns of textual data. You'll find BusinessMAP Travel Edition* to be the best way to view, find, and get directions to customers and other locations.

*For all these features plus territory design,color coding, and regular data updates for demographic analysis, upgrade to BusinessMAP 3.5. You can find out more about upgrading by calling customer service at 1-800-970-0033.

Installation

Installing

To Install BusinessMAP Travel Edition, you must have administrator rights for the BusinessMAP user on the computer on which you are installing BusinessMAP Travel Edition.

1. First, close all other Windows applications, including your antivirus software, which may interfere with the multiple CD installation.

2. Insert CD #1 and the Windows installer should run the setup wizard automatically and step you through the process. If the setup wizard does not start, your autorun feature may be turned off. In this case, run Setup.exe from the CD to start the setup wizard.

3. You will be given the opportunity to install the complete program and maps for the entire USA (typical installation), or to save some hard drive space and install the program and a portion of the data (CD–ROM installation). If you choose the CD–ROM installation, you will need the Streets CD in the CD–ROM drive to run BusinessMAP Travel Edition.

4. During the installation, you will be prompted to insert the various CDs that come with BusinessMAP Travel Edition.

5. After the main program and data have been installed, the contact manager setup will begin. (If you do not elect to install the links at first, you may install them at any time by running setup on CD#1). BusinessMAP Travel Edition will look for the applicable programs on your system and provide a list that will allow you to decide which links should be installed on your computer. The contact manager links setup includes links to the following programs:

   Access (Microsoft®)
   ACT!™ (InterAct Commerce Corporation)
   Excel (Microsoft®)
   GoldMine® (FrontRange)
   Outlook (Microsoft®)

6. After installion is complete, click the BusinessMAP Travel Edtion icon in the start menu or on the desktop to run BusinessMAP Travel Edition.

Uninstalling

To uninstall BusinessMAP Travel Edtion, use Add/Remove programs in the Windows Control Panel.

Getting Help

The following methods of assistance are provided to help you get the most from your copy of BusinessMAP Travel Edition:

Online Help

Search the online help by selecting Help, BusinessMAP Travel Edition Help. You can view the table of contents, enter a term to find in the index, or use the search tab to search for a topic.

Technical Support

You can contact Technical Support for BusinessMAP Travel Edition using one of the following options -

Telephone:	(972) 633-2603
Fax:	(972) 633-2802
Web:	http://support.esri.com
E-mail:	businessmap_help@esri.com

User's Guide

Given that you are reading this manual, you have found this one already! The User's Guide provides helpful instructions regarding the basic functions and features of BusinessMAP Travel Edition.

Sample Applications Guide

This guide contains step-by-step examples of using BusinessMAP Travel Edition for various solutions. You will probably find these examples very helpful, even if your task isn't exactly like one of the examples provided.

You are welcome to pass on your input regarding this program and manual via the help e-mail address above.

Discussion Forum

There is also a user-to-user discussion forum where you may post questions online for other users (or ESRI employees) to answer your questions. You will find the list of software forums at http://support.esri.com/forums/, or link to the forum from the main BusinessMAP page at http://www.esri.com/businessmap/.

Quick Start

When you first open BusinessMAP Travel Edition (click Start | Programs | BusinessMAP Travel Edition), you will see the application with a quick start screen with buttons to perform specific tasks, or to simply enter and use the default map shown behind the start screen.

If you plan to do any of these tasks, selecting the appropriate button will immediately open the proper dialog boxes and/or windows to get you to the desired goal as quickly as possible.

If you would rather not see this Quick Start screen, you may check the "Don't show anymore" box at the bottom. If you check this box, BusinessMAP Travel Edition will open as if you clicked the "Enter BusinessMAP" button to use the current map. You can turn this and other hidden dialog boxes back on by selecting Tools, Restore Tips from the menu.

Quick Start   ☒

Enter BusinessMAP

Close this Quick Start box and use the current map (in the background) to explore, create, analyze, and more!

Find a Location...

Find an address, intersection, ZIP Code, city, county, area code, or latitude/longitude.

Find a Route...

Get point-to-point driving directions or create an optimized route with multiple stops.

View Video Demonstrations...

See one or more videos to get a quick basic understanding of the various features of BusinessMAP.

☐ Don't show this dialog box again.

Workspace Styles & Windows

Workspace styles refers to the visibility and positioning of the task windows (layer, route, map, etc.), menu items, and toolbars.

BusinessMAP Travel Edition allows you to configure your workspace to just the way you like it. Change the placement of windows and toolbars, open or close windows, and/or add or remove toolbar buttons to meet your preferences or project specific needs.

Click Window, Workspace Styles from the menu and select the Travel workspace to see an example of a workspace designed for the purpose of creating routes. Different workspaces may be saved with different map projects (The travel template opens with the travel workspace, for example). You can maximize, minimize, or close a window by clicking on the appropriate icon in the upper right corner of the specific window. Open, or add a window to the view, by selecting the desired window from the Window menu on the menu bar.

You can also drag and drop any window to a new location. To change a window from docked to undocked (or vice versa) hold the shift key while dragging the item to the new location. Toolbars will automatically float or dock according to location.

> BusinessMAP Travel Edition will retain the changes you make to the current "style" even after you close the program or open a new map. If you want to return to the original settings for the current style, select Window, Reset Current Style from the menu.

Windows

1. Layer - Hide/ show, add/ remove, and edit layer properties.

2. Route - specify the start, stop, and end points of a route; change routing parameters; view the driving directions; etc.

3. Map - displays the map and your myriad of manipulations

4. Database - displays the database for the currently selected layer and highlights the record of the selected map feature(s).

5. What's Nearby - search for nearby features in a given radius.

6. GPS - shows current location when a GPS device is connected.
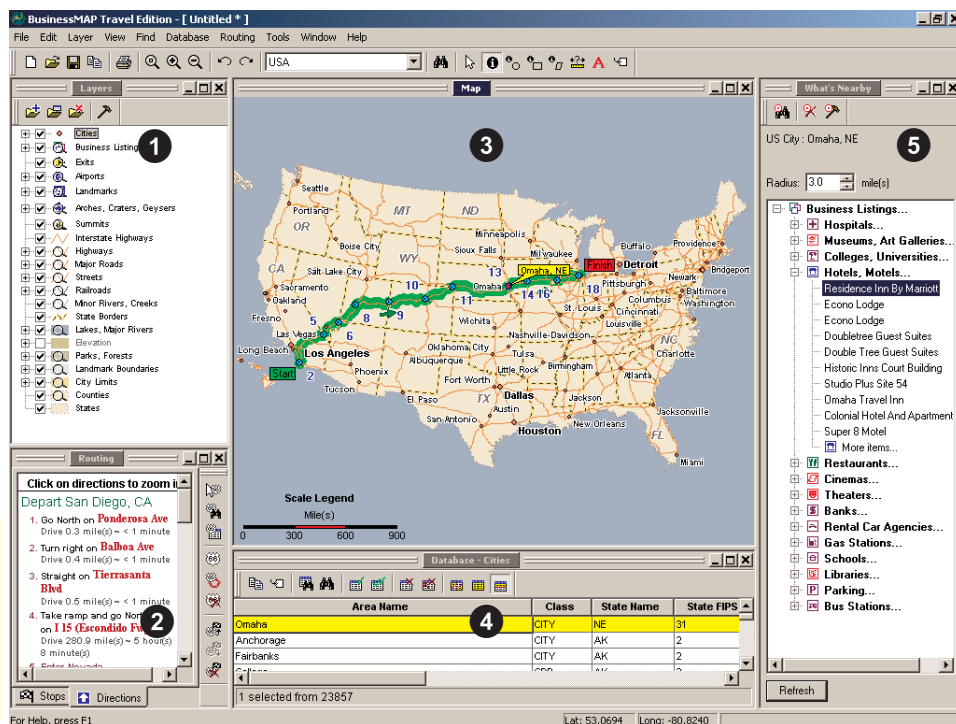
Toolbars

There are six different toolbars that, by default, contain buttons grouped by their commands. The toolbars may be customized to include more or fewer buttons depending on your preferences. The default toolbars are:
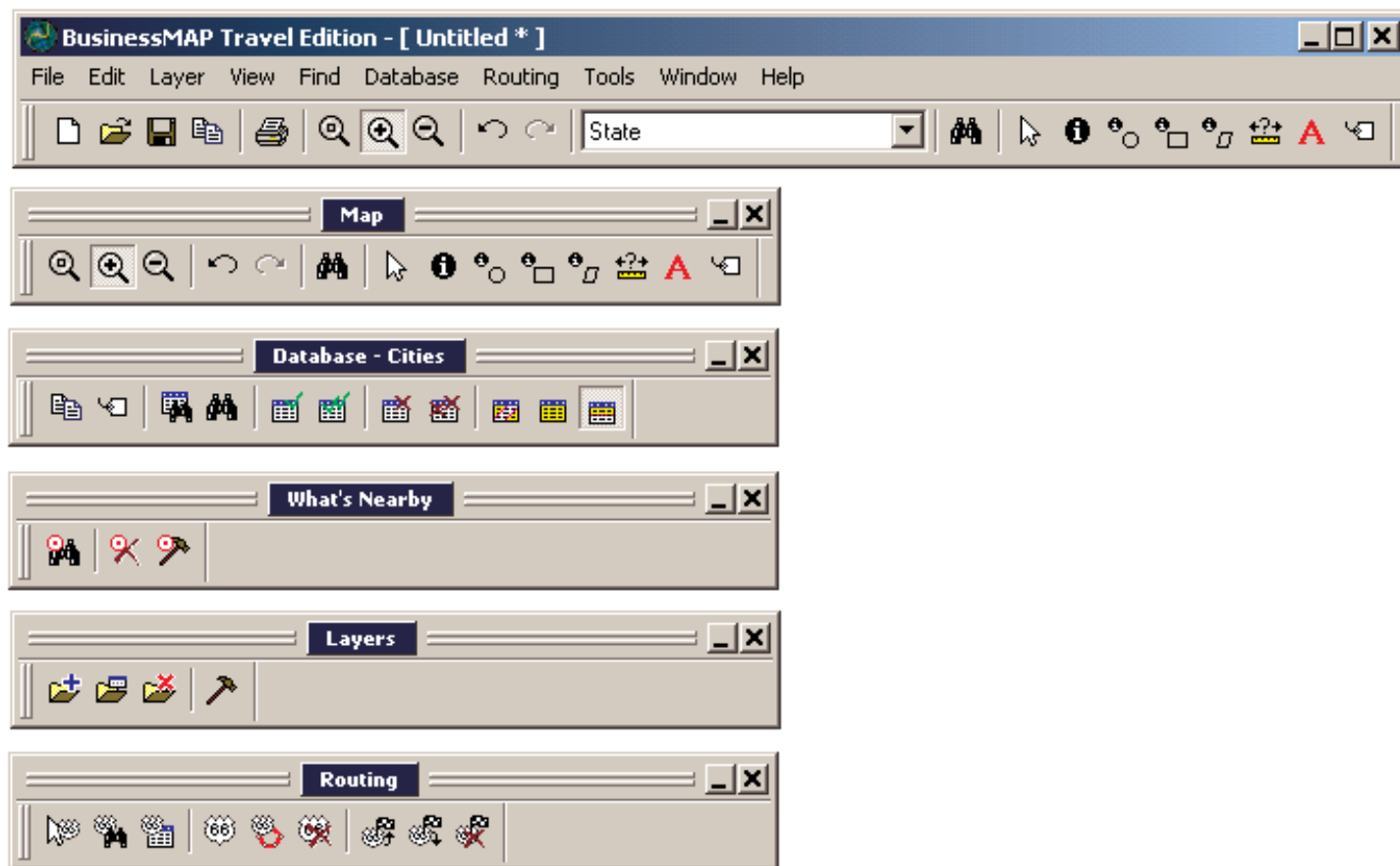
Holding your cursor over the button will make the tooltip display the associated command for that button. You will notice changes in the toolbars with different workspaces. You may customize and save your own workspaces for different tasks as desired. Customization of a workspace includes adding removing toolbar buttons, showing/hiding function windows and moving, hiding or showing toolbars. See the Help topic on the customize command for more information.

"Selected" Records

A critical term to understand in using BusinessMAP Travel Edition is the concept of "selecting" records in the database window. In BusinessMAP Travel Edition, "selected" records are highlighted (default is yellow). It is selected records that are the results of a query, components of a territory, and so on.

The records that are blocked (black), may be copied to the clipboard. "Selected" records (yellow highlight by default) may be filtered, labeled, or used as a subset from which to search for specific records.

If you click and drag over fields in the database window, your selection is indicated in black, but do not confuse these records with records that are "selected" in BusinessMAP Travel Edition terminology. "Selected" as used in the help and in this manual is shown in the picture below. When the records are shown in black, this is only a step in selecting multiple records (the second step is to click the Select button in the database toolbar).

Selected records may also be highlighted on the map if the properties for the layer are set to do so. Set this property in the layer's property dialog box or using the Layer, Show Selection command in the menu.

Clicking a single record in the database will allow you to label that record on the map without "selecting" it, but if you want to label multiple records, you must select the group and use the Label Selection command.

To select multiple records, position the mouse cursor in the first record of interest. Press and hold the left mouse button while moving the cursor up or down. As the cursor moves over the fields, they are blocked (black, except for the starting cell). Click the Select button to select (highlight) these records or right click and select "Select" from the shortcut menu.

Selected records

Blocked fields as a step to "selecting" records in BusinessMAP Travel Edition
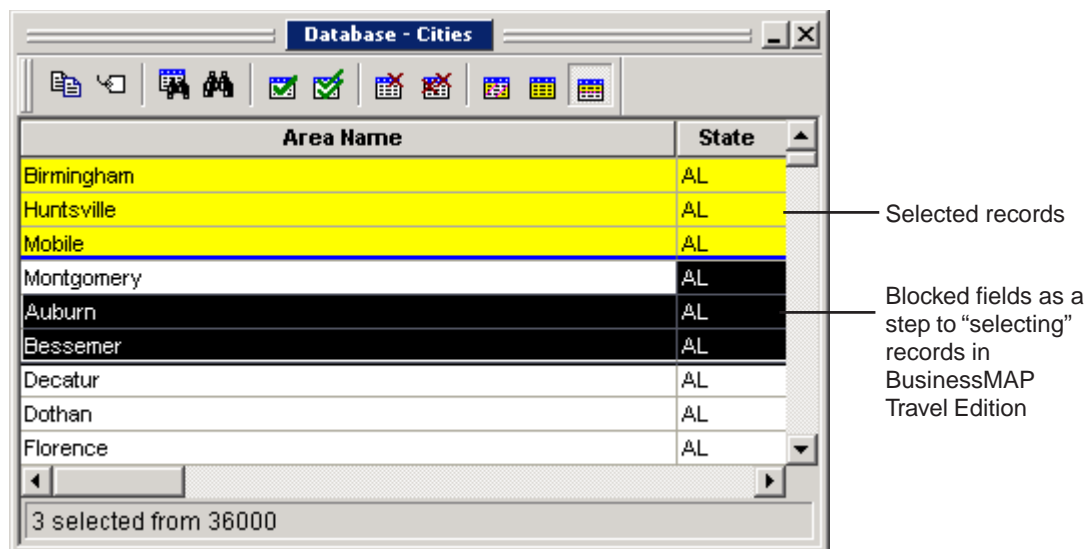
Creating, Saving, & Opening

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- **Creating a new map**

- **Adding and removing map feature layers**

- **Saving and opening a map**

When first opening BusinessMAP Travel Edition, you may use the Quick Start screen to find a location, find a route, view some video demonstrations, or simply enter and start using the default map (shown behind the start screen).

The default map is the USA map, which includes a majority of the U.S. map layers provided with BusinessMAP Travel Edition. If you plan to create a simple map, you may wish to create a new map that includes only a few layers. This will simplify the map and the map legend. Other map layers may always be added later, if desired.

