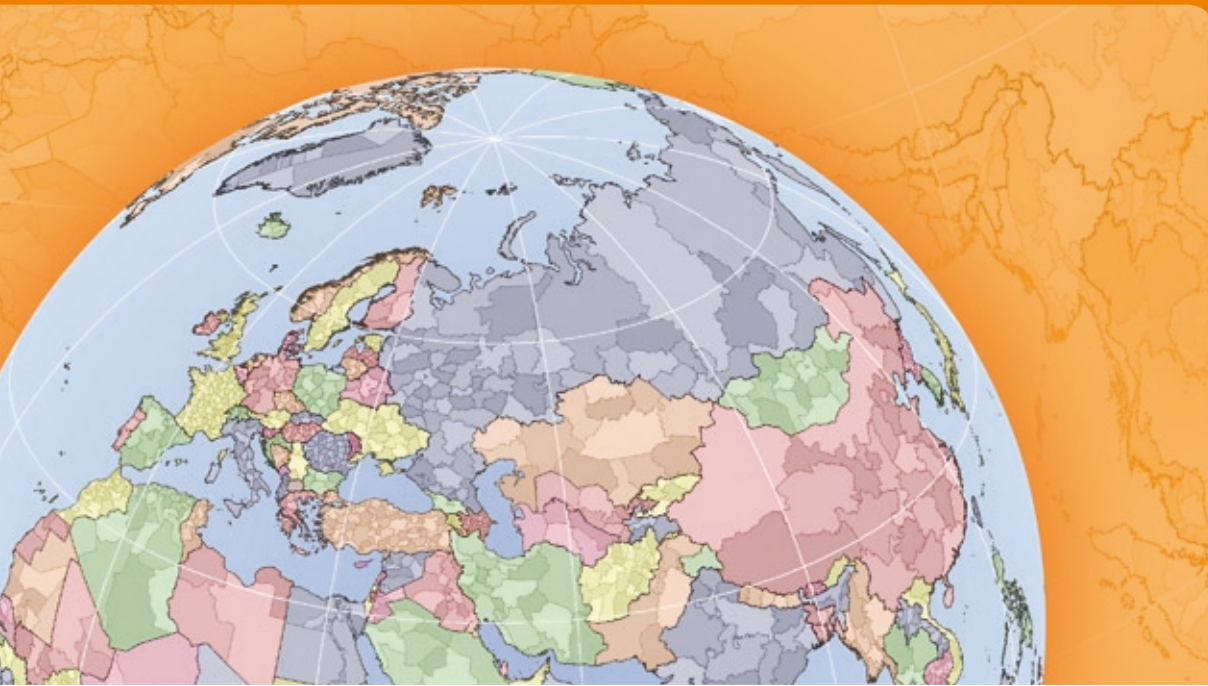


# Worldwide digital maps for Oracle



## Boundless possibilities for your data

- Analyze your customers, locations and sales territories directly on digital maps
- Make more informed decisions through regional cartographic analyses
- Profit from worldwide maps ready for immediate use in your Oracle solution

# GfK GeoMarketing: Worldwide maps for regional analyses in Oracle

Almost every address in your Oracle databank should contain a geographic point of reference such as a postcode. This provides an ideal basis for answering the essential “where” questions: Where are my customers located? Where is my turnover the highest? Where are my target groups? Where are the strengths and weaknesses of my markets? Oracle lets you analyze and answer these questions directly on digital maps.

GfK GeoMarketing offers worldwide digital maps that can be directly integrated into Oracle Fusion Middleware MapViewer, Oracle Business Intelligence 11g, Oracle Database 11g and Oracle Spatial.

The distinguishing characteristic of GfK GeoMarketing’s digital maps is their detailed rendering of postcode boundaries and administrative units. This makes it possible to relate and analyze your regional data on turnover, customers and market potential.

## Valuable insights through map analyses

Tap into the full potential of your databank and gain insights into often overlooked regional trends and data relationships through map analyses! Locate all customers within a defined radius, determine the regional market share of your business locations and find out the turnover potential of your sales territories.

GfK digital maps enhance your Oracle solution and offer limitless possibilities for extracting more from your data!



