

BusinessMAP[®]

Travel Edition

Version 2.0

Sample Applications:
A Helpful Business Solutions Guide



Copyright © 1999–2003 ESRI
All rights reserved.
Printed in the United States of America.

The information contained in this document is the exclusive property of ESRI. This work is protected under United States copyright law and the copyright laws of the given countries of origin and applicable international laws, treaties, and/or conventions. No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as expressly permitted in writing by ESRI. All requests should be sent to Attention: Contracts Manager, ESRI, 380 New York Street, Redlands, CA 92373-8100, USA.

The information contained in this document is subject to change without notice.

DATA CREDITS

Map data - Geographic Data Technology (www.geographic.com)
Business listings - D&B (www.dnb.com)
Demographic data - ESRI Business Information Solutions (www.esribis.com)
Aerial photos and topographic map samples - Maptech (www.maptech.com)

U.S. GOVERNMENT RESTRICTED/LIMITED RIGHTS

Any software, documentation, and/or data delivered hereunder is subject to the terms of the License Agreement. In no event shall the U.S. Government acquire greater than RESTRICTED/LIMITED RIGHTS. At a minimum, use, duplication, or disclosure by the U.S. Government is subject to restrictions as set forth in FAR §52.227-14 Alternates I, II, and III (JUN 1987); FAR §52.227-19 (JUN 1987) and/or FAR §12.211/12.212 (Commercial Technical Data/Computer Software); and DFARS §252.227-7015 (NOV 1995) (Technical Data) and/or DFARS §227.7202 (Computer Software), as applicable. Contractor/Manufacturer is ESRI, 380 New York Street, Redlands, CA 92373-8100, USA.

ESRI, ArcView, ArcIMS, SDE, the ESRI globe logo, ArcGIS, ArcInfo, ArcSDE, ArcCatalog, ArcEditor, ArcMap, ArcToolbox, ArcPress, BusinessMAP, RouteMAP IMS, 3D Analyst, GIS by ESRI, the ESRI Press logo, ArcData, www.esri.com, www.geographynetwork.com, and www.gis.com are trademarks, registered trademarks, or service marks of ESRI in the United States, the European Community, or certain other jurisdictions.

The names of other companies and products herein are trademarks or registered trademarks of their respective trademark owners.

WRITER
Royce Hall

Contents

Introduction	1
Planning a Trip	2
Using GPS to find Nearby Hotels, Restaurants, Gas Stations, and More	3
Corporate Recruiting	4
Call Planning	5
Find a Nearby Dealer or Service Center	6
Targeted Mailing List (my database)	7
Targeted Mailing List (prospecting with the Dun & Bradstreet list)	8
Seminar Invitations	9
Analyze New Business	11
Find a Doctor	12
Analyzing Patterns	14
Real Estate	15
Inserting Maps into Word	16
Adding Maps to Presentations	17
Using Maps in Drawing Applications	18
Adding Maps to Spreadsheet Applications	19
Index	19

This page intentionally left blank.

Introduction

Welcome to desktop mapping with BusinessMAP Travel Edition software by ESRI. This sample applications book is your guide to help you understand and perform several applications using this software. These examples suggest only a few uses of the software. Modifying or combining these examples may better meet your particular needs.

To get the most out of BusinessMAP Travel Edition, it is suggested you review the User's Guide, video demonstrations, and/or online Help which will help you learn more about navigating the map, changing the workspace, and more.

We hope you will find these sample applications useful. We invite you to send comments or applications not covered here so this guide may be improved upon (see the technical support information in the Help or User's Guide for how to send feedback).

Planning a Trip

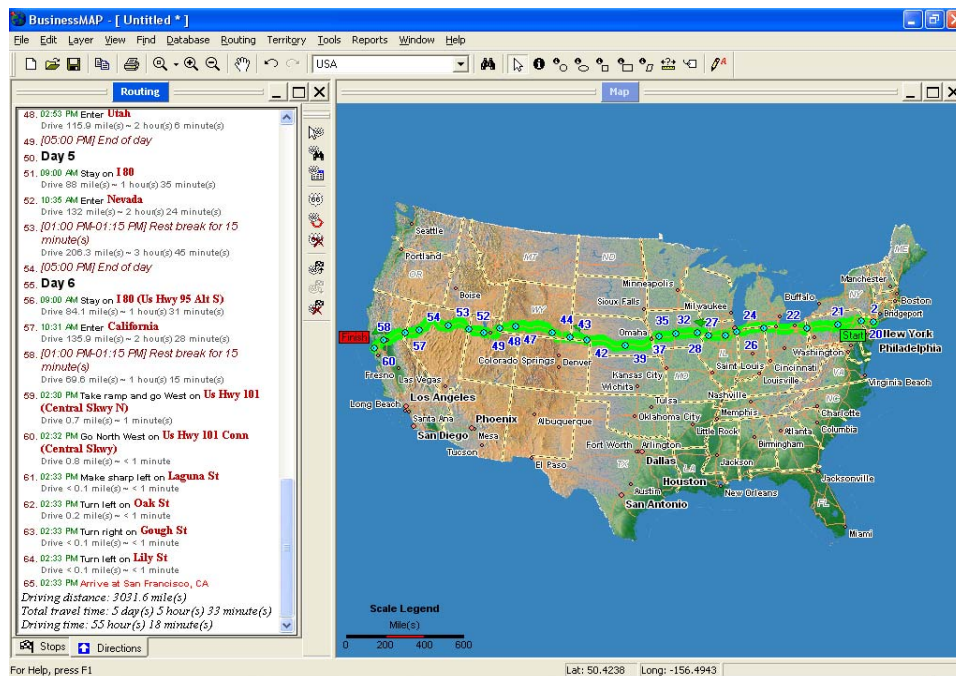
Let's say you are planning to take a long trip. You know it will take more than what you consider a day's worth of driving to get there and want to be sure you provide for rest periods, over-nights and stops along the route. You can specify various options in BusinessMAP Travel Edition that will create a plan for your trip that takes these factors into account.

When you have completed the steps of this exercise, you will notice that the route plan includes stops after the specified time allotted for driving per day is exhausted, rest breaks if requested, and estimated times for each part of the route.

See Also

See Routing (Chapter 9) in the User's Guide for more information on creating a route and various trip planning options.

1. Start, and enter BusinessMAP Travel Edition from the Quick Start box if the program is not already open.
2. Select Routing, Add Stop(s) by Location.
3. Select the U.S. City tab; Type in "New York" for the City and "NY" for the State. Click Add Stop to add New York to the routing window.
4. The Add Stops window should still be open. If it isn't open, select Routing, Add Stop(s) by Location again. Type in "San Francisco" for the ending City and "CA" for the State. Click Add Stop.
5. Since you want to set the trip planning options, click Close to close the add stops
6. Now, you need to plan the trip. Select Routing, Routing Options.
7. Click in the checkbox for Include trip planning in driving directions.
8. Fill in the times for each field and click Ok when you are finished. (For more details on the Route Preferences, see the chapter on routing in the User's Guide).
9. Select Routing, Find Route
10. See the Users guide for details on printing, saving, and viewing your route.



Using GPS to find Nearby Hotels, Restaurants, Gas Stations, and More

Finding a hotel in a strange city can often be a grueling chore. With BusinessMAP Travel Edition's D&B database and a GPS locator, it's just a click away. In this situation, you are visiting a friend in North Dallas, Texas. You need to find a nearby hotel and restaurant.

