

# A work tool that adapts to most any requirement - sales, marketing, operations even executive dashboards.

Custom built by Laminar Consultants, Inc., the tool is an ASP.Net application written in C# and combines Dynamic Data with Google Maps API and SQL server data storage. It is a major departure from a typical web application. While most other applications simply display lists, this application provides the user with a visual overview of data displayed on an interactive map. Due to the event driven architecture, users can manipulate data on the map with new information that is displayed on the right sidebar.

## Data Visualization

Upon opening, the application displays your company's Metropolitan Service Areas on a map of North America. Clicking one of the MSAs opens a regional map that displays projects along with competition, area demographics and other company added data. Third party data, which can be uploaded automatically, can also be included.



Google view of the location

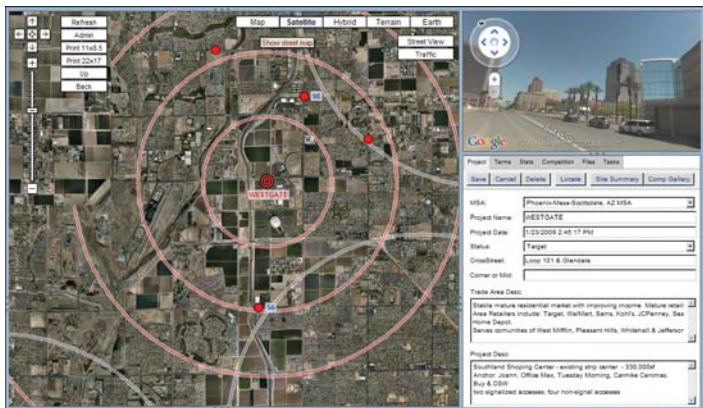
Competition

Project location

Demographics, notes, third party data

Regional map with Google street view background

Clicking on the project dot or any of the competition dots will pull data from the tables and display it in the column to the right. The data can be edited in this screen. In addition, a tab in this column will create a task to be assigned to various people in the organization. For example, a manager can route and send people to the field to collect more information about the location.



Regional map with Google satellite background

## Event Driven Architecture

The ability to interact with data visually rather than textually affords an advantage for comprehending the relationship of various bits of information. The application carries this advantage one step further with event driven architecture. By moving elements on the map, new data is displayed that corresponds with the new location.

A user may drag a project point to a new area to determine competition for that area, or to view demographics for the new area. This allows the user to find information on the map quickly without searching through data and without leaving the system to open numerous other applications.

## Additional Advantages

- Includes a photo file of the location
- Can display in Map, Satellite, Hybrid (which allows overlays) Terrain and finally Google Earth
- Uploads files in Excel, CSV, KML, Google Standard and XML
- Parses the uploaded file for key words to update information in the tables
- Creates reports easily

## Flexible Architecture

The application is built on workflow patterns and can be modified easily to fit many clients' needs. It can be set up on a new platform (such as Microsoft Silverlight) simply by conforming to the communication interface of the platform. Thus a client can have an application built to their requirements from an infinite variety of possibilities.

Name	Count	Value	Percentage	Risk Weight
...	...	...	...	...

Reports are generated by a click of the mouse