## Areas of application



## Ultra high-quality maps

GfK GeoMarketing offers a precise and consistent cartographic basis for 240 countries. Map features:

- Gapless coverage and seamless boundaries, worldwide
- Regularly updated and expanded
- Cross-checked against recent satellite imagery
- Attributed with local and international place names
- Infinite zoom capability thanks to vector format
- Ready for immediate integration into Oracle



## Country, continent and world editions

GfK GeoMarketing provides 240 country-specific map sets, continent editions and a “World Edition” – the largest cohesive map set on the market!

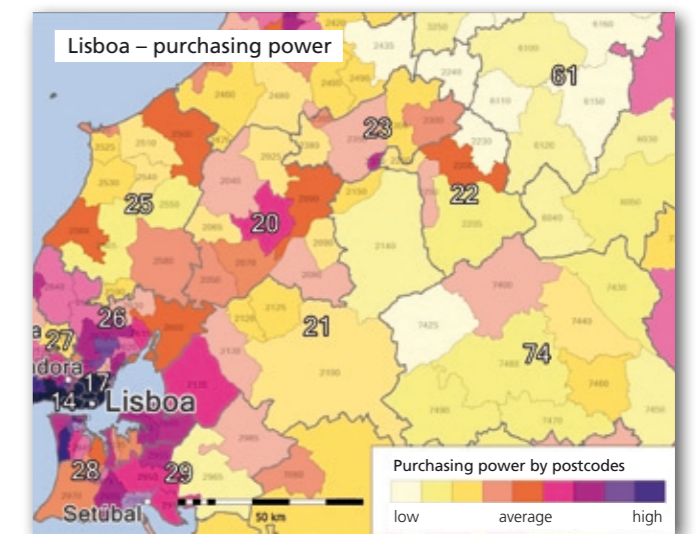
The map sets include postcode and administrative maps and topographic features such as cities, streets, rivers or elevation levels. We also offer Nielsen area maps and branch-specific maps – e.g., CRESTA zones for reinsurance companies and Xponent structures for pharmaceutical companies.



## Map your regional potential with GfK market data

We offer up-to-date market datasets that can be quickly and easily associated with our maps. For example, our Europe-wide purchasing power data reveals the population’s disposable net income down to the finest regional levels. We also calculate customized market datasets based on clients’ unique needs and goals.

Download map samples at  
[www.gfk-geomarketing.com/oracle\\_maps](http://www.gfk-geomarketing.com/oracle_maps)



# Attractive map editions for regional analyses with Oracle

## The perfect foundation for your analyses: GfK digital maps for Oracle

Bring greater clarity and insight to your analyses by visualizing the results on maps using Oracle Fusion Middleware MapViewer and Oracle MAPS.

GfK GeoMarketing offers the world's largest collection of postal and administrative digital maps.

Maps are available for 240 countries and can be seamlessly integrated into Oracle. Simply import the maps and you're ready to go!

### Profit from:

- Maps specifically designed for use in Oracle solutions
- Comprehensive, worldwide coverage
- Regularly updated maps
- Attractive offers on country-, continent- and worldwide map editions
- Seamlessly fitting GfK data on potential for your analyses





For more information and samples, visit  
[www.gfk-geomarketing.com/oracle\\_maps](http://www.gfk-geomarketing.com/oracle_maps)

GfK GeoMarketing  
is an Oracle Silver Partner



### About GfK GeoMarketing

GfK GeoMarketing is one of Europe's largest providers of geomarketing solutions for customers from all branches of trade.

-  Consultancy and reports
-  Market data
-  Digital maps
-  Geomarketing software RegioGraph

For more information, visit  
[www.gfk-geomarketing.com](http://www.gfk-geomarketing.com).



Questions? We'd be happy to answer them.  
Contact us at **+49 (0) 7251 9295200**  
or visit [www.gfk-geomarketing.com/maps](http://www.gfk-geomarketing.com/maps).



Business partner of



GfK GeoMarketing GmbH

Werner-von-Siemens-Str. 9 | Gebäude 6508 | 76646 Bruchsal

[info@gfk-geomarketing.com](mailto:info@gfk-geomarketing.com) | [www.gfk-geomarketing.com](http://www.gfk-geomarketing.com)