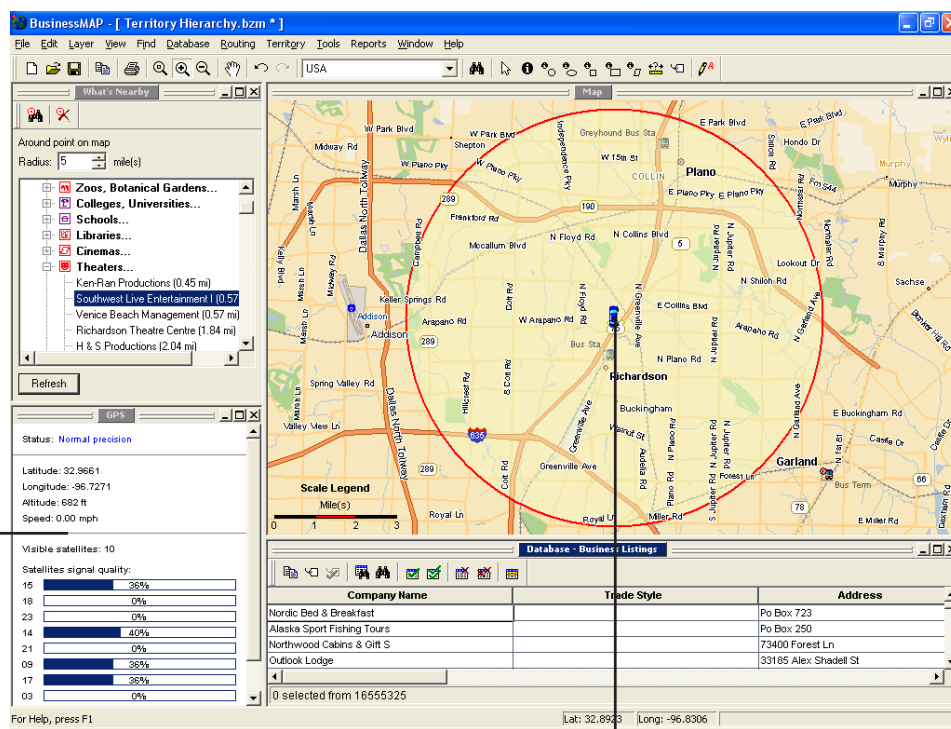
You can turn on the GPS locator in your car and use the Find Nearby tool to locate various types of businesses around your location. BusinessMAP Travel Edition will set your GPS location to the center location and perform a Find Nearest search around you. A list of nearby businesses will be displayed and you can select one to get driving directions to that location.

1. Start, and enter BusinessMAP Travel Edition from the Quick Start box if the program is not already open.
2. Click on Tools, GPS to start the GPS locator.
3. Click the Find Nearby button on the toolbar or select Find, Nearby on the menu and select Around Center. The Find location dialog box will appear.
4. Click Find to find what's nearby.
5. The What's Nearby window will appear (if it wasn't already displayed). Nearby hotels,

restaurants, gas stations, theaters, hospitals, and more will be listed in this window in order of closest to furthest.

6. You can expand or contract each category in the list. To view a location, just double click on it in the list and the map will be zoomed in and centered on the business. If the database window is open, double clicking the nearby business will also show the associated database record in the database window.

GPS Window



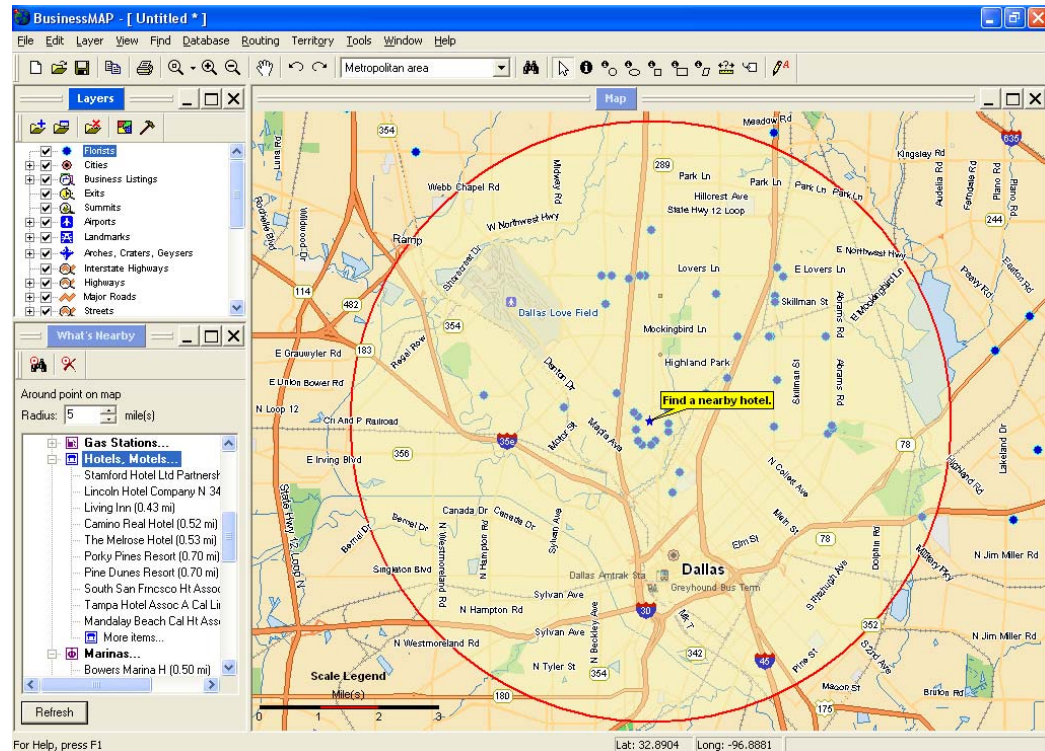
Center of What's nearby

Corporate Recruiting

Many corporate and college recruiters travel from city to city interviewing potential employees. In order to provide easy access to the interview location it is advantageous for recruiters to locate their hotel near the highest concentration of applicants.

To accomplish this plot the applicants address database on the map. Visually pick an area where the concentration is highest and then select a hotel centrally located to that area.

1. Start BusinessMAP Travel Edition and select Enter the program from the Quick Start dialog box.
2. Select Layer, Add Database to add your database of interview candidates. For an example, we used the florists.dbf file as shown in the picture below.
3. You can now zoom to the area where the points are located - Dallas, Texas if you are using the florists database. (See the Users Guide for details on zooming and navigation).
4. Visually locate a location that is central to the concentration of points.
5. Right click on this point and select What's Nearby from the popup menu.
6. In the What's Nearby window, you can scroll to view nearby Hotels.
7. Double click a Hotel to center it on the map and to view its information in the Database Window. (If the database window isn't open, select Window, Database Window to open it and view the records).



Call Planning

Careful planning of your business travel day or week can save considerable time. With BusinessMAP Travel Edition, all you need to decide is the first and last sales or service call. After getting the initial route, you can then use your own database or use the D&B business listings to search for all prospects along the route.