Creating a New Map

Because your maps will be used for different purposes, you may not always want to use the default template. For a simple map, you might want to use the blank template and add layers. In some cases, you might want all fifty states whereas at other times, only the lower fourty-eight states. Remember that you may always add map layers for more reference, or remove map layers to simplify the map.

Creating a New Map

1. In BusinessMAP Travel Edition, click the New Map button on the toolbar.

2. Choose a map template from the New Map dialog box. The blank map template will open the map window with no layers, allowing you to add only the desired layers. Other templates contain various layers.

3. When the map opens, you may add or remove layers as necessary.

Using the Blank Map Template

Use the Add Layer command to add layer to your custom map. To select more than one layer in the Add Layer dialog box, press the Ctl key while selecting the different layers. To select multiple consecutive files, press the Shift key while clicking the last layer in the group.
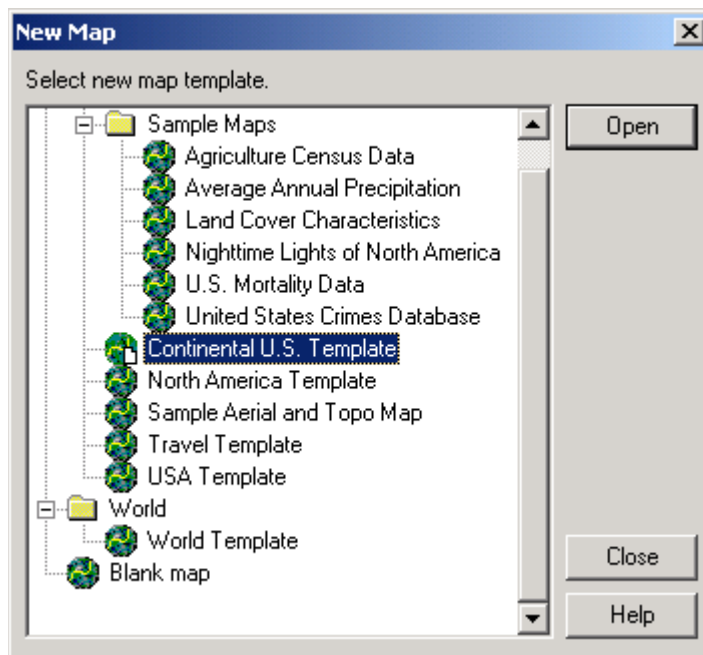
Adding and Removing Layers

BusinessMAP Travel Edition allows you to customize your maps by adding and removing map layers. There are various types of layers with different properties (see Chapter 4) and various map layer formats (see Appendix B). However, except for adding databases to the map (see Chapter 6), you will use the Add Layer command covered here.

Adding a Map Feature Layer

1. Click the Add Layer button on the layer toolbar or select Layer, Add Layer(s) from the menu.

2. Browse and select the layer you wish to add to the map. Click OK.

   Note that the standard BusinessMAP Travel Edition map feature layer has the extension of .bml (BusinessMAP Map Layer). You may also add a shapefile (.shp) or a georeferenced image file (see Appendix B for more information).

   To select more than one layer in the Add Layer dialog box, press the control (Ctrl) key while selecting the different layers. To select multiple consecutive files, press the Shift key while clicking the last layer in the group.

3. The layer will be added to your map and appear in the layer window. If you do not immediately see the layer, it may have zoom dependencies whereby you must zoom in or out to see the new map feature.

Removing a Map Feature Layer

1. Select the layer to close in the layer window.

2. Click the Remove Layer button on the layer toolbar or select Layer, Remove Layer from the menu.

   or

   Right click on the layer to remove in the layer toolbar and select Remove Layer from the context menu.

3. The layer will be removed from the map.

   Note: Depending on if you think you may want to use that layer later on the same map, you may wish to simply turn off or hide a layer by unchecking it in the layer window.

Saving and Opening a Map

Saving a map in BusinessMAP Travel Edition creates a file that tells BusinessMAP which map and database layers were used in creating the map along with your map customizations. If you have added a database to a map, another user will need your database to open your map .

Maps files have the extension .BZM. Any maps you save will be in this format, as well as the map templates BusinessMAP Travel Edition uses.

Tips

Saving Queries

If you create a map that has a spatial query (find by circle, rectangle, or polygon) and you want the query results to be retained in the database window when the map is saved, make sure that the save selection option is active for that layer in the layer editor.

Saving a Map

1. To save a map, click the Save button on the toolbar, or click File, Save Map from the menu.

2. When saving your map for the first time, enter a name your map and save it in the desired folder. If you have saved it, but want to save the changed map under a new name, use the File, Save As.. command.
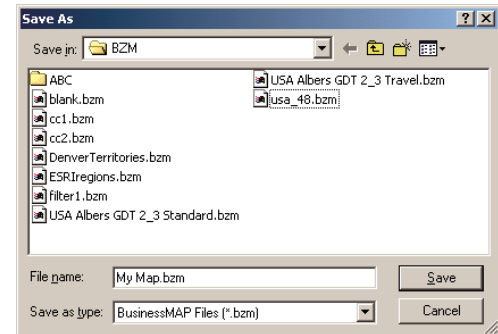
Opening a Map

After opening BusinessMAP Travel Edition, you can create a new map from the toolbar.

1. To open a map, click the Open Map button on the toolbar or click File, Open Map from the menu.

2. Navigate to the folder where the map is saved, choose the file and click OK.

Navigating the Map

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Navigating the map includes scrolling the map and zooming-in and zooming-out as well as finding locations.

The more comfortable you are with these basic navigation techniques, the quicker you will be in creating a map focused on the area of desired attention.

Scrolling & Zooming

Scrolling moves the map while the zoom remains constant. Zooming allows you to see more or less of the map. Map details may change with zoom levels depending on the settings for each map layer. There are multiple ways to zoom (toolbar buttons, right mouse click menu, or even using "zoom to" options from the database or routing windows). You will likely use more than one method depending on the task.

Scrolling (moving left, right, up, down, horizontally)

To scroll the map to move in any direction, simply move your pointer to the edge of the map window and when the pointer turns into an arrow, click and hold the left mouse button to move the map in that direction. To stop the scrolling action, release the mouse button.

You may even follow the path of a road as you scroll by moving your mouse to change the direction of the scroll while still pressing the mouse button.

Note: You cannot scroll the map if your map is zoomed to the full extent.

Zooming-in

1. Click the Zoom-in button on the toolbar.

2. Place the pointer over the point on the map to which you wish to zoom into and press the left mouse button.

    The map will zoom-in a level.

3. Click again to zoom-in further.

    (Or see the tip in the left margin for drawing a box to zoom to a specific area)

Zooming-out

1. Click the Zoom-out button on the toolbar.

2. Place the pointer over the point on the map to which you wish to zoom out from and press the left mouse button. The map will zoom-out a level.

3. Click again to zoom-out further.

Zoom Full

The Zoom Full button will zoom the map out to it's default extent. On the USA Template map, for example, clicking this button will zoom the map out to the continental USA view.

When using the USA maps, you may select the down arrow to the right of this button to select one of these zoom options: Zoom Full, Zoom to Continental USA, Zoom to Alaska, or Zoom to Hawaii.

Zoom Levels

You will notice the zoom level menu in the toolbar that states your current zoom level. You may also change the zoom level of the map via this drop-down menu. However, this method does not allow you to designate a location to zoom to (it zooms to the current map's center).

Undo and Redo Zoom

Use the Undo and Redo Zoom buttons on the toolbar to go back to a previous zoom level. These buttons are active only when a zoom has been performed so BusinessMAP can return to the previous zoom(s). Note that these buttons also work after panning the map.

Panning

1. Click the Pan button on the toolbar

2. Place the cursor somewhere on the map and click and hold the left mouse button while "dragging" the map into position.

Finding a location

Easily find an address, city, county, postal code, area code or latitude-longitude coordinate using the Find tool.

After entering the location in the Find Location dialog box, BusinessMAP Travel Edition will center the map on that location, identify it on the map with a callout, and create or add a record to the Locations layer.

Find a Location

1. Click the Find button on the toolbar (button with the binoculars). The Find Location dialog box will appear.

2. Choose the tab for the type of location you wish to find. In other words, choose the City tab to find a city or the ZIP tab to find a location by postal code.

3. Enter the location in the space(s) provided. To find the city of Dallas, Texas, for example, enter Dallas for the City and TX (or Texas) for the State and click Search. The results of the search will be listed.

4. Choose the correct record, if more than one result is displayed and click Find on Map.

A new Locations layer is created for the found location(s)
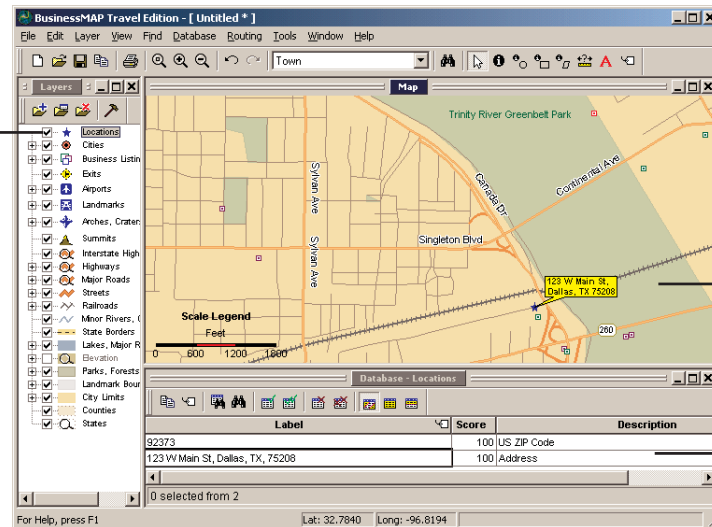
A callout identifies the location on the map

A database record is created for the location

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Tracking a Location with GPS

BusinessMAP Travel Edition now allows you to display and track your postition with a GPS receiver connected to your computer. When you select to track your position, Business-MAP will retrieve your location information at one second intervals from the connected GPS receiver.

Requirements

Your GPS unit must meet the NMEA (National Marine Electronics Association) 0183 version 2.0 or higher protocol. Besides the protocol, you will most likely need a line of sight to the sky so that your GPS receiver can retrieve a clear signal, and you'll also need a valid connection between the GPS receiver and your computer.

Setup

1. Connect your GPS unit to your computer.

2. With the GPS unit connected and turned on, go to the BusinessMAP menu and select Tools, GPS, Setup GPS Receiver.

3. Select the communication port. (COM1 is the default port).

4. Click the Test Connection button to see if you have a valid connection.

5. If the test proves unsuccessful, check the selected COM port and make sure your GPS receiver has access to a clear signal.

Showing Your Location

1. With your GPS receiver connected, select Tools, GPS, Start GPS Tracking. An icon should appear on the map displaying your current position.

2. To stop tracking your location, select Tools, GSP, Stop GPS Tracking.

The GPS Window

You may elect to show the GPS window in BusinessMAP to see the quality of the satellite signals you are receiving. This window also displays the current location coordinates (lat/long) as well as altitude and speed as provided by your GPS receiver. To show this window select Window, Show GPS Window from the menu.

Measuring Distances

Although performing a route will provide the driving distance of a route, you can measure any distance on the map using the mouse with the measure distance tool.

Using the Measure Distance Tool 🔲

1. Use the Tools, Measure Distance Tool command to measure distance between points on a map. When you select this command, the mouse cursor changes to indicate you are in the measure distance mode.

2. Position this cursor over the starting point of the distance to be measured and click the left mouse button. Select a second (or ending) point by re-clicking the left mouse button. A line is drawn between the beginning and ending points and the distance (in miles) is displayed on the map next to the cursor.

3. *Additional* points may be added by clicking the left mouse button to draw a continuing line between the last point and current cursor position. To clear all distance measurement lines and reset the distance value to zero, press the right mouse button. Select the Pointer or another tool to cancel the measure distance tool.

This map shows the distance measured between Atlanta and Birmingham to equal about 137 miles.

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Editing Map Features

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BusinessMAP Travel Edition lets you customize your maps by allowing you to edit the properties of the map layers as well as the map title, scale legend, and default background colors. Change the map feature's symbol, symbol size, labels, zoom level at which the features appear to give the map the look you desire.
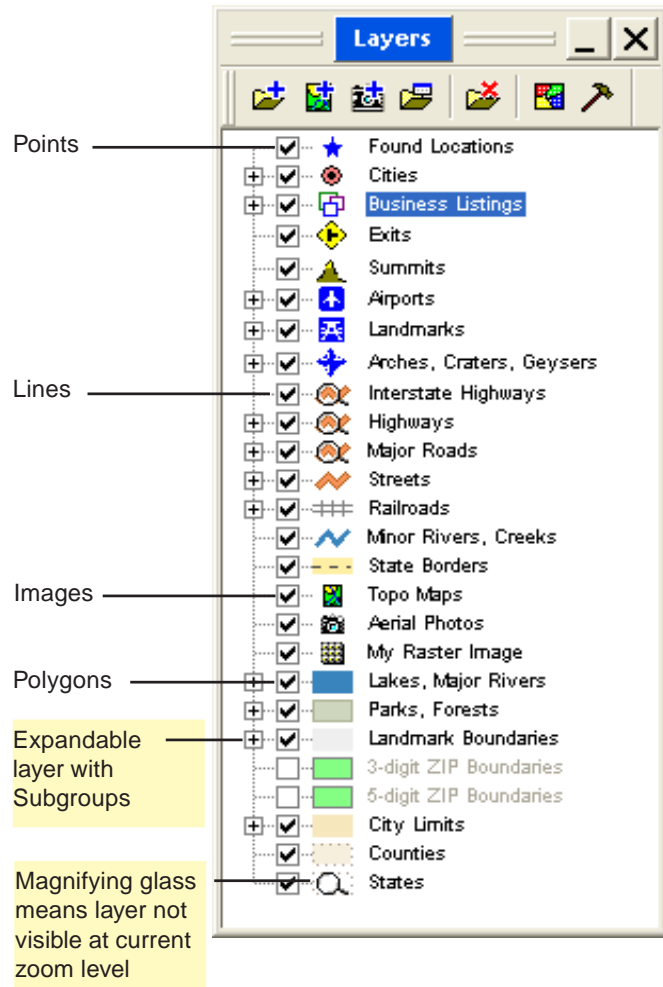
Map Layers

There are four basic types of map feature layers - points, lines, polygons, and image layers.   Examples of point features are cities and your database symbols; examples of line features are roads and rivers; examples of polygon features are states, counties, and postal code boundaries; examples of image layers are the shaded relief (tif) files, Topo maps, and aerial photos. What properties you can edit will depend on the type of layer it is. For example, although you can change the "fill" properties of a polygon (solid, pattern, or transparent), you cannot do this for all symbol or line features.

Map layers are listed in the order they are displayed on the map. In other words, the top map layer (cities in the default map) is drawn on top of all other map layers. BusinessMAP groups layers by their classification (point, line, polygon) and by default will add point layers on top. Thus, when you add a database to the map, a point layer is created and placed on top of all the other map layers. If you add MSAs (major statistical areas - msa.bml) to the map, it will be added to the map on top of the polygon layers, but below the line layers. Simply select and drag layers up or down in the layers window to change the drawing order.

Although the default maps look great, you may very well find that you would like to change what zoom level a layer is shown, how the map feature is displayed, and what symbol represents your database. You may use the Layer Editor to make these changes, or if special changes must be made, you can use the Advanced Layer Editor.

Some layers have subgroups, such as Cities and Streets. These layers require the use of the Advanced layer editor to change the symbology or to change the zoom levels in which they appear.

When you print or copy the map, you will have the option to print the map with or without the legend. Only those layers that are visible on the map will be displayed in the printed map legend.

Editing Map Layer Properties

There are two layer editors, the standard layer editor, and the advanced layer editor. Some layers have subclasses which require the advanced layer editor to make changes. An example of such a layer is the cities layer that contains groups or classes dependent on the populations of the cities. Other examples are the streets layer and business listings layer.