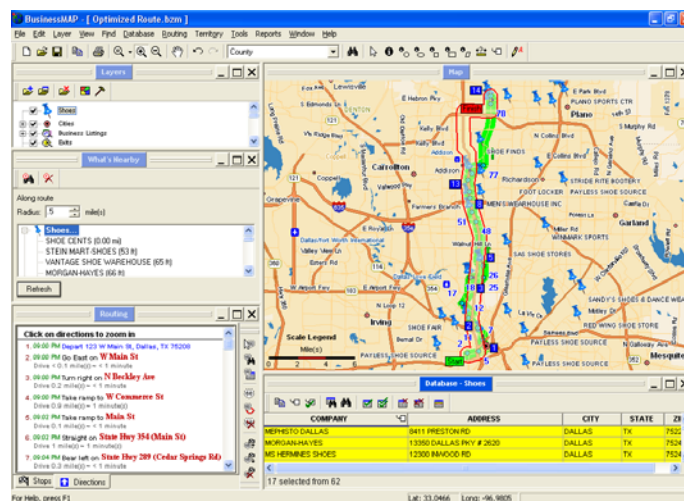
After entering the desired stops along the route, BusinessMAP Travel Edition will suggest the most efficient driving route visiting all the requested locations.

In this example, you are a manufacturer's representative for various shoe companies in Dallas, Texas. You have a morning meeting downtown, and although you know how to get there, you want to visit as many other shoe stores as you can on the return to drop off the latest pricing and promotional information.

You want to leave your meeting on Main Street, travel to a number of stores, and complete the route at a store near your home. You have a database of all your store locations but do not know the most efficient order in which to visit them. BusinessMAP can help you solve this problem.

1. Start, and enter BusinessMAP Travel Edition from the Quick Start box if the program is not open.
2. Select Layer, Add Database. Select the shoes.dbf (example database). Click Open.
3. Click Next. (Plot the locations by address.)
4. Verify that the fields match, click Next again.
5. You may change the default symbol or simply click Finish to add the database points on the map.
6. Click OK after reading the geocoding results - the number of records plotted.
7. You can now zoom into Dallas, Texas to view the points. (See the video demonstrations, or Chapter 3 of user's guide for instructions and tips on zooming in).
8. Select Routing, Add stops by Location and add 123 W Main Street, Dallas, Texas to the list of stops. This is your meeting location. Repeat this step and add 2432 Preston Rd, 75093 (Plano, TX) - a store location near your home. Click Find Route to get the basic route plan.
9. Since you want to visit stores along your drive home, select Find, Nearby, Along Route to find all shoe stores you might visit within one-half mile of your route. Since the default for What's Nearby is five miles, you will likely need to change it to 0.5 and click Refresh in the What's Nearby window.
10. After querying stores along the route, right click on Shoes (the category in bold) in the What's Nearby window and select Select in Database from the shortcut menu.
11. Now add the stores from the database window to the route by clicking the "Add to Route from Database" button found in the Routing window. Routing, Add Stop(s) From Database Window. This will add your selected shoe stores to the route.
12. Select Routing, Find Optimized Route. The route will be displayed in the Route window.

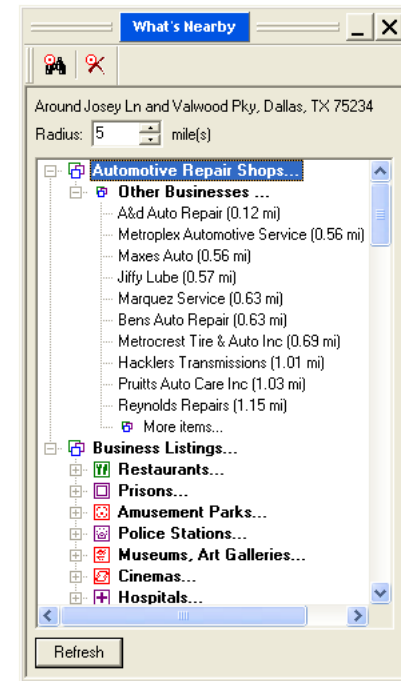
Option: If desired you can add a start time to the route plan using the trip planning options. (See Chapter 9 of the user's guide). You can also set the amount of time to be spent at each store by right clicking on each store (Route window's stops tab) and selecting properties. If you make changes in the trip planning options, click the Find Optimized Route button to refresh the route with the new information.



Find a Nearby Dealer or Service Center

This application uses the What's Nearby feature as in Chapter 6 of the user's guide, but rather than using one of the pre-established point-of-interest groups in the business listings database, you will do a search first. In this way, you can apply this application to any business.

1. Start, and enter BusinessMAP Travel Edition from the Quick Start box if the program is not open.
2. Select Find, Business Listings from the menu.
3. Click Change to the right of the Location text box. In the City text box, type "Dallas, TX" and click the check box to select Dallas. Click OK.
4. Click Change to the right of Type of Business to specify a business type and enter "Automotive Repair" under Keywords.
5. Check the box for SIC-Code 7538 - the 4-digit code for general automotive repair shops and click OK.
6. Click Next. (You may enter in more parameters, such as location, but you won't for this example.)
7. Select As Another Layer and enter "Repair Shops" as the name of the new layer. Then click Finish.
8. Select Find, Nearby, Around Center.
9. Select the Street Intersection tab, type "Josey Ln" as the street and "Valwood Pky" as the cross street. Enter Dallas, TX as the city and state. Click Find.
10. The What's Nearby window will now have a list of nearby Repair Shops. Double click on any repair shop and the selected business will be positioned exactly in the center of the map window. If the database window is open, the record information will also be displayed.



Targeted Mailing List (my database)

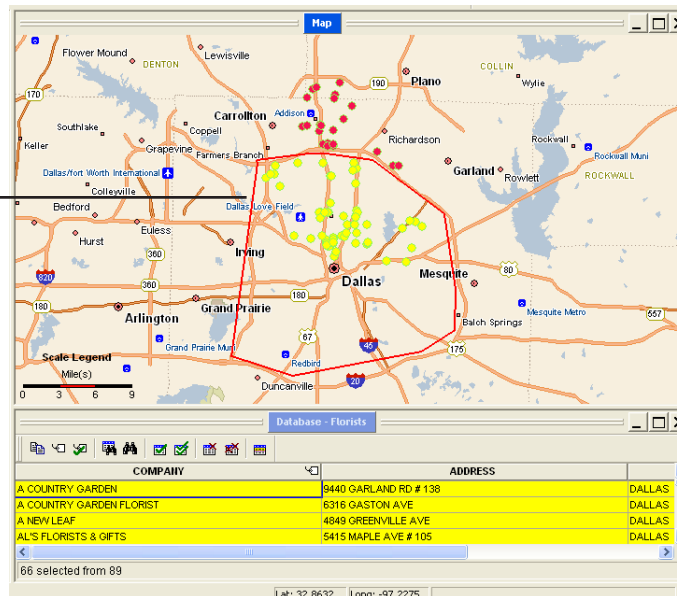
Direct mail is expensive and rarely effective unless the mailing list is directed toward a very targeted market. BusinessMAP Travel Edition can focus the mailing to a very specific geographic area and thus reduce costs.

A mailing list of potential customers or prospects can be easily created from your current customer or prospect databases.

In this example, you are a volume supplier of flowers and you have assigned a new delivery manager to the florists inside the I-635 loop in Dallas. You want to let your customers know of the change. You will create a database for a direct mailing to targeted addresses within the defined area.

1. Start, and enter BusinessMAP Travel Edition from the Quick Start box if the program is not open.
2. Click the Add Database button on the layer toolbar, or select Layer, Add Database. Select the florists.dbf (example database). Click Open.
3. Select to plot the locations by ZIP Code and click Next.
4. Verify that the fields match; click Next again.
5. You may change the default symbol or simply click Finish to add the database.
6. Click OK after reading the geocoding results (the number of records that were plotted).
7. Click the Find Location button and enter Dallas, TX or simply zoom in to Dallas, Texas to view the points.
8. Select Find, By Polygon from the menu and use the Find by Polygon tool to trace the major highway boundaries that border the business area (as shown in the picture). Position the cursor at the starting point and click the left mouse button. Trace the major highway boundaries of your business area while clicking the left mouse button to set each point of the polygon. Setting a point on top of the first point will complete the polygon and popup a list of layers to choose from. Select Florists from the popup list. The query results will appear in the database window.
9. You may now print, export, or copy/paste the selected database records to use in your targeted mailing.

8



Targeted Mailing List (prospecting with the Dun & Bradstreet list)

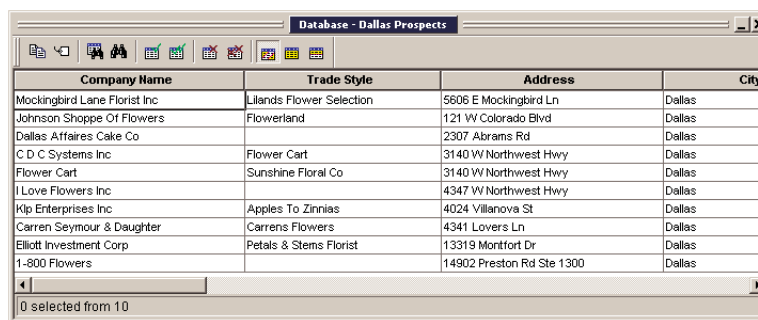
As mentioned in the example on the previous page, direct mail is expensive and rarely effective unless the mailing list is directed toward a very targeted market. BusinessMAP Travel Edition can focus the mailing to very specific geographic area and thus reduce costs.

A mailing list of potential customers or prospects can be easily created using BusinessMAP's Dun & Bradstreet business listings.

In this example, you are a volume supplier of flowers and you want to reach out to florists in Dallas that report at least a half million in sales. You will create a database for a direct mailing to this target audience.

Note: Exporting the results of this query to use in a mailing requires "credits." Credits may be purchased by calling a toll-free number as explained when the export database command is executed.

1. Start, and enter BusinessMAP Travel Edition from the Quick Start box if the program is not open.
2. Select Find, Business Listings from the menu to add a database of florists from the D&B business listings. This will open the Business Listings Query Wizard.
3. Click Change to the right of the Location text box. In the City text box, type "Dallas, TX" and click the check box to select Dallas. Click OK.
4. Now click Change to the right of the Type of Business text box. Enter the 4-digit SIC code "5992" (You can also use "florists" as a keyword, which will allow you to pick between various florist categories). Select the category by adding a check mark and click OK.
5. Click Change to the right of the Size of Business box. Now select all ranges .5 million and above (top 6 ranges). Click OK. Click Next.
6. From the next screen select As another Layer and enter an appropriate name for the new layer (eg. Dallas Prospects). The added layer will be displayed in the layers list. Click Finish.
7. To see the points on the map, highlight the new layer and select Layer, Edit Layer (advanced) from the menu. Click to select and add a check mark next to the USA zoom level so it is visible at this level. Select a symbol. Right click on the USA zoom level and select Apply to All, All. Click OK. (See picture on page 12).
8. Click File, Export Database. Provide a name or simply click next to accept the layer name as the file name. Click Save.
9. If you do not already have enough credits to export these Dun & Bradstreet records, you will be asked to call and provide a code and credit card number to purchase the credits for the export. Once the credit code has been entered, click OK and the records will be saved.



The screenshot shows a window titled "Database - Dallas Prospects". It contains a table with four columns: Company Name, Trade Style, Address, and City. The table lists 11 florists in Dallas. At the bottom of the window, it says "0 selected from 10".

Company Name	Trade Style	Address	City
Mockingbird Lane Florist Inc	Lilands Flower Selection	5606 E Mockingbird Ln	Dallas
Johnson Shoppe Of Flowers	Flowerland	121 W Colorado Blvd	Dallas
Dallas Affaires Cake Co		2307 Abrams Rd	Dallas
C D C Systems Inc	Flower Cart	3140 W Northwest Hwy	Dallas
Flower Cart	Sunshine Floral Co	3140 W Northwest Hwy	Dallas
I Love Flowers Inc		4347 W Northwest Hwy	Dallas
Klp Enterprises Inc	Apples To Zinnias	4024 Villanova St	Dallas
Carren Seymour & Daughter	Carrens Flowers	4341 Lovers Ln	Dallas
Elliott Investment Corp	Petals & Stems Florist	13319 Montfort Dr	Dallas
1-800 Flowers		14902 Preston Rd Ste 1300	Dallas