Edit Layer

The edit layer dialog box is the default layer editor and will allow you to change the most common layer properties for most layers.
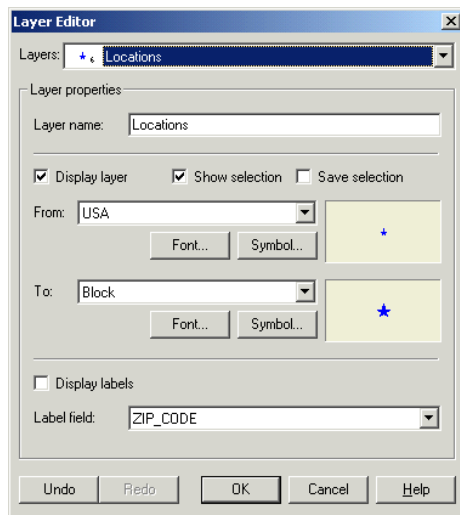
To open the Edit Layer dialog box, you may clickk the Edit Layer button (hammer) on the Layer toolbar, select Layer, Edit Layer from the menu, or double click on the desired layer.

The Layer Editor will vary slightly depending on the type of layer being edited (point, line, or polygon). The following layer attributes may be changed in the Layer Editor.

Layers:

Select the desired layer from the pull-down menu if it isn't already selected.

Layer Name

If desired, you may change the name of the layer as seen in the Layer window.

Visible

This box should be checked if the layer is to be displayed on the map (This property can also be changed with the check box in the layer window, to the left of the layer name).

Show Selection

If this box is checked, when a record is selected (highlighted) in the database window, the map feature will also be highlighted on the map. This option may also be changed by selecting **Layer, Show Selection** from the menu and selecting the appropriate layer.

Save Selection

If this box is checked, and you have made a selection in the database window, then this selection will be saved when you save the map and exit BusinessMAP. This is especially useful if you want to save the results of a Find by Circle, Rectangle, Polygon, or Find by Field.

Symbol

Drawing styles differ between lines and identification points. You can select various line styles and symbols and the relative size.
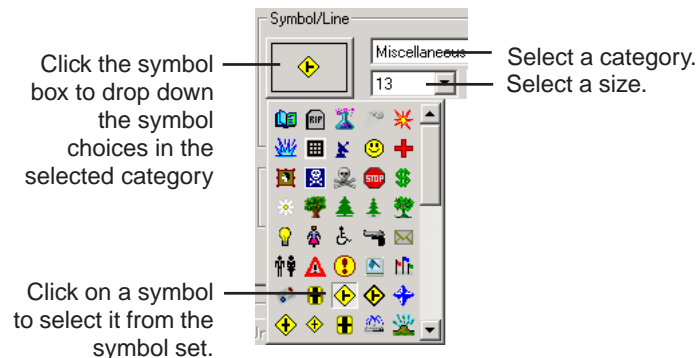
Line Styles:

You may select a line style to best represent the feature on the map. Choose No Line, Transparent line, or one of many line styles.

Point Styles:

You are provided many different symbols to choose from to represent points on the map. In some cases you may change the color. In all cases, you may change the symbol size. Select the best symbol to represent the feature on the map.

Click the symbol box to drop down the symbol choices in the selected category

Select a category.
Select a size.

Click on a symbol to select it from the symbol set.

You may select the Custom button to use your own symbol as well. The custom symbol must be a square windows bitmap (.bmp) file with no more than 256 colors. Suggested pixel size is 16x16 or 32x32. After selecting your bmp file, it will be saved as a symbol in the Custom category so that you may use it in future maps, and you will see the following dialog box.

Select Changeable if you want to be able to change the colors used for the symbol. You may then select one or two colors that can be changed in the layer properties dialog box.

Select Transparent if you wish one of the colors to be transparent (other map features will show through). Use the eye droper to select the transparent color from the symbol.
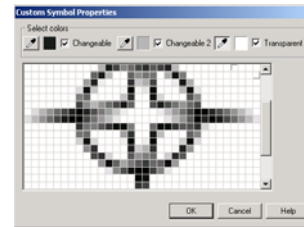
Polygon Styles:

You can select both line style and fill style of a polygon map feature.

Line style for the polygon border

Line width
Line color

Fill pattern

Fill color
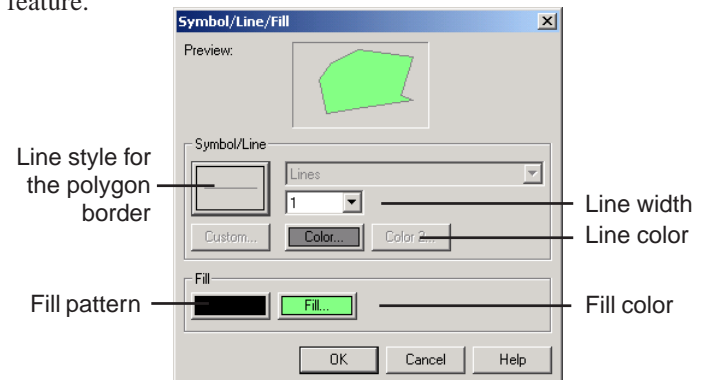
Color

Click the Color button to assign a color to the selected symbol (There are some symbols where this is not an option). The Color dialog box allows you to specify either Basic or Custom colors. (See the Color Key Code dialog box section of the Help for information choosing custom colors.

Font

Click this button to select the desired font, style, size, and color for the feature's labels at the selected zoom level. Like symbols, the font attributes may be zoom dependent.

Display Labels

This box should be checked if you want the labels to be displayed on the map. Note that BusinessMAP Travel Edition will set a priority and display those labels that do not interfere with other map features or labels with lesser priority.

Label Field

This is the field in the database that BusinessMAP Travel Edition will use for labeling the selected layer. You may select a different field from drop-down list.

Transparency (Image Layers)

The image layer editor includes a slide bar that enables you to set the transparency of the image. By default, the transparency is set low so that the image is darker. However, if you want to see map symbols from underlying layers, you can increase the transparency level so that you can see through the image.

Drawing Quality (Image Layers)

The image layer editor includes a pull-down menu with three choices for the drawing quality of the image. The higher the quality, the slower the map is to redraw after zooming, panning, and so on. The three choices are: Fast Drawing, Normal, and High Resolution.

Advanced Edit Layer

The advanced layer editor allows for more flexibility in changing map layer properties, especially in the event you need to make changes to a layer that includes subclasses (cities, for example).

This dialog box does all that the standard Edit Layer dialog box does, but it also allows you to "ramp" the color for the feature symbol setting a graduated scale. You may also vary the symbols individually by zoom level, if desired. (The standard editor ramps the size automatically, from the first viewable zoom level to the last). The left hand side of the dialog box allows you to select the layer and its specific zoom levels for viewing and editing.
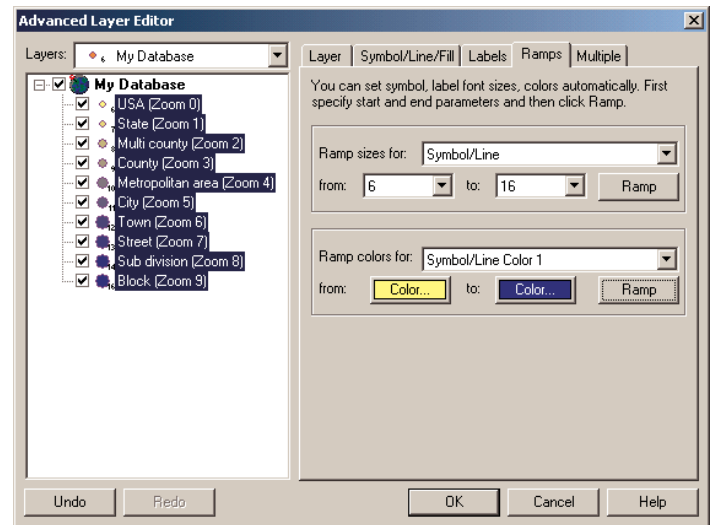
Layer Tab

This tab provides options also contained in the standard Edit Layer dialog box. In the event you have chosen to use the Advanced Layer Editor for other reasons, you may also select the desired options here.

Symbol/Line/Fill Tab

This tab allows you to edit the map symbol properties. The properties are the same as in the Edit Layer dialog box, but here you can individually select layers so that the symbol properties are not ramped between the first and last visible zoom level. Cases are probably rare that you would want to do this, so it is not the default. If you do use the Advanced Layer Editor to change a symbol, you may select the Apply to… button in the lower right to apply the changes to all the zoom levels. You will also notice that the "Display at this Level" checkbox corresponds to the checkboxes for each layer in the window on the left. You may use either checkbox to turn a layer on/off at a given zoom level.

Labels Tab

This tab provides the standard label options, but again, you may make changes to the labels dependent on the selected zoom level in the Advanced Layer Editor. (The standard layer editor will ramp the font size from the first visible layer to the last).

Multiple Tab

This tab really pertains only to layers with classes (subgroups),Background ColorThe background color of the map is by default a shade of blue. This will appeal to the majority of users since it gives the impression of water. However, if you need to change it to another color you can use the Tools, Options command and select the Colors tab. Click Color to display the color selection dialog box and choose the desired color.

Should you want to change the background color back to the original color, use the following numbers in the custom color box:

Hue 148, Sat 73, Lum 198, Red 181, Green 198, Blue 214

This tab will also let you change the "selection" color. When you have selected a map feature either in the database window or on the map using the ID, Find by Circle / Oval / Square / Rectangle / Polygon, or Find by Field(s), the selection is highlighted in this color. Use the second Color button to change the selection color. You may also access through the Edit, Selection Color comand. such as the cities layer that is broken up into major cities, towns, and so on, or the highways layer that has classes for highways, roads, streets, and so on. If you are not editing a layer with classes, simply use the Apply to… button at the bottom of the other tabs rather than the multiple tab.

There are three buttons on this tab: Select…, Ramp…, and Apply to…. Use the Select button to select zoom levels, or classes to edit. Use the Ramp… button to ramp (scale) the color or symbol size by zoom levels or classes. Use the Apply to… button when a change has been made to a feature class/zoom level and you want to apply it to a set of classes or all the zoom levels.

Ramps Tab

This tab allows you to set the size and the color of the symbol so that it varies in size or color dependent on the zoom level. This tab does not appear by default, but will appear when the Ramp… button is clicked (Multiple tab).

Map Title & Scale Legend

Both the map title and scale legend may be turned on and off, assigned different fonts and colors, and more. These are additional ways to give your map a professional appearance.

Although under different commands, the Map Title dialog box and the Map Legend dialog box have almost the same attributes.

Use the **Edit, Edit Map Title…** command to specify a title for the current map.

Use the **Edit, Edit Scale Legend…** command to edit the map scale title and the number of divisions displayed on the scale. The map scale represents distances in miles and can be used to determine the approximate distance between points on a map.

The following options allow you to specify map title and scale legend attributes:

Visible

When this box is checked, the map title or scale legend will be displayed. Uncheck this box to hide the title scale legend. Note that the map title is not displayed on the default map.

Title

Enter the text for the map title/scale legend in the text box.

Preview

Displays the title/scale legend text style in the selected font as it will be displayed on the map. Note only the font, not the complete scale legend will be displayed in the scale leged font preview box.

Font

Select the desired font for the title/scale legend from thd pull-down menu.

Size

Select the size of the font for the title/scale legend to be displayed on the map.

Font Style

Select desired label font style by clicking the appropriate button(s)

    B = bold
    I = italics
    U = underline
    O = outline (outlines each letter of the text in white).

Color

Select the desired color for the text.

Background

Select Opaque or Transparent, as desired. This controls the text box that surrounds the title. If you select Opaque, you may then choose a color for the background.

Divisions (Scale Legend only)

Select the number of scale divisions (1 to 4) to be displayed.

Printing a Map with a Title
If you plan to print your map, you may not wish to use a map title on the map, since the print wizard will allow you to enter a title that will print on the page above the map. Of course, if you prefer the title on the map itself, use the map title and leave the title box empty within the print dialog box.

Background Color

The background color of the map is by default a shade of blue. This will appeal to the majority of users since it gives the impression of water. However, if you need to change it to another color you can use the Tools, Options command and select the Colors tab. Click Color to display the color selection dialog box and choose the desired color.

Should you want to change the background color back to the original color, use the following numbers in the custom color box:

Hue 150, Sat 213, Lum 165, Red 89, Green 162, Blue 240

This tab will also let you change the "selection" color. When you have selected a map feature either in the database window or on the map using the ID, Find by Circle / Oval / Square / Rectangle / Polygon, or Find by Field(s), the selection is highlighted in this color. Use the second Color button to change the selection color. You may also access through the Edit, Selection Color comand.
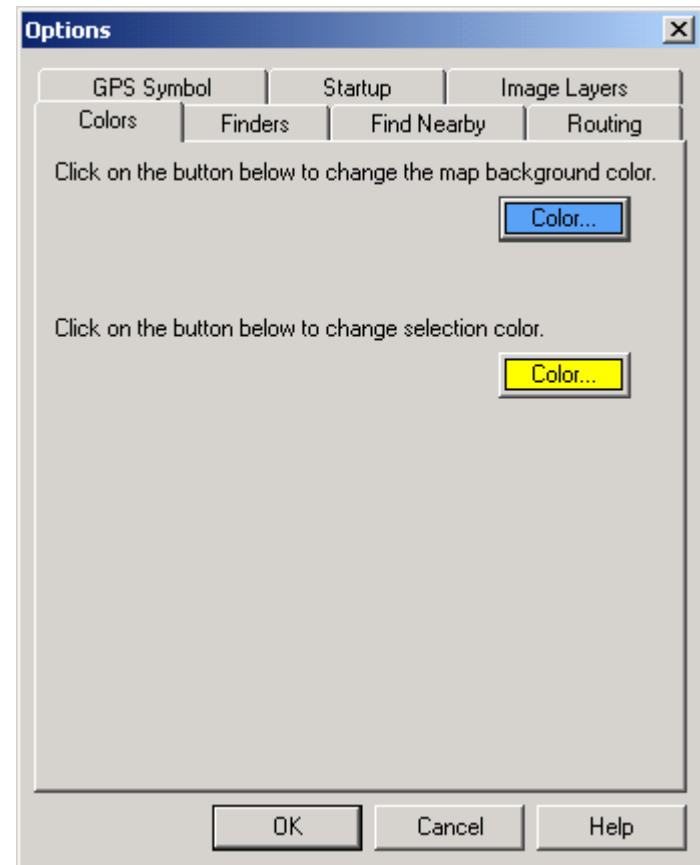
Print, Export, Copy (& Paste)   5

There are various ways to output your maps and database records. Here's the quick list of ways to get the most out of BusinessMAP Travel Edition:

1. Print the map with or without the map legend.

2. Print driving directions with map and map segment options.

3. Print database records from the database window.

4. Save the map as images in various graphical fromats such as .gif, .jpg, .tif, .bmp and more.

5. Save the map as a Web page.

6. Save the map and/or driving directions to a Palm device.

7. Save database records from the database window as a dBASE or text file.

8. Copy the map to the clipboard to paste into other applications (with or without the map legend).

9. Copy the map legend to the clipboard to paste with the map into other applications.

9. Copy the database records as a table to the clipboard to paste into other applications.

Printing

You can print the map, database, and driving directions using your Windows printer.

Printing 🖨

Click the Print button to print the map, database records, or driving directions.

Printing the Map

In the Print dialog box do the following:

1. Verify the printer (by default the Windows default printer will be selected).

2. Enter a name for your map. You may leave this blank if you don't want a title (especially if you already have a title on your map).

3. Select to print in Portrait or Landscape.

4. By default, the legend is not printed. Click to add a check mark if you want Business-MAP Travel Edition to print the legend.

5. Click to add a check mark to Best Fit if you want to reduce the margins between the map and the paper's edge. The map picture will change to give you an idea of how the printout will look. You can also change the margins by clicking Page Setup.

6. Choose the quality of the printout (Normal, High, or Draft).

7. Choose the number of copies to print.

8. Click OK to print the map.

More Options

Color Depth: Choose between 16 bit and 8 bit (16 bit is default).