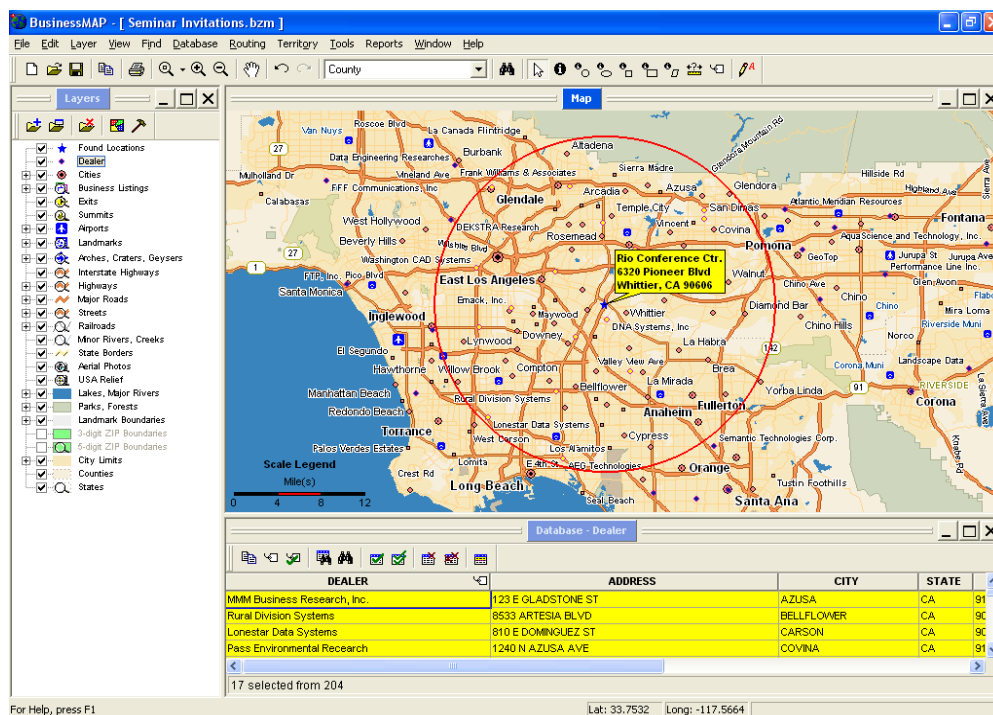
Seminar Invitations

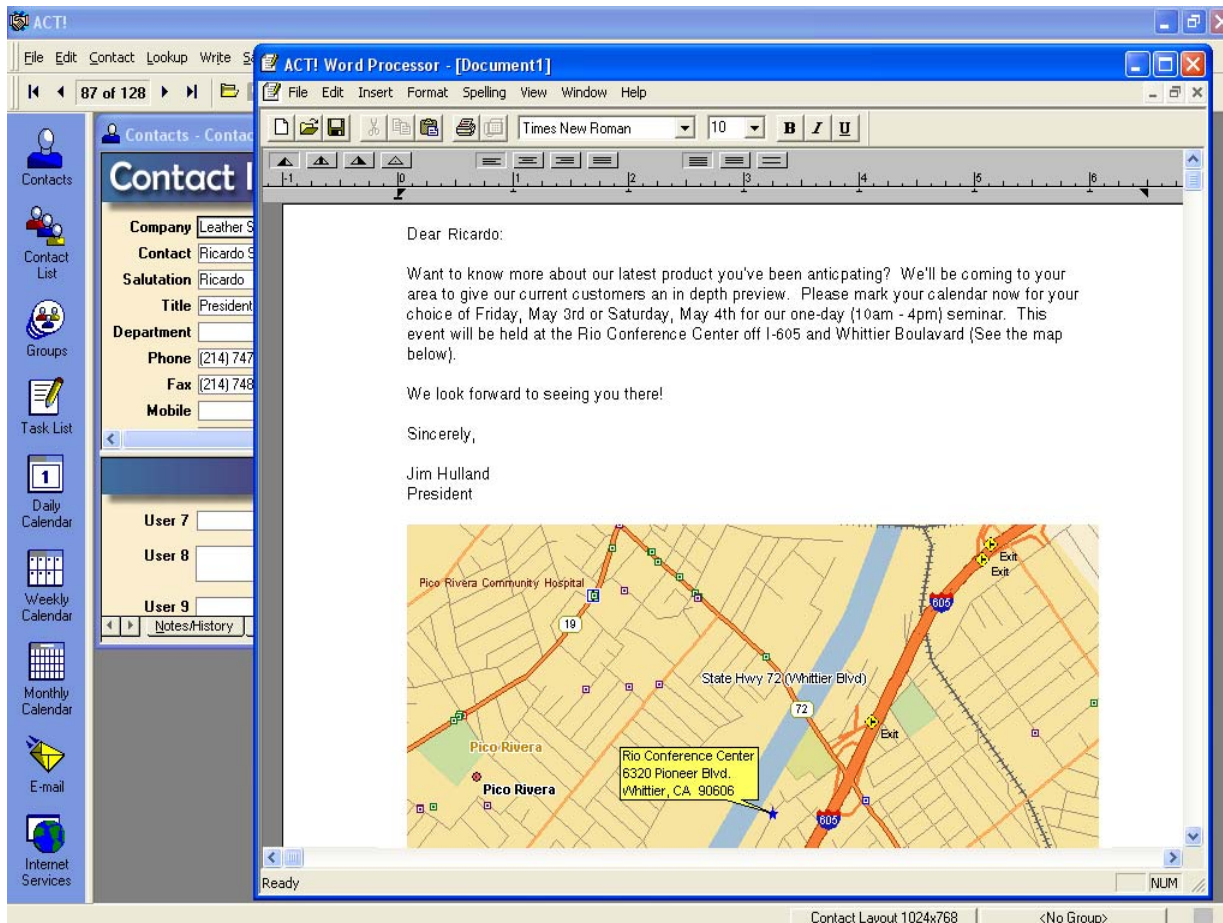
Let's say you are holding new product introduction seminars for current dealers in key cities. You need to send invitations to these dealers to tell them about the event. This example assumes you have a current dealer database in one of the programs that BusinessMAP Travel Edition links to so you can return query results back to that program and perform a mail merge.

In this example, you have a seminar to be held in the Los Angeles area and used the circle query to find dealers within a twenty-mile radius around the seminar location.

This same example can be used to query a database of customers or prospects as well.

1. Click the Launch BusinessMAP Travel Edition button from your contact manager program (ACT!, GoldMine, Outlook, or Excel). Select the option to add your entire database to the map and follow the Add Database wizard.
2. Perform a spatial query (Find by Circle, Find by Rectangle, or Find by Polygon) to find all customers within a given area where the seminar is to be held. The query results will be displayed in the database window. (See the User's Guide, video demonstrations, or Help for more information on spatial queries).
3. After making the spatial query, select Database, Return Results from the menu to send the results back to the originating database program.
4. Next, create your mail merge document (seminar invitation) in your word processor. In ACT!, for example, select Write, Mail Merge. ACT's mail merge dialog box will allow you to select to merge with the group you created when you returned the query results back to ACT!. If you are using Excel, save the workbook for use in Word's mail merge wizard. See the mail merge topic in your program's help for more information.





An example of a mail merge performed using the ACT! link, as well as pasting the map into the invitation (ACT's word processor).

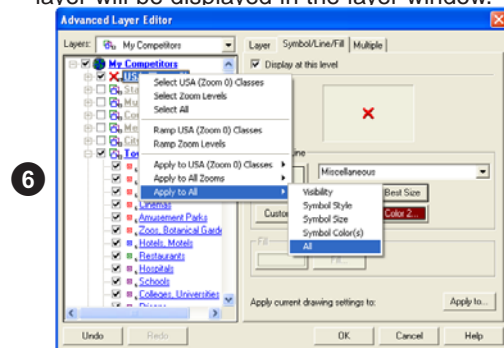
Analyze New Business

Seeing your customers and competitors on the map can provide valuable insight into your business and provide a better understanding of your business dynamics. You may very well be able to apply this application to your business whether it is in retail, banking, healthcare, or another industry.

The following information can be more readily identified with the help of BusinessMAP and its D&B business listings:

- Where your competitors are in relation to your location.
- Customer concentrated areas.
- Where your competitors are located in relation to your customer base
- The effectiveness of your current advertising program or how to change the coverage of the advertising program to increase sales.
- The need for possibly opening other locations.

- Start, and enter BusinessMAP from the Quick Start box if the program is not open.
- Select Find, Business Listings from the menu to add a database of competitors from the D&B business listings. This will open the Business Listings Query Wizard. (In the Business listings query wizard you can search for competitors by their Business Name, Location, Type of business or SIC code down to 8 digits. For this example the Type of Business option is used to query the D&B business listings database).
- Click Change to the right of the Location text box. In the City text box, type "Dallas, TX" and click the check box to select Dallas. Click OK.
- Click Change to the right of the Type of Business text box. Click Change to the right of the Type of Business text box. Type "Rare Books" under Keywords.
- Check the box for SIC-Code 59320302 – the 8-digit code for rare books and click OK. Click Next.
- From the next screen select "As Another Layer" and enter an appropriate name for the new layer (e.g. Competitors). The new layer will be displayed in the layer window.
- Highlight the layer and select Layer, Edit Layer (advanced) from the menu. Select the desired symbol and check the USA zoom level checkbox. Right click the mouse on the USA (Zoom 0) level and select Apply to All, All.
- Select Layer, Add Database. Select the resident.dbf (example database that represents your customers). Click Open to plot by US Street Address. Verify that the fields match; click Next. Chose a dark blue square as the symbol. Uncheck the Display labels and click Finish to add your customers on the map.
- Click Find, Location and enter 6125 Greenville Ave. Dallas, TX 75206 under the address tab. Click the Find button to add the location of your new business. You will now be zoomed into the location of your new Book Shop. Use the Zoom-Out button on the toolbar for a better view of your customers and competitors. The map now displays your business location, competitor locations, and the database of your new customers.
- This visual representation can aid in determining where your new customers are coming from, how many competitor locations are in the areas where you are drawing your current business from, which areas need more advertising, etc.