Apply Filter: Options for Fax and Sharpen Image (None is default).
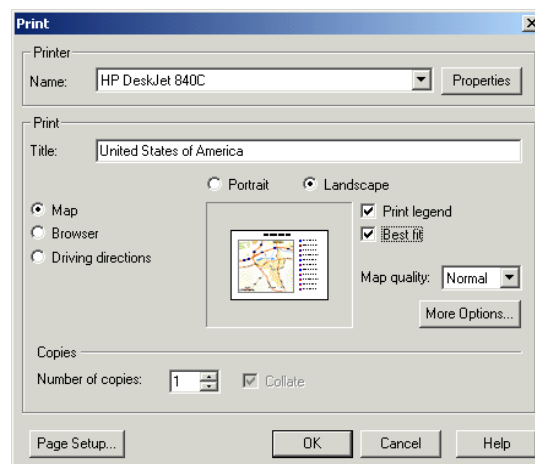
Printing Database Records

1. Choose the Database option (versus Map or Driving Directions)

2. Choose between Portrait and Landscape

3. In the event the total width of all the fields is wider than the width of the page, and the length is longer than the length of the page, BusinessMAP Travel Edition will divide the database to fit the page. You may choose to have BusinessMAP Travel Edition print accross then down, or down then accross.

4. Another option, if the database is too large to fit on a page, is to decrease the size of the print. Adjust the scale accordingly.

Printing Driving Directions

The driving directions print options are much the same as the map print options with two differences. Choose to print the overview map (as in the map window), turn by turn segment maps, or both.

Copying to the Clipboard

One of the most powerful yet easy to use features of BusinessMAP Travel Edition is inserting maps into other Windows programs. This enables you to create meaningful reports, presentations, invitations, etc. Useful examples of the copy function are:

a. Word Processing Applications -Include maps in letters and invitations that provide maps and travel instructions

b. Presentation Applications - Show market penetration; compare your coverage with the competition; add these types of maps and more to provide easy understanding and credibility to your presentations

c. Drawing Applications - Enhance the appearance and further customize maps with the appropriate drawing tools and symbols

d. Spreadsheet Applications - address lists can be more meaningful when the maps that represent the data are also displayed

Copying the Map

1. Use the Copy button on the Main or Map toolbar or select Edit, Copy Map from the toolbar to copy the map to the clipboard.
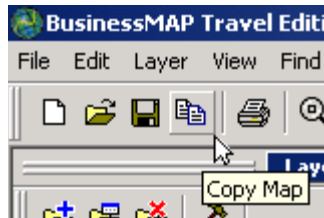

2. After clicking the Copy Map button, you will need to select whether you want only the Map, the Map and Legend, or Only the legend.

3. If you select to copy the legend, you can select to copy the legend without the map layer subclasses or copy the expanded legend that shows all the subclasses for the visible layers.

4. Select to add a border around the map image or not.

5. Click OK to copy the map.
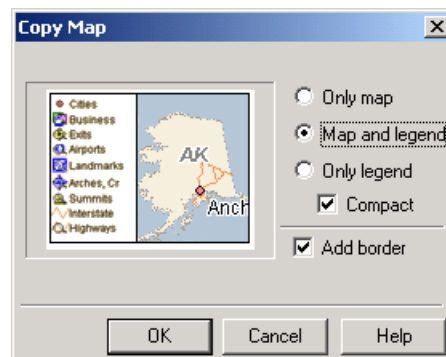
Copying Database Records

1. Drag your mouse to select the database fields to copy to the clipboard (the selected fields will be black).

2. Click the Copy Data button on the database window toolbar or select Edit, Copy Data from the menu.
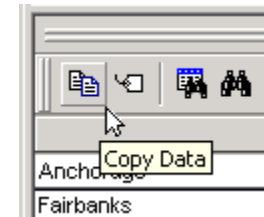
Note that if you want to copy records from the Dun & Bradstreet business listings, you will need to purchase credits. You will be prompted to license credits if necessary.

Pasting

BusinessMAP Travel Edition will copy the map image to the clipboard in two formats, raster (.bmp) and vector (.emf). After copying the map or data to the Windows clipboard, use the Paste button in the application to which you want to copy the map or data. This will paste the map in the default format (emf) to the other application's current document. In select cases you may need to use the Paste Special command and select the bitmap (.bmp) format. An example of such an instance is if you had a raster imgae layer on your map. Image layers will not copy in the vector format.

Saving the Map to an Image File

You may save the map to a file (an option to cutting an pasting the map image) in one of the following raster graphic formats:

BMP - Windows Bitmap

EPS - Encapsulated Post Script

GIF - Graphics Interchange Format

JPG (JPEG) - Joint Photographic Experts Group

PCX - PC graphics format

PNG - Portable Network Graphics

TGA - Truevision Targa

TIF (TIFF) - Tagged Image File

You may also save the map as a vector image file in these formats:

WMF - Windows Metafile

EMF - Windows Enhanced Metafile

Note that the vector formats are better if you plan on printing large scale maps, or if you plan on resizing the image. However, the vector formats do not support transparent filled objects or image map layers, such as aerial photos.

Saving the Map as an Image

1. To export the map image, select File, Save As Image.

2. Select a directory in which to save the file.

3. Enter a name for the saved map image.

4. Select the desired file format from the Save As Type pull-down menu.

5. Select whether you want to save only the Map, the Map and Legend, or Only the legend. If you select either option with the legend, select if you want the Compact or Expanded Legend. The expanded legend will show the subgroups layers such as cities and streets as well as territories.

6. Click the "Add border" check box if you want a thin black border outlining the image.

7. Click Save to save the map image.

BusinessMAP Travel Edition User's Guide
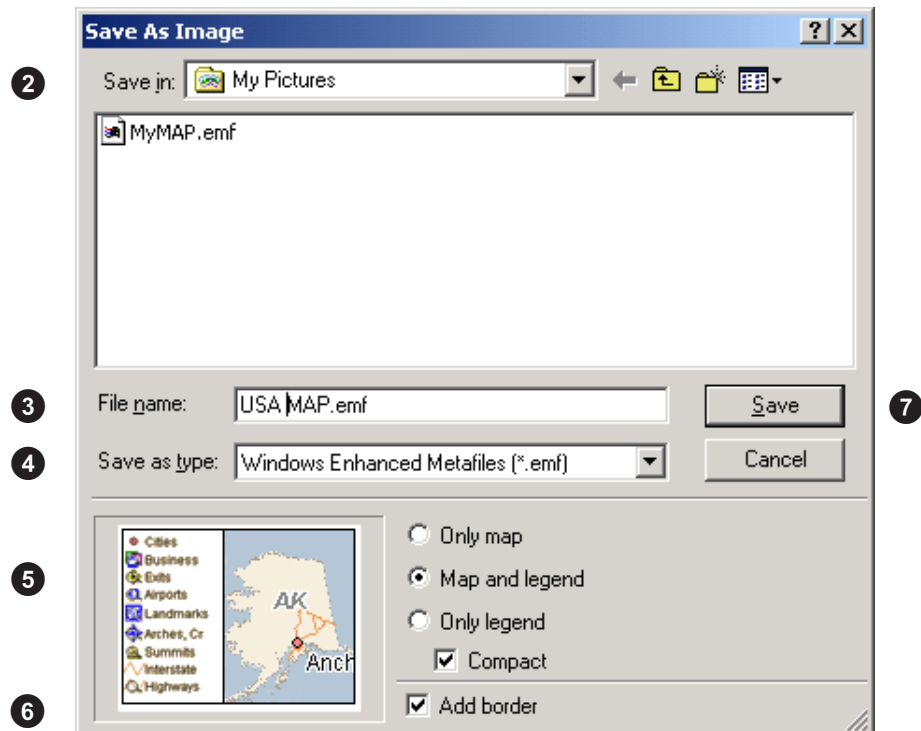
Saving the Map to a Palm OS Device

You can save the map with or without driving directions to a Palm OS handheld device. When you select to save to a Palm device, BusinessMAP Travel Edition will step you through the process.

Saving the Map to a Palm OS Handheld Device

1. Select File, Save to Palm and a wizard will step you through the following process.

2. Choose if you want the map only, or the map and driving directions.

3. Choose the size of the image

4. Enter a title for the map (this will be displayed in your map reader so you may select from multiple maps that have been saved to your Palm device).

5. Choose a location and name for the file.

6. You will likely want this added to the Palm Install application queue, but if for some reason you wish to save it and sync it to youer Palm device at a later date, you may uncheck the "Put in the Palm queue" box.

    If you select to delete the PDB file automatically, this file will be removed from its temporary directory when installed on your Palm device.

7. Click Next if this is the first time you are installing a map to your Palm device so the wizard will add the map reader to your install queue as well. Click Finish if you know you have already installed the map reader.

8. After performing a sync operation from your PC to your Palm device, click the BusMAP icon in your Palm Applications menu and select the desired map. If you saved driving directions to your Palm device, you may view the driving directions with or without the map.

Saving the Map as a Web Page

You may save your map as a Web page with or without driving directions so that it may be served on the Internet (provided you have an Internet server). The Web page may also be sent via e-mail for an associate to view via their Web browser.

Saving the Map as a Web Page

1. Select File, Save as Web Page...

2. If you have created a route, select whether to save the map only, the map and driving directions, or the map and driving directions with route segment maps.

3. Select whether you want to add the Map legend. If you select to add the legend, select if you want the Compact or expanded legend. The expanded legend will show the subgroups layers such as cities and streets as well as territories.

4. Choose the format of the image, either JPG or PNG. Note that the PNG format is not supported by Internet Explorer 3.0 and older.

5. Choose a size for the image. Note that the smaller the image, the faster it will download. Click Next.

6. Enter a title for the Web page. The title will not be viewed in the page, but rather in the HTML code for the Web page.

7. Select a name and location for the file such as a temporary folder, your Web server directory, or a virtual directory. Click Finish.

8. If you are familiar with HTML, you may edit the HTML page as desired.
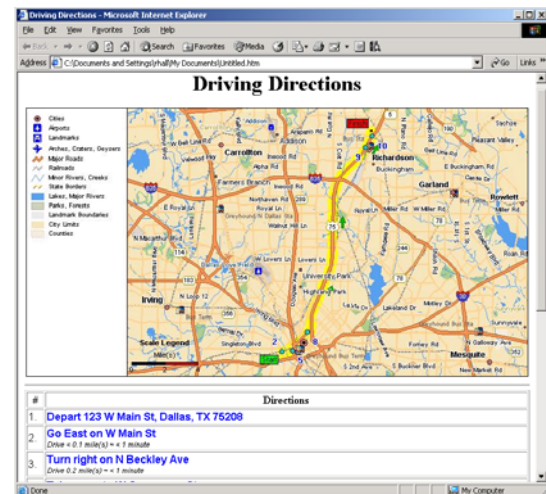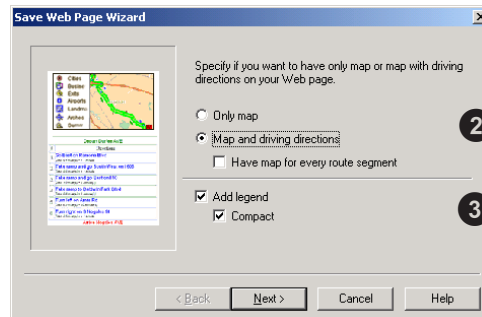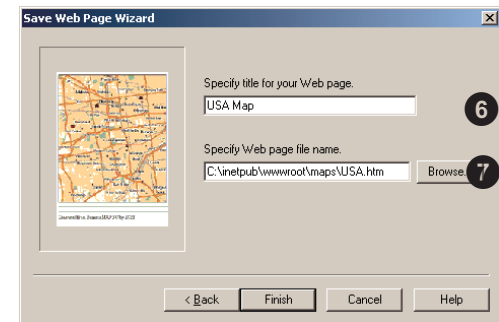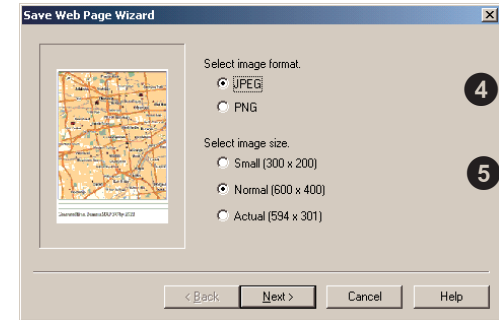
Exporting Database Records

You can export selected records from the database window to use in your spreadsheet or database program, or to plot on the map as a new database layer.

Note that if you want to export records from the Dun & Bradstreet business listings, you will need to purchase credits. The export database wizard will assist you in this task.

Exporting Database Records

1. Select File, Export Database…

2. Select the folder in which you wish to save the database.

3. Enter a name for the database in the File Name text box.

4. Specify the format to export to. You may select from Text (.txt), dBase (.dbf), HTML (.htm), or ACT or GoldMine specific (.dbf) files.

a. If you export to a Text file, you will be prompted to specify how the text is to be delimited (comma, tab, or a delimiter of your own choosing). You may also select to use the first row as field names.

b. If you export to an HTML file, you will need to specify whether you want BusinessMAP Travel Edition to number the rows and also specify the table caption.

c. If exporting to ACT or GoldMine, you will need to map (match) the exported database fields with the fields in your contact manager.

5. From the "Specify records to export" pull-down menu select if you want to export the entire database or only the selected records.

6. Click Save to export the records.

   *Note: After exporting your database from BusinessMAP to the ACT file format, it is necessary, upon importing into ACT, to select the BusinessMAP predefined fields map from within the ACT import wizard.
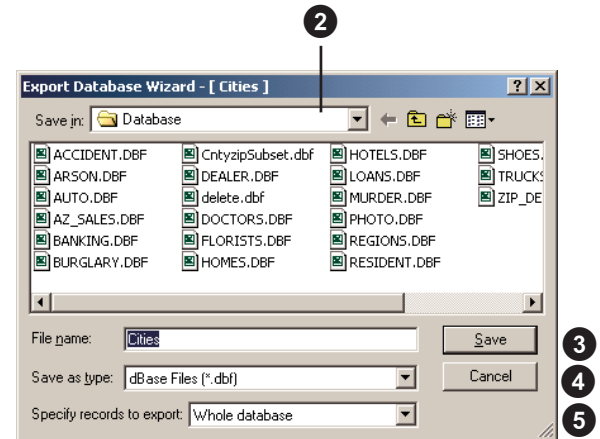
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Finding Map Features

6

You have already learned to find a location on the map in Chapter 4 ("Navigating the map"). In this chapter, we look at other query methods - identify, spatial (geographic) queries, and Boolean queries. Users of earlier versions of BusinessMAP may be familiar with all of these. We'll also take a look at a new feature - "What's Nearby".

Identifying features on the map

Identifying map features is simple using the map tips that appear when you hover your mouse pointer over any map feature. However, to see more than just the name of the object, use the ID tool to display the corresponding database record in the database window.

If you have found the record in the database window and need to locate it on the map, simply double click on the record in the database window and Business-MAP Travel Edition will zoom to and center the feature in the map window.

Identifying map features

1. Click the ID button on the toolbar (button with the lower-case i in a black circle) or select Find, ID Tool from the menu. Another option is to (without selecting the ID tool first) right click on the map feature and select ID from the po-up menu (and skip step 2.

2. Move your mouse pointer to the location you wish to ID in the map window and click on the map feature.

3. The resulting record of the ID will be selected in the database window displaying all the attributes for the map feature.

   To ID (select) more than one object, press the shift key while clicking on the map. In this event, multiple records in the database window will be selected.

   If the layer's "Show Selection" property is checked, the map feature will also be highlighted along with the feature on the map. To change the show selection property, select Layer, Show Selection from the menu, and select to add or remove the check next to the apropriate layer.

Spatial Queries

The spatial query tools allow you to find all map features within a given area on the map. The most common is the radius or circle query to find all contacts, for example, within a given radius of a given location.

Spatial (or geographic) queries in BusinessMAP Travel Edition are performed by defining boundaries to search within for a set of objects from a specified map layer. You may set the search boundaries by circle, rectangle, or polygon (user defined shape).

Find by Circle

Use the Find By Circle Tool to select a group of objects, such as your database locations, within a specified radius of a given point. Query results will be selected in the database window. Upon selecting this command, you will notice the cursor changes to signify that you are in this mode.

1. Select the Find By Circle Tool from either the Find or Tools menu or the toolbar button.

2. To search by mileage radius, position the cursor to the center of the area of interest.

3. Click and drag your mouse to move the cursor until the resulting circle encompasses all objects of interest or the desired radius.

4. Release the left mouse button and select the layer from the pop-up menu that appears. Results from the query will be displayed in the database window.

   NOTE: You may also want to consider using the Find Nearby window to set a radius and find multiple layer results within the desired radius. See the Find Nearby command for more information.

Find by Rectangle

Use the Find By Rectangle command to select a group of objects, such as your database records, by drawing a rectangle to enclose the desired objects. Selected objects are then added to the database window. Upon selecting this command, the mouse cursor changes to indicate that you are in this mode.

1. Select the Rectangle Tool from either the Find or Tools menu or the toolbar button.

2. To draw a search rectangle, position the cursor to the upper left corner of the area of interest. Click and drag the mouse and move the cursor so that the resulting rectangle encompasses all the objects of interest.

3. Release the left mouse button and select the desired layer. Data records associated with the objects inside the rectangle are added to the database window.

Find by Polygon

Use the Find By Polygon command to select objects, such as database locations, by drawing a polygon to enclose the desired objects. For example, draw a polygon that encases a route or territory which will show selected objects in the database window. Upon selecting this command, the cursor changes to indicate that you are in this mode.

1. Select the Find By Polygon Tool from either the Find or Tools menu or the toolbar button.

2. To search by polygon, position the cursor to the starting point for the polygon to enclose the area of interest and click the left mouse button. Move the cursor to the next point in the polygon and click the left mouse button again to set the second point in place. Continue moving the cursor and setting the point until the polygon is

completed by setting a point on top of the first (beginning) point. To cancel polygon creation during drawing, click the right mouse button.

3. Once the resulting polygon encompasses all objects of interest, the data records associated with the objects inside the polygon are added to the database window.

Clearing the Find Areas

Use the Edit, Clear Find Area(s) command to remove all rectangles, circles, and polygons that represent geographic search areas. If no search area is drawn, this menu option is grayed out.

You can also clear find areas by clicking with your right mouse button in the map view area while in one of the Find modes (rectangle, circle, or polygon) and selecting Delete (shape) or All Drawings.

Find By Keyword   🔍 (database toolbar)

Use the Find by Keyword command to search the database records for key criteria. This command displays a dialog box that lets you use Boolean logic to define the criteria. In other words, you can search for your reseller records that have sales over $1,000,000, and/or sell both products x and y.

1. Select Find, Find by Keyword... in the menu, or click the toolbar button on the Database window toolbar (binoculars).

2. In the Layers box, select the layer that you want to search for the keyword.

3. Where is says "Enter the value to search for", type in a word, number, or other value to search the database for. Wildcards are not supported. If you enter AK on a search of the cities database, BusinessMAP Travel Edition will highlight all cities in Alaska (state field contains AK for each of these) along with

cities such as Salt Lake City, since "lake" contains the text string of AK.

4. After the value has been entered, select how the results will affect records currently in the Database window. The three options are defined as follows:

Clear before Query – this option clears any current database selection so that the results of this query will be the only records selected.

Add to Selection – this option will add the results of the current query to any records currently selected in the Database window.

Search in Selection – this option will search only the currently selected records for any records that fit the conditions you have just entered in the Find by Field(s) dialog box.
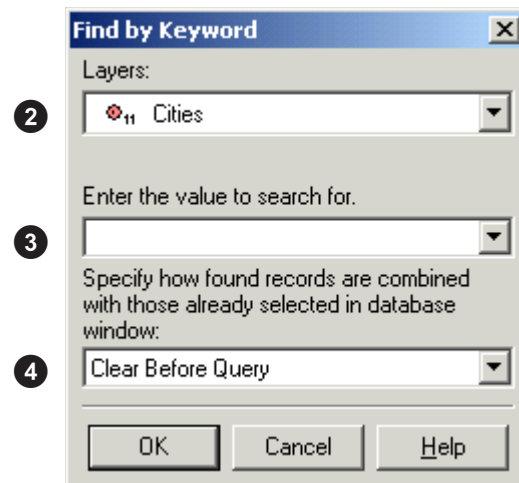
Find by Field(s)

Not only can you search geographically (spatial queries), but you can search the database attributes for the desired features.

Select Find, Find by Field(s) to search the database records for key criteria. This command displays a dialog box that lets you use Boolean logic to define the criteria. In other words, you can search for your reseller records that have sales over $1,000,000, and/or sell both products x and y.

Finding by Field

1. Select the layer that you want to search.

2. Choose the field of the database that you want BusinessMAP Travel Edition to search for the condition.

3. Select the desired condition from the drop-down menu. The possible conditions are:

Equal to – will find all records with an exact word, number, phrase, etc. you wish to find. NOTE: The asterisk (*) and question mark (?) wildcard characters are supported. For example, typing A* returns Alaska, Alabama, and so on (although you may also use the "begins with" condition for this type of query). Typing A??ska returns Alaska or any other entry beginning with the letter "A," having any two characters after the "A," and ending with the letters "ska."

Not Equal to – all records that do not contain the exact word, number, or phrase.

Greater than – all records with a higher value than the one inserted in the condition.

Greater than or Equal to – all records with the same or higher numerical value than the one inserted in the condition.

Less than - all records with a lower numerical value than the one inserted in the condition.

Less than or Equal to - all records with the same or lower numerical value than the one inserted in the condition.

Begins with – all records with word or number in the specified field that begins with a specific letter or number.

Contains - all records with a word or number in the specified field that contains a specified string of letters or numbers.

Does not Contain - all records with a word or number in the specified field that does not contain a specified string of letters or numbers.

Contains Word - all records that contain a specific word.

Is Empty – this will reveal all records with no record entry in the specified field.

Is Not Empty – this will reveal all records with an entry in the specified field.

In Range – specify a range (i.e. 100..200 or A*..B*) to find all records that fall between the specified variables.

Out of Range - specify a range (i.e. 100..200 or A*..B*) to identify all records excluding those that fall between the specified variables.

One of – use this condition to identify all records that equal one of multiple variables within a specific field (i.e. product x|product y|product z). This is an alterna

tive to using multiple Equal to's with the OR operator. The separator between values is "|" - or (shift) backslash (the key above the enter key).

4. Enter the value – amount or text that follows the condition. You may use wildcards such as the asterisk (*) for an undefined set of characters, or use one or more question marks to fill in spaces for unknown characters in a text string. A simple example might be, if you were searching for states beginning with the letter O, and the field had the state name, you could put the value as O* to return Oregon, Oklahoma, and Ohio. If the field contained state abbreviations, you could use O? as well as O* to return OR, OK, and OH since the question mark represents only one character.

5. If you want to add a second condition to further qualify the results, click the Insert Condition button. Then select an operator from the And\Or drop-down menu. Options are:

    And - if the results should comply with both conditions.

    Or - if the results must satisfy either condition, but not necessarily both.

    But not - to exclude records with values that fit the specified criteria given the first condition is true/positive.

    Or not - to exclude records with values that fit the specified criteria given the first condition is false/negative.

6. After the conditions have been entered, select how the results will affect records currently in the database window. The three options are defined as follows:

    Clear before Query – this option clears any current database selection so that the results of this query will be the only records selected.

    Add to Selection – this option will add the results of the current query to any records currently selected in the database window.

    Search in Selection – this option will search only the currently selected records for any records that fit the conditions you have just entered in the Find by Field(s) dialog box.

7. Click OK to run the query. The results will be selected (highlighted) in the database window. If you wish to see only the records that meet the conditions, click the Only Selection button on the database window toolbar.

What's Nearby - Around Center

Use What's Nearby to find business locations, contacts, or map features within a given radius of a specified location. By default, What's Nearby will produce a list of results containing hotels, restaurants, car rental agencies, and so on, but you may change the options to display results from any point layer.

The center of the What's Nearby can be entered in the form of an address, intersection, ZIP Code, and so on as well as a mouse click on the map, route stop, or along a route.

Finding What's Nearby

1. You can set the location for the What's Nearby query in various ways:

   a. From the What's Nearby window, set the center of the area to find nearby locations by clicking the Center button (target with binoculars icon) or select Find, Nearby, Around Center from the menu. Select the appropriate tab and enter the required information (in other words, select the Address tab and enter an address to use an address as the center of the search). Click OK to view the results.

   b. Right click anywhere on the map and select What's Nearby from the shortcut menu. This will automatically set the center location of the search at where the mouse was clicked.

   c. Right click on a stop (location name) in the Route window's stops tab, or on a route segment (line item in the directions) in the directions tab and select What's Nearby from the context menu.

2. To change the radius, simply enter a new number of miles, or use the up and down arrows to adjust the radius. Click Refresh to search using the new radius.

3. To change the search parameters, use the menu selection Find, Nearby, Options. (See following page).
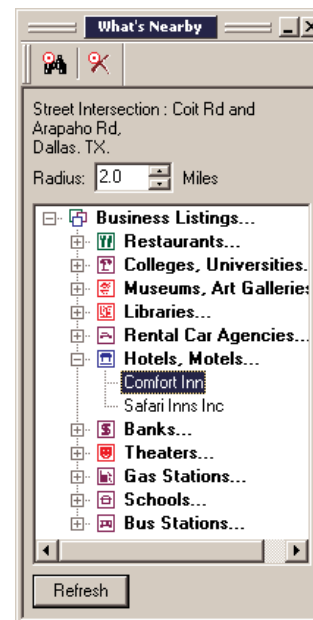
What's Nearby - Along Route

Use What's Nearby to find business locations, contacts, or map features along a route that you have created. BusinessMAP Travel Edition will create a buffer along either side of the route to search for features specified in the Find Nearby Options tab.
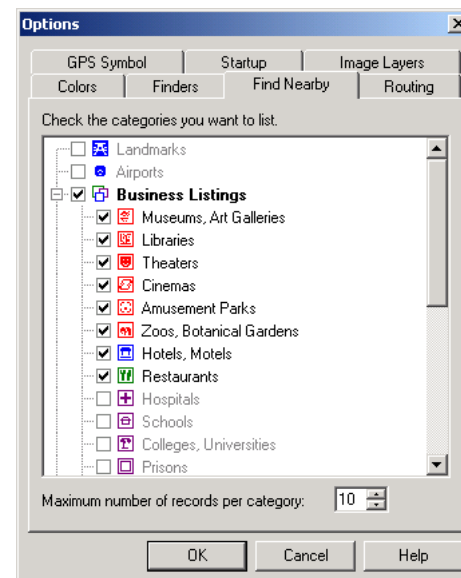
Finding What's Nearby along a Route

1. Create a route, if you haven't already.

2. Click the Find Nearby button and select Along Route.

    Note that you can also right click the route summary at the bottom of the driving directions in the route window (the part that states the total time and distance) and then click Find Nearby from the pop-up menu.
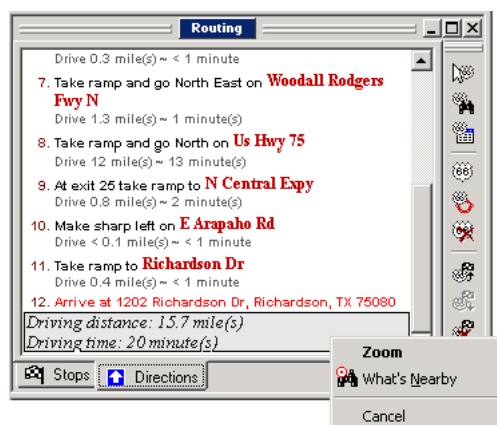
Changing What's Nearby Options

1. To change the layers for which the What's Nearby results, select Find, Nearby, Options or select Tools, Options and select the Find Nearby tab.

2. Here you can add and remove map layers to search when finding nearby. Those with a check mark will be included in the What's Nearby search. You can also change the maximum number of records that will display per category in the What's Nearby window. Click Refresh to find what's nearby using the new parameters.

Plotting Databases

7

Plotting databases on the map, also known as geocoding, places symbols on the map where specified by geographic data in the database. There are three ways to add database points to your map in BusinessMAP Travel Edition: selecting a stored database file, linking to BusinessMAP Travel Edition from one of a set of linked software products, or creating a database layer via found locations.

Geocoding (adding a database file)

Adding a database to your map is simple. You can select from various file formats to use with BusinessMAP Travel Edition.

BusinessMAP Travel Edition supports adding files in dBASE (.dbf), Excel (.xls), Access (.mdb), Text (.csv, .txt, .tab, .asc), and Lotus (.wk4).

To be added to the map, your database needs a geographic element so that it can be matched to a location on the map. The choices for the geographic element are:

a) ZIP Code - 3 or 5 digit ZIPs.

b) County name or county FIPs code - If you are using the county name, you must also have a column for state since some county names are used in more than one state.

c) Lat/Long - One field for Latitude and one field for Longitude.

d) Address - Requires fields for street address (number and street name), city, state, and ZIP Code.

Adding a Database Layer

1. Click the Add Database button on the Layer toolbar (or select Layer, Add Database from the menu). This will initiate the Add Database wizard.

2. The Add Database dialog box will appear (a standard windows open dialog box). Navigate to the folder with your database file. Make sure the file type you are looking for is selected at the bottom of the dialog box (files of type). Select the database file and click Open.

3. a. If the selected file type supports multiple tables (Access, Excel, or Lotus), you will be prompted to select a table. Select the table that contains the information to be plotted on the map and click OK.

   b. If the selected file type is a text file, you will be asked to specify/verify the delimiter and whether BusinessMAP Travel Edition should use the first row as column headings or not. After specifying these settings, click OK.

   c. If the file is password protected, you will be prompted to enter the password. Enter the password and click OK.

4. Next, BusinessMAP Travel Edition will ask you how you want to plot the database records – by Lat/Long, by postal code, or by address. The wizard provides clues as to why you would choose one over the other. Note that if all three choices do not appear, than you may not have the appropriate layers on your map. In other words, you need the U.S. streets layer to plot by U.S. street address. After you have made your selection, click Next.

5. The next dialog box in the Add Database wizard will show a few records from your database as well as allow you to verify that BusinessMAP Travel Edition has selected the correct fields for geocoding (e.g. If plotting by U.S. street address, make sure the State field is matched up with the State header of your database). Once you are sure the requested fields are matched with those from your database, click Next.

6. The next dialog box allows you change the layer name, if desired, as well as select a symbol for your database records on the map. Once a symbol is selected, click Finish and your points will be geocoded.

7. A message will appear telling you the results of the geocoding process (how many from the total number in your database have been plotted on the map). Click OK and the map will be redrawn with your database points as a new layer. You may go back and edit the symbol, if desired, by using the edit layer command.

NOTE: When plotting a database, locations that are not found will not be displayed on the map. To find out which records were not assigned to a location, select Database, Unassigned Records. The addresses that were not found will be displayed in the database window.

Contact Manager Links

As an alternative to the Add Database command, you may use a direct link to your contact management software. Business-MAP Travel Edition has links to ACT!, GoldMine, and Outlook. BusinessMAP Travel Edition includes a link to Excel as well due to its popularity for keeping address lists).

The benefit of using a direct link to launch BusinessMAP Travel Edition (besides simplicity), is that after performing a spatial query, you can send the results back to the originating program as a group for a mail merge or other such function

If you haven't already, you must install the links, and in some cases, add the icon on the program toolbar from which you are linking to (See Appendix A).

Launching From Another Program

1. With the database open that you want plotted in BusinessMAP Travel Edition, click on the Launch BusinessMAP button on the toolbar or select Launch BusinessMAP from the menu. (See Appendix A for setup information).