Use the Advanced Layer Editor to change the properties of the Business Listings and other special layers.

Find a Doctor

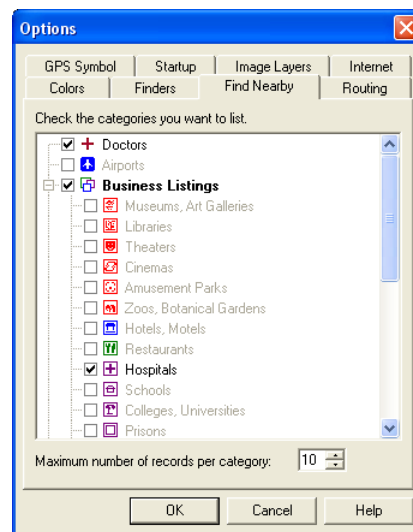
You may be aware of the difficulty in finding a doctor within your HMO (Healthcare Management Organization). This example shows how, given a database of doctors who are a part of the HMO, you may identify a doctor using the What's Nearby feature. Then from the list of available doctors, finding a doctor who specializes in the treatment you are looking for.

You may also use the Find Nearest to find hospitals in a given area (from the Dun & Bradstreet business listings).

1. Start, and enter BusinessMAP from the Quick Start box if the program is not open.
2. Click the Add Database button on the layer toolbar, or select Layer, Add Database. Select the doctors.dbf (example database). Click Open.
3. Click Next to plot by address.
4. Change the label field to Specialty and verify that the address fields match. Click Next again.
5. You may change the default symbol (the miscellaneous category has a red cross symbol) or simply click Finish to add the database points on the map.
6. Click OK after reading the geocoding results (the number of records plotted).
7. Zoom-in to Dallas, Texas to view the points. (See Chapter 3 of the user's guide for instructions and tips on zooming in).
8. Double-click on the Doctors layer and turn the Display Labels option off (lower left corner of the dialog box).
9. Select Find, Nearby, Options and check to search the doctors database. Uncheck all business listings categories except hospitals and click OK.
10. Select Find, Nearby, Around Center to locate doctors and hospitals around a specified location. Enter "75225" in the U.S. ZIP Code tab and click Find.
11. The What's Nearby window shows nearby doctors and hospitals, but if you want a doctor of a specific specialty, you will need to use the Find by Keyword command. First, however, send the What's Nearby doctors list to the database window by right

clicking on Doctors (bold text) in the What's Nearby window and choosing Select in Database from the context menu.

12. Select Find, Find by Keyword and enter Pediatrics as the search value. Be sure to select Search in Selection so that only those in the given radius will be searched. The results show three pediatricians that are within 5 miles and are part of your HMO.



9



12

BusinessMAP - [Seminar Invitations.bzm *]

File Edit Layer View Find Database Routing Territory Tools Reports Window Help

Metropolitan area

What's Nearby

Around 75225
Radius: 5 mile(s)

Doctors...

- Gynecology (1.16 mi)
- Endocrinology (1.38 mi)
- Prosthodontics (1.49 mi)
- Endocrinology (1.62 mi)
- Chiropractic (1.73 mi)
- General Surgery (1.73 mi)
- Pediatrics (1.78 mi)
- Gynecology (1.84 mi)
- Gynecology (2.07 mi)
- Gynecology (2.07 mi)
- More items...

Business Listings...

Hospitals...

- Park Cities Surgical Center (1.12 mi)
- North Texas Bratic Gen Surgery (1.44 mi)
- Presbyterian Hospital Dallas (1.92 mi)
- Presbyterian Hosp Of Wmnsboro (2.19 mi)
- Presbyterian Hospital Dallas (2.19 mi)
- Quintons Amadeo Md (3.22 mi)
- North Texas Hospital For Child (3.22 mi)
- Columbia Hospital At Med Ctr (3.22 mi)
- Green Oaks Hospital (3.49 mi)
- Columbia Green Oaks Bhvrl Hlth (3.49 mi)
- More items...

Refresh

Scale Legend

0 1 2 3 Miles

Map

Database - Doctors

ADDRESS	CITY	STATE	ZIP	SPECIALTY
4347 W NORTHWEST HWY	DALLAS	TX	75220	Pediatrics
5145 VICKERY BLVD	DALLAS	TX	75206	Pediatrics
6008 RIDGECREST RD	DALLAS	TX	75231	Pediatrics
1051 N WINNETKA AV	DALLAS	TX	75208	Oncology/Gynecology
10636 CHANNEL DR	DALLAS	TX	75229	Neurology

3 selected from 67

For Help, press F1

Lat: 32.8670 Long: -96.9553

The What's Nearby window shows the nearby doctors (HMO doctor database) and hospitals (D&B business listings).

The result of the Keyword search highlights the pediatricians in both the map and database windows.

Analyzing Patterns

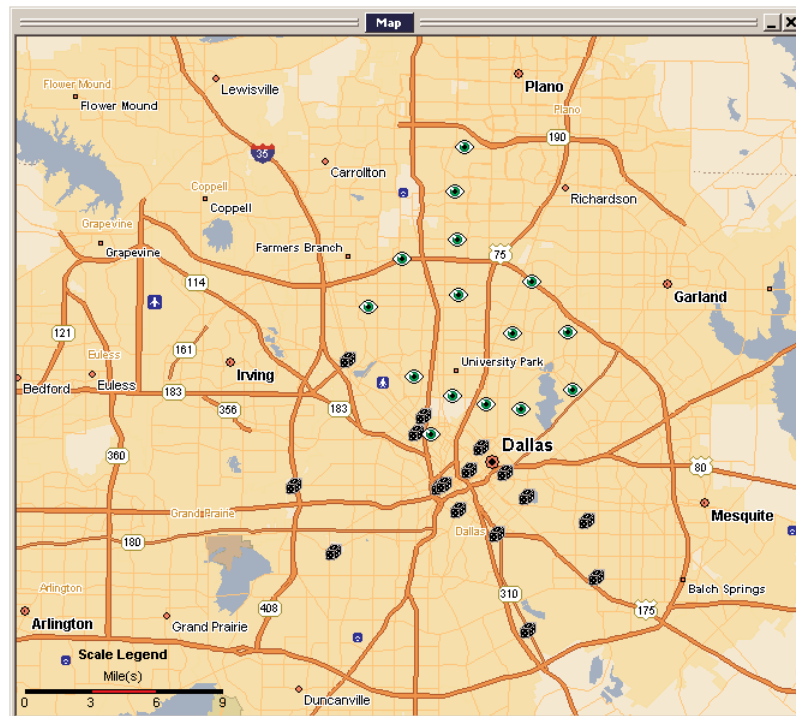
Information in a database can be very informative, but if the database has spatial, or geographic information (such as address, lat/long, etc.), it can provide more insight when displayed on a map.

This example is simple and straightforward, but can also be very useful across many businesses and applications.

Here you look at an example where a database of recent robberies is plotted on the map. You then add and compare the areas where neighborhood crime watch programs have been implemented to see if the program is effective at reducing crimes.

Some other uses for analyzing patterns on a map are seeing the spread of diseases or identifying concentrations of accidents.