2. From the BusinessMAP Travel Edition Quick Start dialog box, select the desired map (new, open, or enter and use the current map displayed behind the dialog box).

3. Depending on the application you are launching from and its database param-eters, you may may be prompted to enter your user name and password.

4. If the program you are launching from has groups or categories, you will be propted to select if you want to plot a specific group or the entire database. Make your selection and click OK.

   If the program you are launching from uses tables, you may have to select the table or range of records to plot. Make your selection and click OK.

5. Select how you want to plot the database from the list of choices (address, ZIP Code, county, or lat/long).

6. Match the fields to make sure Business-MAP Travel Edition has the correct fields to plot the records and click Next.

7. You are given an opportunity to change the name and symbol type of this database layer in BusinessMAP Travel Edition. You may enter a new name and select a new symbol, if desired. Click Finish to plot and show the symbols on the map.

8. BusinessMAP Travel Edition will popup a message to inform you the geocoding results (how many plotted on the map from the total). Click OK to see the map. Use the Database, Unassigned Records command to view the records that were not assigned a location on the map.

Creating a Database

If you do not have a database to import, but have a list of locations, you can enter the locations using the Find Location command. When the first location is entered on a new map, a new map layer is created for storing the found locations. The database for this layer may be exported for use in a spread-sheet or database program. Note however, that only the address (location) information can be entered in the Find Location dialog box. Therefore, if you wish to add Name fields, or values for color coding you'll need to create or append this information in another program. (See Chapter 4 - Navigating the Map for more information on the Find Loca-tion command.)

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Routing

8

BusinessMAP Travel Edition routing feature provides both point-to-point and optimized routing. Now, before you head out on the road, you can print out maps and driving directions to help you get where you want to go. You can enter multiple stops when creating a route plan and get directions to each location in the order you entered them, or you can ask BusinessMAP Travel Edition to optimize the route by rearranging the in-between stops. See "Call Planning" in the Sample Applications guide for a great example of using optimized routing.

Note that you can even search along a route using the What's Nearby (Along Route) feature. Use this for finding prospects along a route, hotels, restaurants, and more. (See page 41 for more information).

Routing

When creating a route, it is best if the Routing window is displayed on your screen (although you can add stops and click Find Route before viewing the window). To display the routing window, select Window, Show Routing Window from the menu.

Creating a Route

Follow these steps to create a route and driving directions.

1. First you must add stops to your route plan. There are three methods for adding stops (locations) to your route.

   a) Entering the location – Use the Add Stop(s) by Location command to bring up a dialog box (like the find location dialog box) with tabs for entering an address, intersection, postal code, city, etc. and enter the appropriate information on the selected tab. You may click the Find Route button after two or more locations have been entered. If the route window is not already open, it will be opened when the route is created in order to display the driving directions.

   b) Adding the stop from the database window – After selecting records in the database window, use the Add Stop(s) from the Database command to add one or more selected records to the route plan.

   c) Selecting locations from the map – Use the Pick Stop(s) by Mouse command to add stops using the mouse. After selecting this command via one of the above options, your mouse pointer will change when positioned over the map to show you are in this mode. Left click on the map to select a location and the stop will be added to the Stops tab of the routing window. You may select another stop in the same manner, or click the Pointer button (or another selection) on the main toolbar to get out of this command mode.

2. Depending on the number of stops in your route plan, you may select to Find Route or Find Optimized Route. If you have three stops or less, you may only use the Find Route command. You may use the optimized route if you have four or more stops (since BusinessMAP Travel Edition will only re-arrange the in-between stops). If you need to rearrange the stops yourself, use the Up-stop, Down-stop buttons in the route window's stops tab.

3. After clicking Find Route or Find Optimized Route, the driving directions will appear in the Directions tab of the route window. If you are planning a long trip, you may want to set the optional trip planning options.
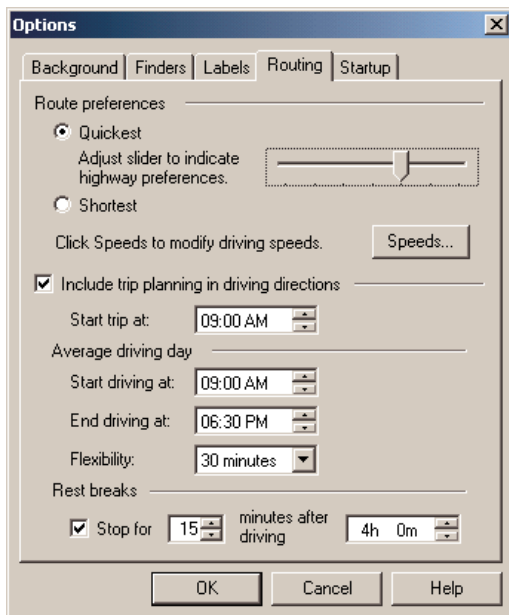
Route plan
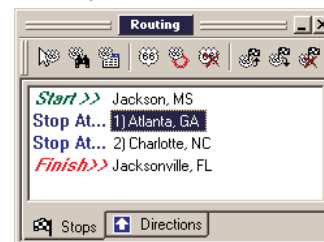
Driving directions
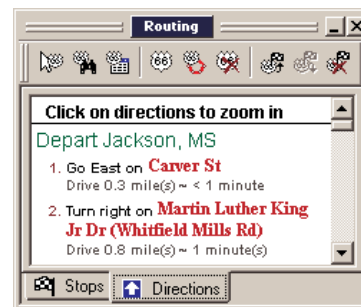
Route Options

If you want to adjust the route, you can change the parameters for calculating the route by using the Routing, Options command in the menu.

Quickest/Shortest

Choose between Quickest and Shortest for the route type. Shortest will provide the route of the lesser distance, but not necessarily the quickest since it does not take speed limits into the equation. The quickest option factors in the speed limits, thus you may receive different routes if you edit the default speeds (click the Speeds… button to edit the speeds by road classification). You may also vary the highway preference if routing via the quickest method to tell BusinessMAP Travel Edition to use more or fewer highways.

Highway Preferences

Use the slide bar to tell BusinessMAP Travel Edition to use more or less highways. You can experiment by moving the slide bar and clicking the Route button to recalculate a route. Depending on the available options, the route may or may not change.

Speeds

You can edit the default speeds for the various road classifications by clicking on a speed for the road type you wish to change and using the keyboard to change the speed limit. Note that changing the speeds will have an effect on the route results when using the Quickest method.

Clicking Reset will change all the speeds back to the original default speed limits.

You may also change the Unit from Miles per Hour to Kilometers per Hour if desired.
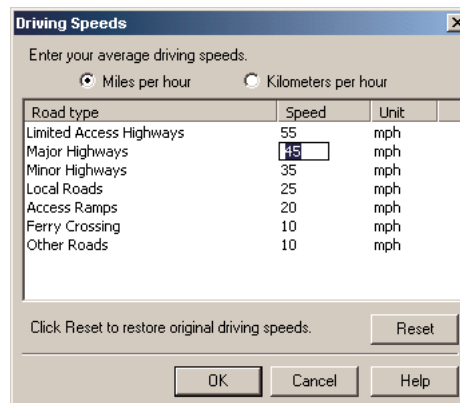
Trip Settings

Trip Planning

If your trip is a long one, you may check the box to use the trip planning options and set the parameters as desired.

Start trip at

Set the time to begin the trip on the day of departure.

Average driving day

Start driving at

Assuming your trip will take multiple days to complete, set a desired departure time for each day of the trip (excluding the first day, which time is set at under "Start trip at").

End driving at

Set the desired time to stop driving on the average day.

Flexibility

Enter an amount of time for leeway in your average driving day.

Rest breaks

Stop for

Enter the amount of minutes for your desired rests.

Minutes after driving

Enter the length of time of driving after which you feel it would be appropriate for a break in your travels.

Labeling

9

To achieve the custom look you are seeking, you are likely to need to add lables on your map. BusinessMAP Travel Edition allows you to label map features from the layer's database as well as add your own free-form text labels on the map.

Labels & Text/Symbol Annotations

The labeling and text annotation features are different only in the sence that the labels are created from the layer's database, whereas text annotations are entered by you, the user, and may incorporate a map symbol.

BusinessMAP Travel Edition labels map features depending on the zoom level, layer priority, and only if the label will not interfere with another feature label. You may make similar edits to the font, callout (shape around the text), and background to both labels and text annotations.

The Text/Symbol Tool is used to add text annotations and symbols to your map. This allows you to add labels (not included in your database information), analysis details, directions, etc.

You may make edits to the font, callout shape, position, and background to both labels and text annotations.

Labeling Map Features

1. Use the Tools, Label Tool command to label any map feature with a callout label. After entering the Label mode, the mouse pointer changes to indicate you are in this mode.

2. Position the mouse pointer over a feature and click the left mouse button. The feature is labeled appropriately.

3. You may double click on the label to edit the label's properties such as font, callout type (the shape around the text), and background.

Labeling Multiple Map Features

1. Select the map features to be labeled so that they are highlighted in the database window.

2. Click the Label Selection button in the database toolbar, or select Database, Label Selection in the menu.

Adding Text/Symbols to the Map

1. Click the Text/Symbol button on the Drawing toolbar or select Tools, Drawing Tools, Text/Symbol. The mouse pointer will change indicating that you are in the Text/Symbol Tool mode.

2. Click on the map where you want to place the text and/or symbol. (You can move it later if it isn't exactly where you want it.)

3. Select if you want to show a symbol or not. If so, change the symbol properties as you

would editing a point layer (see Edit Layer in the help, or in Chapter 4).

5. Enter text in text box if you want to add text to the map. If you add text, be sure the "Show Text" box is checked.
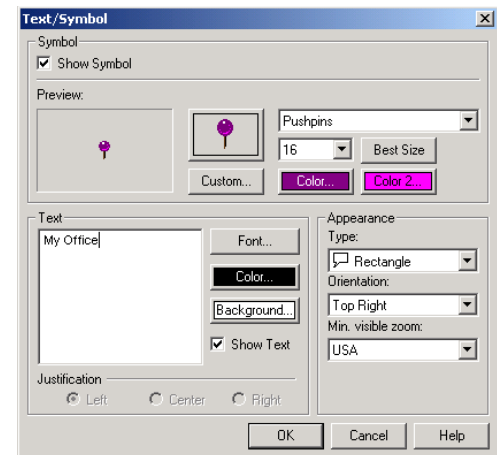
Text

In the text box, enter the word, sentence, paragraph, etc. you wish to add to your map.

Font

Click this button to change the font and style of the text annotation (callout).

Color

Click this button to change the text color.

Background

Click this button to change the color of the text. For no background around the text, change the Type of Callout to Text Only.

Justification

If your text is more than one line, select the desired justification. (If your text is only one line, there will be no difference in the result).

Type

Select the style (shape) of the callout you want to surround the text. . If you do not want a background around the text, change the Type of callout to Text Only - the last option in the drop-down list.

Orientation

Select the orientation of the callout in relation to the point where you clicked on the map. This is useful if the default orientation places the callout so that it covers a map feature or label you want displayed on the map. You may change the orientation of the callout from within the dialog box, or via the pop-up mouse menu when right clicking on a callout.
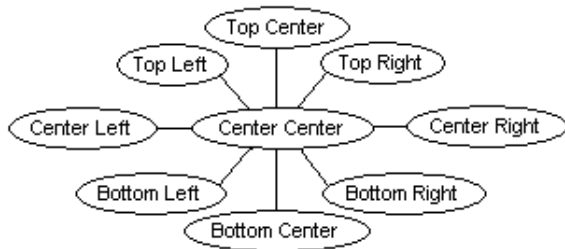
Min. Visible Zoom

This sets the zoom level at which you will see this callout.

Has Symbol

You may choose to have a symbol associated with the callout. Click the check box to add the symbol, then click the symbol box to change the symbol, if desired.

Callout is Open

You will find this only in the right click pop-up menu. When a callout is closed, you will see an icon on the map representing the callout but the text will not be legible until the callout is reopened.

This picture shows the popup menu items for a callout when right clicking the mouse on a callout (label or text annotation).
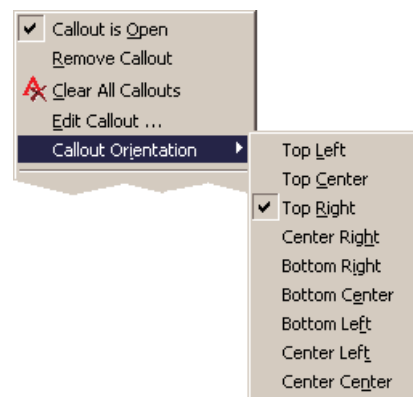
Removing Text/Symbols

There are various ways to remove callouts (text annotations and labels).

a. To remove individual callouts , you can right click on a callout and select Remove Callout

b. Another method is to select the callout with your mouse and either hit the Delete key or select Edit, Remove Callout from the menu.

c. To remove all the callouts, use the Edit, Clear All Callouts command or right mouse click on any callout and select Clear All Callouts.

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Searching Business Listings 10

BusinessMAP Travel Edition includes Dun & Bradstreet's 16 million business listings. When the map is zoomed-in to show street level detail, you will see the many symbols representing various businesses from this layer. BusinessMAP Travel Edition gives you the power to search this map layer by company name, location, SIC (Standard Industry Classification), size of business (sales or employee number range), and/or business unit classification (franchise or not, HQ or division, for example). Note that you may also find the "What's Nearby" feature useful for searching this layer as well, finding restaurants, hotels, and much more within a given radius of a location. This chapter covers the ways to search the business listings layer via the Find, Business Listings command.

Searching the Business Listings

You can search the Dun & Bradstreet list of businesses to find prospects, competitors, or other points of interest.

Note: If the Find, Business Listings command is not active, you will need to add the business listings map layer to your map. To add this layer, select Add Layer and add the buslist.bml file from the maps/USA GDT folder.

Searching the Business Listings 🔍

1. Click Find, Business Listings. A dialog box will appear allowing you to change the search settings. If you wish to find businesses of a specific name, click on the top Change button; if you want to find businesses of a specific SIC category, select the third Change button, etc. You may change the search criteria for multiple categories. For example, if you want to find a specific category of business within a specific location, you could change Business Type to Travel Agencies and Change Location to Washington, DC.

You may change one or more search criteria in the above dialog box by clicking on the

appropriate change button. Below are instructions for each change option:

A) Business Name: Click here to select one or more businesses to search for.

1. Type in the business name that you want to search for. You may wish to add multiple variations of the name where necessary.

2. Click the Add button to add it to the selected list. If the business is not listed in the selected list, it will not be included in the search.

3. To clear a business name from the selected list, highlight the name by clicking on it and clicking the Clear button. Use the Clear All button to remove all businesses from the selected list. Click OK to return to the search criteria dialog box.

B) Location: Use this option to select a location or area in which you want to search for businesses.

1. Use the Find boxes on top to quickly find an area. The area name will move to the top of the list below the find box where you must click to add a checkmark to the item in the list.

2. Click in the small box to the left of the area name to add the checkmark. You may select multiple areas by holding down the shift key (for consecutive selections) or the control key (non-consecutive selections).

3. If you want to change a selection, you can click on the checkmark to remove it, or click on the corresponding Clear All button to clear all selections within that specific location category.

4. To remove a selected area, highlight the area in the selected list box by clicking on it, and click the Clear button. It will be deleted from the selected list box and omitted from the search. When you have finished making your selection, click the OK button.

C) Type of Business: Use this selection to specify an industry category for your search of businesses.

1. Use the Find boxes on top to quickly find an industry category. You may type in up to eight digits of the SIC code, or search by keyword. The industry list will move to display the industries in that category when an even number of digits is entered, or the complete keyword is typed. If a word is typed and the list does not change, there is no such SIC category.

2. Click in the small box to the left of the SIC industry to add the checkmark. You may select multiple industries by holding

down the shift key to select consecutive SICs or the control key for non-consecutive selections.

3. If you want to change a selection, you can click on the checkmark to remove it, or click on the corresponding Clear All button to clear all selections within that specific SIC category.