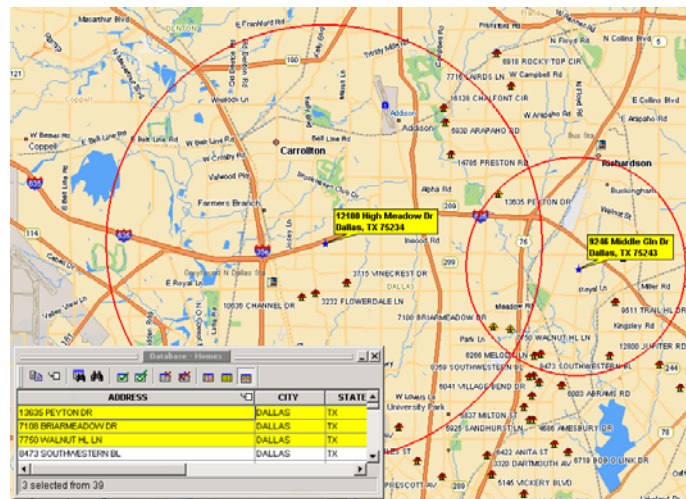
1. Start, and enter BusinessMAP from the Quick Start box if the program is not open.
 2. Select Layer, Add Database. Select the burglary.dbf (example database that represents recent burglaries). Click Open.
 3. Click Next to plot the locations by address.
 4. Verify that the fields match; click Next again.
 5. You may change the default symbol or simply click Finish to add the database points on the map.
 6. Click OK after reading the geocoding results (the number of records plotted).
 7. Repeat steps 2 - 6, this time adding the Homes.dbf (example database) file. This will represent neighborhoods that have implemented a crime watch program.
 8. In the image shown here, the database labels have been turned off and the symbols have been changed. You may do this by editing the layer properties. (See Chapter 4 of the user's guide for more information on editing layer properties).
- The conclusion can be drawn that crime watch programs appear to be effective at reducing burglaries.



Real Estate

As a real estate agent, you have agreed to help an out-of-state family look for a four-bedroom, three-bath, \$150K home within a six miles radius of work and within three miles of a private elementary school.

1. Start, and enter BusinessMAP from the Quick Start box if the program is not open.
2. Add a database by clicking the Add Database button on the toolbar, or selecting Layer, Add Database... and choosing the homes.dbf file (example database) from the \BusinessMAP\database folder.
3. In the Add Database Wizard select "By Street Address" and click Next. When the Database Symbols dialog box appears, select a symbol (there is a house symbol in the buildings category), or simply click Finish to accept the symbol shown.
4. To find the location of the office, select Find, Location and type 12100 High Meadow Dr. (Dallas, TX) 75234 in the address boxes.
5. Click Find, Location again to enter the address for the elementary school; type in 9246 Middle Glen Dr. (Dallas, TX) 75243.
6. Use the Zoom In/Out buttons on the toolbar, or select View, Zoom In/Zoom-Out and click on the map to adjust the map view to see both stars.
7. Click on the Find by Circle button on the toolbar, or select Find, Find by Circle Tool from the menu. Now position your cursor over the star representing the school's location (the one on the right), press and hold the left mouse button while dragging your mouse away from the star. When the query radius reaches three miles around the school, release the mouse button and select
- Homes from the menu that appears.
8. The database window will display all the houses for sale that meet your criteria within a three-mile radius of the school. (If the database window isn't open, select Window, Show Database Window).
9. Repeat step 7, but for a six-mile radius from the office.
10. The intersection of the two circles defines the area that falls within our desired boundaries. There are three properties within that area. You can use the ID tool or the Find by Polygon tool to identify the three properties in this area. The identified properties will be displayed in the database window.



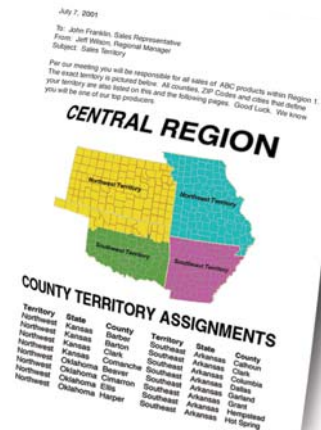
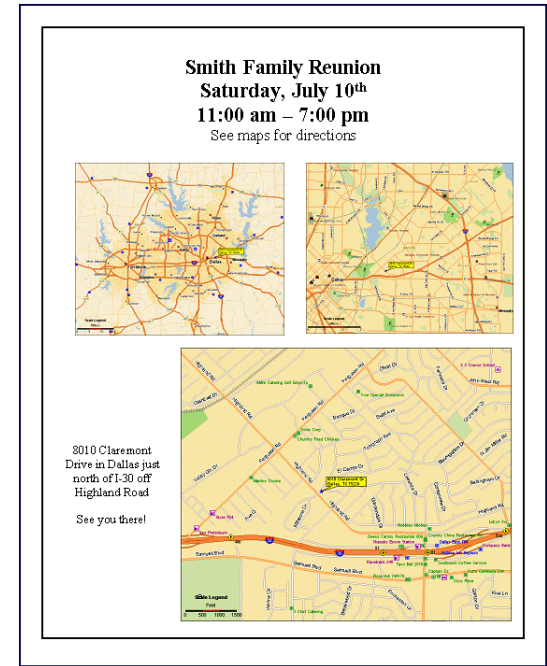
Inserting Maps into Word

With BusinessMAP Travel Edition you can add maps for use in newsletters, magazines, invitations, and directions. In the example below, written directions to the Smith family reunion can be supplemented with maps. Bringing a map from BusinessMAP Travel Edition to your word processor is as simple as the copy and paste function in any word processor or publishing program.

1. Create a document in Word, Word Perfect, Publisher, etc.
2. Open BusinessMAP Travel Edition and create the desired map.
3. While in BusinessMAP Travel Edition, select Edit, Copy Map or click the Copy button on the toolbar.
4. Make the desired selections as to whether you want the legend or not, if you want a border around the map, etc.
5. Switch to your word processing document and select Edit, Paste or click the paste button on the toolbar.
6. Now that you have the map in your document, it can be resized or reshaped by highlighting or clicking the map with the left mouse button and then holding the left mouse button down while dragging the map corner or side inward or outward.

If your map in BusinessMAP Travel Edition has an image layer (aerial photo, for example), you will want to select Edit, Paste Special in your word processing program and select Bitmap or Device Independent Bitmap. If you simply paste, your map will be added to your document without the image layer.

7. Another way to decrease the size of the map is to use the crop tool. This will cut the image rather than resizing it, which will potentially cause loss of clarity in the map image.
8. In Word, the map can also be resized by highlighting the image and using Format, Object. Shadows and borders can be added by using Format, Borders and Shading.



Adding Maps to Presentations

Maps can be used with such presentation software as PowerPoint, Lotus Freelance, and Corel Presentations. As with other Windows applications, this can easily be accomplished through the Windows Clipboard using Copy and Paste.

1. Create a document in PowerPoint.
2. Open BusinessMAP Travel Edition and create the desired map.
3. Select Edit, Copy Map or click the Copy Map button on the main toolbar.
4. Switch to your presentation and select Edit, Paste or click the paste button on the toolbar. If the map does not immediately appear it may be necessary to resize (enlarge) the window until it is in the proper perspective.

If your map does not appear correctly, as in the example where you have an aerial photo layer on your map, you will want to select Edit, Paste Special and select Bitmap or Device Independent Bitmap. (Note that the Windows Enhanced Metafile is the best option if you do not have an image layer on your map, such as an aerial photo).