4. To remove a selected industry type, highlight the industry type in the selected list box by clicking on it, and click the Clear button. It will be deleted from the selected list box and omitted from the search.

5. After making your selection(s), click OK.

D) Size of Business: Use this option to specify the size of the businesses to search for with respect to sales figures or number of employees of the business.*

1. Place a checkmark next to the desired selection(s). You may select multiple criteria (do not select all because it is the same as selecting none).

2. AND means that all businesses found will fill size require-ments for both sales and employees. OR means the busi-

nesses found will fulfill requirements for either sales or employees.

3. Click OK to return to the selection criteria dialog box.

*Note: Sales and employee numbers are provided where available. Such figures may also fall under the corporate headquarters and not necessarily be listed with each branch, division, etc.

E) Corporate Info: Use this option to specify the business site's classification, if it is a single location business, a headquarters, a branch, or division, and the type of franchise, corporate owned or franchised.

1. Place a checkmark next to the desired classifications.

2. Click OK to return to the selection criteria dialog box.

3. Once the selection criteria are set, click Next.

4. Choose whether you want the results selected in the current Business Listings layer or if you want a new layer created with the results.

If you select to use the current layer, select the method of display from the pull-down menu:
 · Clear before Query – This option clears any current
     database selection so that the results of this query will
     be the only records selected.
 · Add to Selection – This option will add the results of the

current query to any records currently selected in the Database window.

· Search in Selection – This option will search only the currently selected records for those that fit the conditions entered in the Find by Field(s) dialog box.

If you select to create a new layer, enter a name for the layer or simply click Next to accept the default.

5. The business listings will be searched and displayed in the Database windowin accordance with your instructions in step four.

Create My Listings command (Database Menu)

This command is for the Business Listings layer only. If you have queried the Business Listings layer or selected records within this layer, you can use this command to create a new layer with only the selected records.

1. You must first select records in the Business Listings layer. This may be done via one of the Find tools, the ID tool, or simply selecting records in the database window using the select button.

2. Select Database, Create My Listings from the menu

3. Enter a name for the new business listings layer and click OK

4. You may now edit the attributes for this layer using the Edit Layer command, if desired.
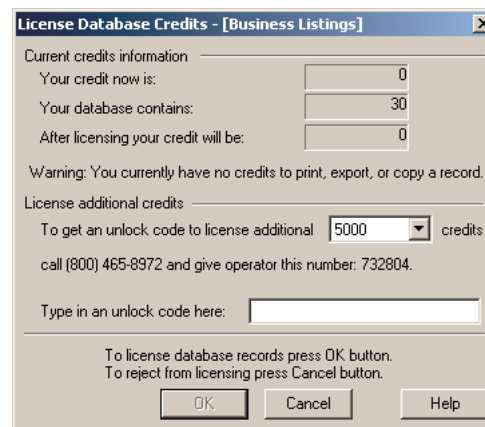
Saving/Exporting & Printing D&B Data:

Credits are necessary in order to export or print the results of the Business Listings search. To purchase credits:

1. Add a Dun & Bradstreet business listings database to your map

2. Select File, Save Database Copy As…

3. Select the location to save the database and type in a name for the file and click OK

4. The credits dialog box will appear revealing the amount of credits you currently have. If you do not have any, or need more to export the current database (query results), you are given the opportunity to call a toll free number and purchase more credits. The operator will provide a code for you to enter that corresponds to the amount of credits you have purchased. You may also add extra credits, even if you currently have enough credits to export the number of records in the current query.

5. You may license credits in quantities of 500, 1000, 2000, 3000, 5000, and 10,000. Select the desired number from the drop-down menu. The code provided by the operator will work for the quantity selected/purchased.

6. After entering the code (or if you already have enough credits), click OK to export the records. Click Cancel if you do not wish to purchase credits to download the records.

Note: Selecting File, Print Database… will also produce the Licensing dialog box.

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Additional Map Data

11

BusinessMAP Travel Edition now has optional data extensions that let you expand BusinessMAP's functionality beyond the United States with the purchase of map datasets for Canada or Europe. ESRI has partnered with different vendors to provide the type of quality you are used to in BusinessMAP for each of these regions.

If you are still concentrated in the United States, or if you need to enhance your U.S. maps, look to our partner for quality Aerial photographs and topograpical (topo) maps. You can combine these maps and photos on your BusinessMAP Travel Edition features and geography to create stunning maps for a wide range of purposes.

Canadian Maps

Installation

When the first map data CD is inserted in the drive, setup should run automatically. If your autorun is turned off, you will need to run setup.exe from the CD ROM.

After installing one of these datasets, select File, New Map. Then select a Canadian template for a map of the new dataset.

Notes

If you have purchased one or more of these add-on datasets, you may find slight differences in the way they look or work in BusinessMAP. Some of these differences are as follows:

1. The uppermost zoom level will not be the USA level, for obvious reasons.

2. Although, the map layers will differ, you will still have municipal boundaries of various types, roads, lakes, rivers, etc.

3. The demographic data for these datasets will be different, but you may still color code by the demographics that are included.

4. You may plot database data to all map datasets by post code, street address, and latitude/longitude. Note, however, that street coverage on all datasets is not equal.

5. The Find Location dialog box will have different tabs than the U.S. dataset.
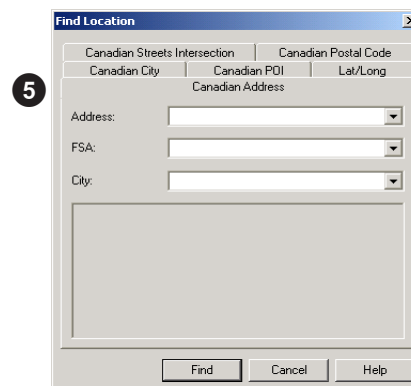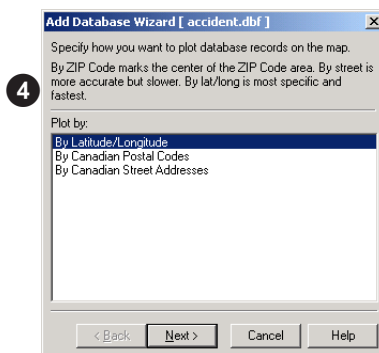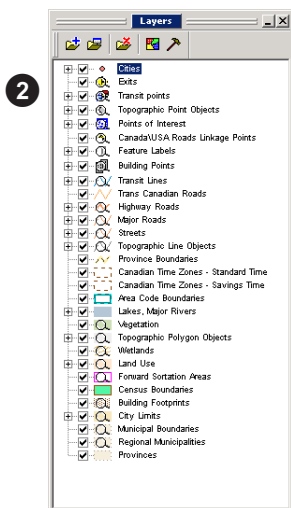
European Maps

Installation

When the first map data CD is inserted in the drive, setup should run automatically. If your autorun is turned off, you will need to run setup.exe from the CD ROM.

After installing one of these datasets, select File, New Map. Then select a European template for a map of the new dataset.

Notes

If you have purchased one or more of these add-on datasets, you may find slight differences in the way they look or work in BusinessMAP. Some of these differences are as follows:

1. The uppermost zoom level will not be the USA level, for obvious reasons.

2. Although, the map layers will differ, you will still have municipal boundaries of various types, roads, lakes, rivers, etc.

3. You may plot database data to all map datasets by post code, street address, and latitude/longitude. Note, however, that street coverage on all datasets is not equal. Given that Europe is many countries with different address formats, you must have a country field in your database if the database covers more than one country. If the database is for only one country in Europe, select the country in the database wizard dialog box.

4. The Find Location dialog box will have different tabs than the U.S. dataset.
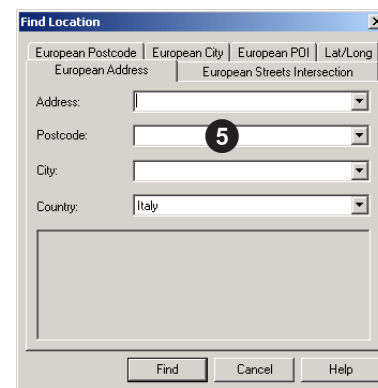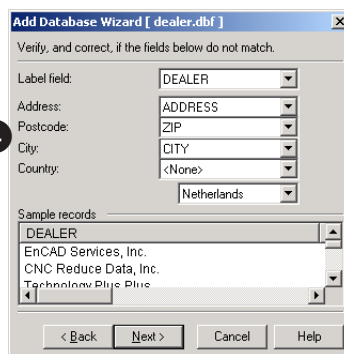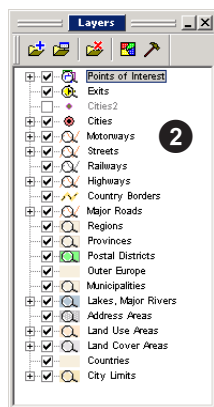
U.S. Aerial & Topo Maps

You may be able to find some aerial photos and topo maps on the Internet, but they must be geographically referenced to add to your map in BusinessMAP. We have made getting these maps very simple through a partner who specializes in this data. To see a sample, preview the Sample Aerial and Topo Maps template.

After purchasing the topo maps and/or aerial photos (see add-on products booklet), you must activate the associated commands by running setup.exe from the Maptech Support folder on the BusinessMAP Travel Edition Program CD. After running the setup, select Window, Styles, Aerial & Topo from the menu to display the relevant commands.

Definitions

Topo map (topographic) - uses brown contour lines to show the shape and elevation of the terrain. Contour intervals vary, depending mainly on the type of terrain and the scale of the map.

Aerial photo - a black-and-white photographic image map that is produced from aerial photographs. Like photographs, they include no names or symbols.

The Sample Aerial & Topo Map

1. Open BusinessMAP and click the button to Enter BusinessMAP. If BusinessMAP is open, proceed to Step 2.

2. Click the New Map button on the toolbar.

3. Choose the Sample Aerial and Topo Map template from the New Map dialog box and click Open.

3. When the map opens, select the Enter BusinessMAP button. The map will be of Washington D.C. and Maryland.

4. To see the aerial and topo maps, zoom in to the image layers where specified on the map. (Once the layers appear you need not zoom further)

5. Turn on and off layers and experiment with the transparency property (using the Layer Editor) to see what you can do with these layers.

Adding a Topo Map Layer

1. After receiving your topo maps CDs (optional purchase - see the add-on products booklet). Open BusinessMAP to the desired map and insert the Topo CD in the drive. If you are prompted to "setup" the CD, do so (this will register the topo CD to BusinessMAP) and then proceed to step 4.

2. If this is a new topo CD, and you were not prompted to setup the CD, select Layer, Topo Maps & Aerial Photos, Setup Topo Maps CDs from the menu. (If you do not see these commands, you must activate the Aerial & Topo Style. (see styles in Chapter 1 for more information).
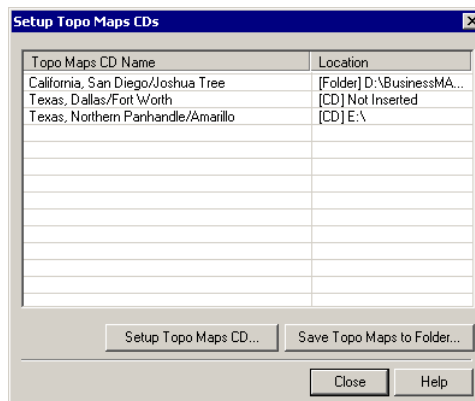
3. To run the topo maps from the CD, click Setup Topo Maps CD. If you want to copy the CD to your hard drive, click Save Topo Maps to Folder. Either method will register the topo maps on the CD. Once registered, click Close.

   Note: If you have setup a Topo maps CD to run from the CD, but later decide to load it to your hard drive you must first remove the CD from the list (right click on it and select remove) and then click Save Topo Maps to Folder.

4. Add the Topo Maps layer by clicking the button on the Layer toolbar, or by selecting Layer, Topo Maps & Aerial Photos, Add Layer, Topo Maps. To see the topo maps, use the zoom-in tool or Find to zoom to a location covered by the area covered by the topo CD.

Adding an Aerial Photo Layer

1. In order to access the aerial photos, you will need to have purchased and registered for access to the aerial photos server. If you
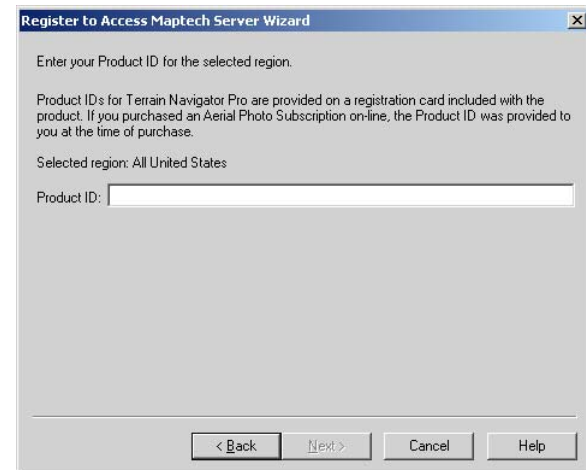
have already registered for access to the aerial photos server, proceed to step 7.

2. To register online to access the aerial photo server, select Layer, Topo Maps & Aerial Photos, Register to Access Aerial Photos from the menu. (Open the Aerial & Topo Style, if not already active by selecting Window, Style, Aerial & Topo.)

3. Select a state/region from the list that corresponds to the state/region that you have licensed. Make sure you have an Internet connection to register the product ID online and click Next.

4. Enter the Topo Maps product ID or the Aerial Photos subscription ID for the region and click Next.

5. Click Next and BusinessMAP will open your Internet browser to complete the registration online.

6. Enter your e-mail address and password and click Next to complete the registration information. Once the registration is complete you may close your Internet browser. In some cases, it may take a few minutes for BusinessMAP to receive the registration confirmation. Once the registration is complete, the Finish button will activate. Click Finish when the button is active.

7. Select Add Layer, Aerial Photos from the menu, or click the Add Layer Aerial Photos button on the layer toolbar. (Open the Aerial & Topo Style, if not already active by selecting Window, Style, Aerial & Topo.)

8. The aerial photo layer will be added in the layer window. When you zoom the map to street level or lower, Business-MAP will begin downloading the aerial photo. Once the aerial photo has been downloaded, it will be added to your map. The status of the download will be displayed in BusinessMAP's status bar below the map view window.

   If the aerial photos have trouble downloading, the status bar may suggest you click Refresh. To refresh, select View, Refresh from the menu.
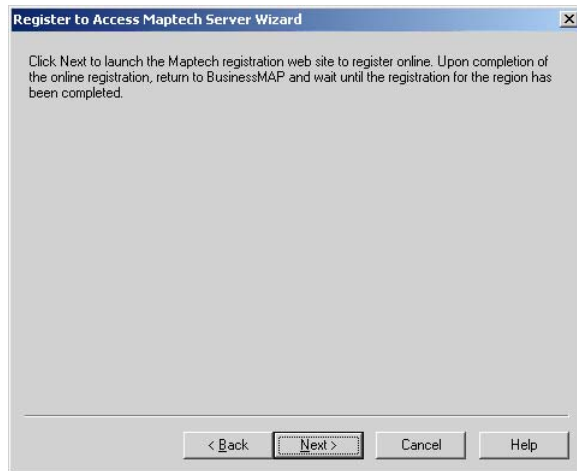
❺

Register to Access Maptech Server Wizard

Click Next to launch the Maptech registration web site to register online. Upon completion of the online registration, return to BusinessMAP and wait until the registration for the region has been completed.

| < Back | Next > | Cancel | Help |

❻

Register to Access Maptech Server Wizard

It may take several minutes or more to process your registration and make the region available in BusinessMAP. The Finish button will be enabled as soon as your registration has been processed. Click Cancel to abort the registration if you cannot wait.

Checking the registration status...

| < Back | Finish | Cancel | Help |

Appendix A - Database Links

A

As an alternative to the Add Database command, you may wish to use a direct link to your contact management software. BusinessMAP Travel Edition has links to ACT!, GoldMine, Outlook, Maximizer, and Organizer. We have a link to Excel as well, and although it's a spreadsheet program, we created a link due to its popularity for keeping address lists.