5. Once the map is in PowerPoint or other presentation program, all the drawing and animation presentation tools are available for further map enhancement

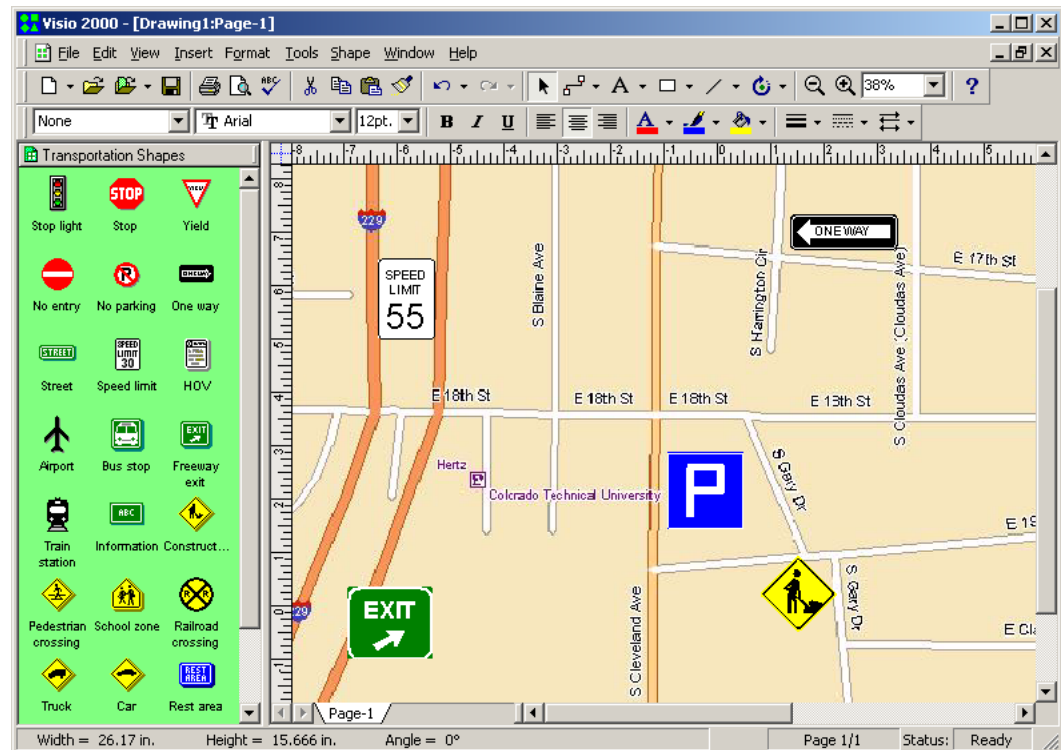


Using Maps in Drawing Applications

BusinessMAP Travel Edition maps can be enhanced in a variety of different drawing packages, such as Paint Shop Pro, Corel Draw, or Visio.

1. Create a document in your drawing program.
2. Open BusinessMAP Travel Edition and create the desired map.
3. Select Edit, Copy Map or click the Copy Map button on the main toolbar.
4. Switch to your drawing program and select Edit, Paste or click the Paste button on the toolbar. If the map does not immediately appear it may be necessary to resize (enlarge) the window until it is in the proper perspective.
5. Once the map is in your drawing program all the drawing tools (and symbol stencils if using Visio) are available for annotating the map.

If your map does not appear correctly, as in the example where you have an aerial photo layer on your map, you will want to select Edit, Paste Special and select Bitmap or Device Independent Bitmap. (Note that the Windows Enhanced Metafile is the best option if you do not have an image layer on your map, such as an aerial photo).

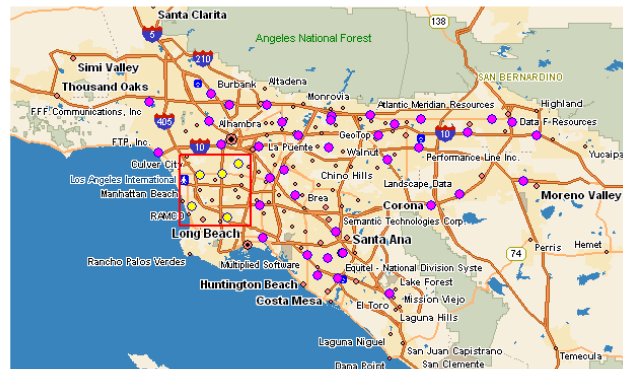


Adding Maps to Spreadsheet Applications

BusinessMAP Travel Edition maps can be inserted into spreadsheets (Microsoft Excel, Lotus 1-2-3 or Corel Quattro PRO), or database software (Microsoft Access, Lotus Approach or Corel Paradox) by using the Windows Copy and Paste functions.

1. Create a table in your spreadsheet or database program.
2. Open BusinessMAP Travel Edition and create the desired map. Consult the User's Guide or program help if you are not familiar with how to add a database.
3. Select Edit, Copy Map or click the Copy Map button on the main toolbar.
4. Switch to your spreadsheet/database and select Edit, Paste or click the Paste button on the toolbar. In database programs, you can add the map to a report in the same manner. (Depending on your system and the complexity of the map, you may want to select Edit, Paste Special and select Device Independent Bitmap so the entire map is pasted into your report.)
5. Now that you have the map in your document, it can be resized or reshaped by highlighting or clicking the map with the left mouse button and then holding the left mouse button down while dragging the map corner or side inward or outward.
6. You may also crop the map - another way of getting the map in the desired size.
7. Shadows and borders can also likely be added by formatting the picture object.
8. Use the Copy Database command to copy the data from BusinessMAP's database window. This command will copy all cells in the database window that have been blocked. To block your selection click on the beginning cell and drag your mouse to block the data to be copied. The blocked cells will be black (except the first cell). You can then paste this data into Excel, Word, and other programs to accompany your map.

NAME	ADDRESS	CITY	STATE	ZIP	PRODUCTS	SALES
LoneStar Data Systems	810 E DOMINGUEZ ST	CARSON	CA	90746 (310) 532-XX		740000
Emack, Inc.	2671 RANDOLPH ST	HUNTINGTON PARK	CA	90255 (213) 583-XX		1588000
Micromult Systems Inc.	200 E SPRUCE AVE	INGLEWOOD	CA	90301 (213) 678-XX		954000
ASCII Geographic Systems	200 W MANCHESTER AVE	LOS ANGELES	CA	90003 (213) 678-XX		4858000
RAMCO	1800 ARTE SIA BLVD	REDONDO BEACH	CA	90278 (310) 798-XX		7421000



Index

A

ACT! 10
Advanced Layer Editor 11
Analyzing Patterns 14

B

Business Listings 6, 8, 11

C

Call Planning 5
Copy Database 19
Copy Map 16, 17, 18, 19

D

Database Plotting 4, 5, 14, 15
Driving Directions 2, 5
Dun & Bradstreet 6, 8, 11

E

Edit Layer (advanced) 11
Export Database 8

F

Find by Circle 15
Find by Keyword 12
Find by Polygon 7
Find Location 15
Find Nearby 3, 6

G

GPS 3

H

Healthcare 12

I

Image Layer 16

L

Links 9

M

Mailing List 7, 8, 9

O

Optimized Route 5

P

Paste Special 16, 19
PowerPoint 17

R

Real Estate 15
Routing 2, 5

S

Seminar Invitations 9

T

Trip 2

W

What's Nearby 4, 6, 12

Word 16