The benefit of using a direct link to launch BusinessMAP Travel Edition (besides simplicity), is that after performing a spatial query, you can send the results back to the originating program as a group for a mail merge or other such function.

Links Installation

To install the links, do the following:

1. Insert CD #3 (Installation CD) into your CD ROM drive

2. Run the Setup.exe file from within the "BusinessMAP to Contact Manager Links folder".

3. If the setup wizard asks if you want to Modify, Repair, or Remove the program, select Modify.

4. BusinessMAP Travel Edition will look for the programs it has links to and display the results in a dialog box (shown below). If you do not want to install all of the selected program links, you may change it here. For example, you want to link from your contact manager program, but not Excel, select not to load the Excel link by clicking on it and selecting the option with the red x on it. If you have a program, but BusinessMAP Travel Edition did not detect it, you may select to load it and BusinessMAP will ask you where to find it.
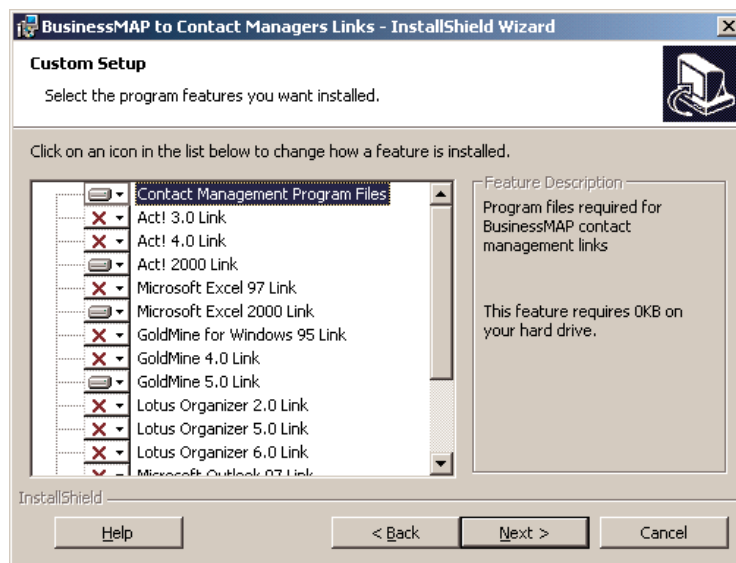
5. Continue the installation by clicking Next to install the links you have specified. See any program specific notes below.

ACT!

You can launch BusinessMAP Travel Edition directly from ACT! This will enable you to perform various geographic searches and return the selected results (contacts) back to ACT!

Installing the BusinessMAP icon on the ACT! 3.0/4.0/2000/6.0 toolbar:
1. From the ACT! Tools menu, choose Customize.
2. Click on the Commands tab and click New and then Browse.
3. Find the folder to which you installed ACT! and select the file BMPROX32.EXE and click Open.
4. For ACT! 3.0, in the command line, type -a1 -s1 after the bmprox32.exe. For example: c:\act30\bmprox32.exe -a1 -s1 (where the drive and folder you installed ACT! 3.0 to are c:\act30). For ACT! 4.0 , in the command line, type –a2 –s1 after the bmprox.exe. For ACT!2000, in the command line, type –a3-s1 after the bmprox.exe (don't enter a space between –a3 and –s1, in contrast to ACT! 3.0 and ACT! 4.0).
5. Click Save, then click Icon and the Select Icon dialog box appears.
6. Click Browse and Find the file BUSMAP.BMP in the same folder where BMPROX32.EXE is located. Then click OK.
7. Edit Command name, Description, Button/Tooltip text and Menu text as desired (such as: Launch BusinessMAP).
8. Click on the Toolbars tab and Choose an empty location on the toolbar to insert the BusinessMAP Travel Edition icon and click Insert.
9. Click Save and then Close.

Follow these steps to setup the Lookup in ACT! 3.0:
    Note: ACT! 3.0 has a limited size buffer for queries which limits you to approximately 100 records when sending queries back to ACT! 3.0
    1. Select Lookup, Modify menu.
    2. Click the Add Item button and then the Browse button (the button with the three dots next to Filename and Location).
    3. Select the BUSMAP.QRY file and click Open.
    4. Under Command Name, type the text you want to display as the Menu item such as BusinessMAP Lookup (or something else). Click OK and click OK again.   To run the BusinessMAP Travel Edition query, choose BusinessMAP Lookup from the Lookup menu option.

Launching BusinessMAP Travel Edition from ACT!
    1. Open ACT! with any ACT! database
    2. Click the BusinessMAP icon on the ACT! toolbar to start BusinessMAPTravel Edition.
    3. Verify the user name, and enter a password if a password is required for the ACT! user database. The Database Layer dialog box appears.
    3. Click OK to accept the current settings, or you may first change the Layer Name (to contacts, clients, etc.) and click OK. Contacts from the active ACT! data file will be displayed on the map.

Searching ACT! Files Geographically
    When you perform a geographic query, the selected records are shown in the database window. These records may be sent back to ACT! following the steps below. When BusinessMAP returns to ACT! 3.0 or 4.0, it automatically writes information identifying selected records to the BUSMAP.QRY query file. When BusinessMAP Travel Edition returns to ACT! 2000, it creates a group and adds the records to the group.

Follow these steps to send selected records back to ACT!:
    1. Select necessary records (perform geographic query/search).
    2. From the database window menu, select File, Return Query Results…. Records are be written to the query file and ACT! is reactivated.
    3. To view the selected records use the Lookup, Custom, BusinessMAP command in 2.0, or the Lookup, BusinessMAP in 3.0 to view these records. To view records in ACT! 2000, select the group that was created when the results were returned to ACT!

Excel

You can launch BusinessMAP Travel Edition directly from Excel! This will enable you to perform various geographic searches and then send the query results (selected records) back to an Excel spreadsheet.

Installation of BusinessMAP Travel Edition to Microsoft Excel link:

1. Start Excel
2. Select menu command: Tools, Add-Ins
3. Check the check box "BusinessMAP Launcher" from within the Add-Ins dialog box and click OK
4. Use either command to open BusinessMAP Travel Edition and add your Excel data to the map. Note, if when you open Excel for the first time after loading this link, the BusinessMAP Travel Edition link button is floating (not placed on the toolbar), simply drag it up to the toolbar in the desired position.

Searching Excel Files Geographically

When you perform a geographic query, selected records are shown in the database window. These records may be sent back and shown in Excel by selecting the File, Return Query Results… from the Database browser menu. When BusinessMAP Travel Edition returns the query results to Excel, it creates a table and writes the selected records (query results) to your spreadsheet or returns the results to the existing spreadsheet.

Removing the BusinessMAP Travel Edition to Excel link:

1. Select menu command: Tools, Add-Ins.
2. Uncheck "BusinessMAP Launcher" from the Add-Ins dialog box.
3. Uninstall the BusinessMAP contact managers links via the Add/Remove Programs in the Control Panel.

GoldMine

You can launch BusinessMAP Travel Edition directly from GoldMine! This will enable you to perform various geographic searches and return the selection results (contacts) back to GoldMine.

Follow these steps to launch BusinessMAP Travel Edition:
1)   Install the BusinessMAP Travel Edition contact managers links if not already installed.
2)   Open GoldMine, and open the desired data file (if not already open).
3)   Use the File, Launch BusinessMAP command to automatically start BusinessMAP Travel Edition.
4)   Verify the user name, and enter a password if a password is required for that GoldMine user database.
5)   Select the Current Contact, Group, or Entire Database" to specify which records you wish to plot. The Database Layer dialog box appears.
6)   Click OK to accept current settings, or you may change the Layer Name (to clients, contacts, etc.) and symbol properties.
7)   Click OK. Contacts from the active GoldMine data file will be displayed on the map. You can now create color-filled maps and perform geographic queries of your data.

Searching GoldMine Files Geographically
   When you perform a geographic query, selected records are shown in the Database Window. These records may be sent back and shown in GoldMine following the steps below. When BusinessMAP Travel Edition returns the query results to GoldMine, it creates a group and adds the selected records (query results) to the group.

Follow these steps to send the selected records back to GoldMine:
   1. Select necessary records (perform a geographic query/search).
   2. From the database window menu bar, select File, Return Query Results... The GoldMine to BusinessMAP Connection dialog box appears.
   3. Type name of group and click OK. The group with the user specified name is then created and GoldMine is activated.
   4. Use the View, Contact Groups command to view your records.

Maximizer

You can launch BusinessMAP Travel Edition directly from Maximizer! This will enable you to perform various geographic searches and return the selected results (contacts) back to Maximizer.

Installing the Maximizer Link
>   You may use the Maximizer Link with Maximizer versions 2.0, 3.0, and 97is, 4.0, and 5.0, however you must manually add the Launch BusinessMAP Travel Edition button to the Maximizer toolbar.

Follow these steps to add the BusinessMAP Travel Edition button to Maximizer's toolbar.
>   1. Select View, Toolbars from the menu or right click on the toolbar and select Customize. A Toolbars box will appear.
>   2. If you do not already have a Custom 1 toolbar, click Add then Add again in the modify toolbar box. If you have a custom 1 toolbar, highlight it and click Customize and go to step 4a.
>   3. Select Open a document or Application and click Next.
>   4. In the Toolbar Button Properties box, type in the following information:
>   a) Document/Application – type: "c:\maximizer\bmprox32.exe –m –s1" or "c:\progra~1\maximizer\bmprox32.exe –m –s1". Be sure to put a space before the dashes and the last character is the number one not a lowercase L. You may wish to browse for the bmprox32.exe file. If so, click on the button (...) to the right and locate the correct path for the file.
>   b) Tooltip – this is the bubble text help so type in "Launch BusinessMAP", or "plot on map" to help remind you what the icon is for.
>   c) Status Bar Help – same as above (or leave blank). Click Next (or Icon, if modifying your custom 1 toolbar).
>   5. Select External Image File (bitmap) in the Toolbar Button Icon box.
>   6. Type in the path for the bmmax30.bmp file or browse for it as in step 4a.
>   7. Click Finish and OK and the BusinessMAP Travel Edition icon will appear in your toolbar.

Launching BusinessMAP
>   Follow these steps to launch BusinessMAP Travel Edition from Maximizer:
>   1. Open Maximizer (one of the above specified versions).
>   2. Open any data file you created in Maximizer (if not already open).
>   3. Click on the Launch BusinessMAP Travel Edition button on the Maximizer toolbar to automatically start BusinessMAP Travel Edition, or select Tools, Launch BusinessMAP Travel Edition command from the menu. The Database Layer dialog box appears.
>   4. Click OK to accept the current settings, or you may first change the Layer Name (to contacts, clients, etc.) and click OK. Contacts from the active Maximizer data file are displayed on the map. You can now create color-filled maps and perform geographic queries of your data. See the Sample Applications section for specific examples.

Searching Maximizer Files Geographically
>   When you perform a geographic query, selected records are shown in the Database Window. These records may be returned to Maximizer following the steps below.

Follow these steps to send the selected records back to Maximizer:
>   1. Select necessary records (perform a geographic query/search).
>   2. From the Database window menu bar, select File, Return Query Results... Maximizer will be activated again and the records selected in BusinessMAP Travel Edition will be marked. To view only these records select the Edit, Make Marked List Current command. If you think you will need these selected records later, you can save these contacts as a list.

Organizer

You can launch BusinessMAP Travel Edition directly from Lotus Organizer! This will enable you to perform various geographic searches and then send the query results (selected contacts) back to Organizer's database. In order to add the Launch BusinessMAP button to the toolbar, you will need to customize the Organizer icon bar.

Launching BusinessMAP Travel Edition
> Follow these steps to launch BusinessMAP Travel Edition from Lotus Organizer:
> 1. Open Lotus Organizer.
> 2. Open any data file you created in Organizer (if not already open).
> 3. Click on the Launch BusinessMAP Travel Edition button on the Organizer Toolbar to open BusinessMAP Travel Edition. The Business-MAP to Lotus Organizer Connection dialog box appears.
> 4. Verify the user name and enter a password, if necessary, for the Lotus Organizer user database.
> 5. Type the Address section name and click OK. The Database Layer dialog box appears.
> 6. Click OK to accept current settings, or you may change the Layer Name (to contacts, clients, etc.). Click OK. Contacts from the entered address section are displayed on the map. You can now create color-filled maps and perform geographic queries of your data. See the Sample Applications section for specific examples.

Searching Organizer Files Geographically
> When you perform a geographic query, the selected records are shown in the Database Window. These records may be sent back to Organizer through an intermediate database (.dbf) file which can then be imported into an address section.

Follow these steps to get the selected records into Lotus Organizer:
> 1. Select necessary records.
> 2. From the Database window menu bar, select File, Return Query Results... The Lotus Organizer to BusinessMAP Connection dialog box appears.
> 3. Type a name for the intermediate file and click OK. The records selected in BusinessMAP Travel Edition are written to this file. Organizer is then activated.
> 4. Use the File, Import command to add the selected records from the intermediate file to any address section. See the Organizer Manual for details about importing.

Outlook

You can launch BusinessMAP Travel Edition directly from Outlook. This will enable you to perform various geographic searches and return the selected results (contacts) back to Outlook.

Follow these steps to launch BusinessMAP Travel Edition:
1. Open Outlook.
2. Click the Launch BusinessMAP Travel Edition button on the toolbar to automatically start BusinessMAP Travel Edition.
3. Select the Current Contact, Group, Entire Database to specify which records you wish to plot. The Database Layer dialog box appears.
4. Click OK to accept current settings, or you may change the Layer Name (to clients, contacts, etc.) and click OK. Contacts from Outlook will be displayed on the map. You can now create color-filled maps and perform geographic queries of your data. See the Sample Applications section for specific examples.

Searching Outlook Contacts Geographically
   When you perform a geographic query, selected records are shown in the Database Window. These records may be sent back and shown in Outlook following the steps below. When BusinessMAP Travel Edition returns the query results to Outlook, it creates a category and adds the selected records (query results) to this category.

Follow these steps to send the selected records back to Outlook:
1. Select necessary records (perform a geographic query/search).
2. From the Database window menu bar, select File, Return Results. The Outlook to BusinessMAP Connection dialog box appears.
3. Type a name for the category and click OK. The category is then created and Outlook is activated.
4. Use the View, Current View, By Category command to view the categories. Expand the category to view your contact records within the new category.

Removing BusinessMAP Travel Edition to Outlook link:
   Before removing the BusinessMAP Travel Edition to Outlook link, you must first exit Microsoft Outlook.

Appendix B - File Types

B

Within the add layer dialog box, you will find that BusinessMAP Travel Edition lists three different file types which you may add to the map - BML, SDC, and SHP. This appendix will explain thes three file types.

File Types

Map features may be added to the map from various file formats. The three file options are:

BML (BusinessMAP Layers) files associate the SDC file with additional display properties. Where possible, you should select the BML file rather than the SDC file. These layers are the default file type for BusinessMAP Travel Edition.

SDC (Smart Data Compression) files are highly compressed data files. This is a new map data format for BusinessMAP Travel Edition which allows for the vast improvement in the map display over previous versions of BusinessMAP.

SHP (Shapefile) file format is an open ESRI standard for map data. Because this is an open standard, used in higher end GIS (Geographic Information Systems) software from ESRI, many map layers may be acquired in this format. You may find a white paper explaining the details of this format on ESRI's website. You may also find various shapefiles for download from various GIS related Internet sites.

Image Map Layers

The raster image layer formats listed below must be georeferenced in order to add them to other map layers. This means that the file has an associated file that provides the coordinates of the image.

  TIF - Tagged Image File
  GIF - Graphics Interchange File
  JPG - Joint Photographic File
  PNG - Portable Network Graphic File
  BMP - Windows Bitmap

Note that all three file types listed above are associated with multiple files. For example, a Shapefile (.shp) will also have at least two other files associated with it - a database file (.dbf) and an index file (.shx). The associated files will have the same name, but with the appropriate file extension.

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