

CLARITY



Geographic areas, data, maps and algorithms. Can anyone really get passionate about these? YES!!! If you understand their use – and their users!

The colourful municipality maps first caught my fascination in 1993 at the AGIT in Salzburg. I soon realised that processing spatial data can unlock enormous potential for all areas of business.

The big opportunity arose one year later with the digitalisation of the census tracts for the ÖSTAT (Central Austrian Statistical Office, now operating under the name Statistics Austria). Alongside this assignment, we were also given the rights to use, sell and license the digital data to third parties. Today, this homogeneous sub-categorisation of Austrian municipalities serves as an essential basis for Austrian maps.

Twenty years after founding our company, we find ourselves in a market characterised by **digitalisation, networking and globalisation**. We do our best to enable our customers to benefit from the opportunities that this trend brings – while counteracting the threats. In other words, our consultancy services are characterised by our personal presence. This may sound rather conservative for an IT business, but it is our philosophy, and the very essence of our existence!

Dipl.-Ing. Martin Redl
CEO, GeoMagis



*The CEO: founder,
mastermind and leader of
a vision shared by every
member of GeoMagis.*



We enable global innovation and resources ...

... to be exploited at a local level by taking care of our customers in person and developing solutions that respond directly to their needs. This is the GeoMagis vision. So simple, yet so powerful.

We have made it our mission to enable customers to exploit the power of the modern cloud, yet still maintain their independence. Not only do our customers

reap the benefits of GeoMagis' international network, but we also draw on our extensive experience to develop bespoke solutions on the customer's site.

We consider ourselves servants of this vision. The only thing that matters is the success of our customers. After all, our customers' success is testimony to our own.



Lisa Stöckelberger
Administration & Back Office
Dipl.-Ing. Martin Redl
CEO

What do customers get from GeoMagis?

ARTISANS

who craft solutions that are as unique as the task at hand

BRIDGES

to global expertise and resources for specialist fields

CONSULTANTS

who excel at sorting the wood from the trees

INSPIRATIONAL MINDS

who throw around ideas during the consultancy and planning processes

PROFICIENT

COMMUNICATIONS

who understand what the customer says – and communicate with him clearly



*We conceive markets for
what they are: spatial areas.
Complete with their
unique densities, trends
and white spots.*





Take your marketing into new territories

Besides in terms of revenue, customers, potential or purchasing power, every market can (also) be defined as a geographic area. GeoMagis provides the data and tools to conduct a focused analysis of your geographic market, enabling you to plan your market efficiently and keep a constant eye on it. Where are there x number of house owners? Where is the ratio of restaurant density to population density exceptionally high? And

exceptionally low? Where do young people live? And where is the population ageing? We help you to identify important criteria and trends. Our maps give this data visual meaning – so that you can exploit it.

Identifying the geographics enables you to know your markets and design them. We support you throughout – in theory AND in practice.



L to R

Mag. Michaela Panzenböck
GeoMarketing & GIS Services

Mag. Elisabeth Müllner
GIS Services

Dipl.-Ing. Walter Heginger
GeoMarketing & GIS Services

What our customers say:

“HELPED OUR GROWTH”

Advertising distribution planning

Our Distribution Plan Manager enables us to identify cost-efficient media vehicles for all national and international zipcode areas. GeoMagis played a significant role in supporting the XXXLutz Group with its growth.

XXXLUTZ

Mag. Thomas Saliger,
Marketing Manager and Company Spokesman

“GENERATED CUSTOMER APPOINTMENTS”

Cartographic site analysis

By using Story Maps, together with the support of GeoMagis, we have been able to illustrate the impact that a regionally focused site analysis can have on the future development or the fusing together of branches in the banking sector. It already allowed us to schedule customer appointments!

EMOTION BANKING

Dr. Barbara Aigner and Dr. Christian Rauscher,
CEO

“QUICKER AND MORE EFFICIENT CAMPAIGNS”

Geographically optimised assignment of customers

One of the applications that GeoMagis has developed has helped us assigning customers to consultants based on their catchment area. It has enabled us to plan customer service campaigns quicker and more efficiently.

SWISS LIFE SELECT

Mag. Joachim Seebacher,
Director – Product, Partner and Customer Service Management



*We can make some
paths shorter. And virtually
all paths quicker.*





A matter of precision

When every second counts, so does every metre – not only for rescue and police operations, but also for vehicle breakdown and assistance services. GeoMagis supports the development, implementation and operation of computer-assisted dispatch systems, which enable a structured process for the rapid dispatch of rescue teams. We achieve seamless support from A to Z – in other words, with logging

operations, dispatch, compiling records and evaluation. The core of the solution is a high-performance map module that portrays everything that is needed for the operation in detail – the site of the intervention, building plans, access routes, etc.

Precision saves lives. Everyone's safety benefits. And so, too, does the community.



v. l. n. r.

Bernd Walch
Entwicklung &
IT-Administration

Reinhard Streimelweger
Einsatzleitsysteme &
GIS-Services

Markus Freinberger
Entwicklung & IT-Services

What our customers say:

"SOLUTIONS ARE CONTINUALLY UPDATED TO MEET OUR CHANGING REQUIREMENTS"

Emergency aid and information service

GeoMagis supplies us with annual updates for navigation data and address data, as well as backdrop maps for the whole of Europe. It is key for us that the evolving requirements of our internal quality assurance system are continually integrated into the database.

ÖAMTC

Mario Waltner,
System Engineer ÖAMTC NIS-OST

"MIDDLEWARE – DATA THAT'S ALWAYS UP TO DATE"

Address integration platform

We rely on GeoMagis' own address integration platform to keep our database up to date, as well as backdrop maps, navigation data and address data. The various projects that we have completed with GeoMagis have enabled us to improve our efficiency.

NOTRUF NÖ

Christian Laucher,
Director – 144 Emergency Call Process Management

"LOCAL SPECIFICS ARE TAKEN INTO ACCOUNT"

Data maintenance for emergency services

As an integrated control centre for the Stuttgart Fire Service and the German Red Cross, we commission GeoMagis to update our database on a regular basis. It is critical that we take into account local specifics and the special requirements of the fire service.

CONTROL CENTRE FOR SAFETY AND MOBILITY, STUTTGART

Andreas Schroff, Fire Executive,
Manager of Control Centre Technology, SIMOS, Stuttgart



*Finding structure in the 'noise'
of random data: geographic
areas form a network
of key interrelationships.*





Putting data to good use

Many factors determine whether spatial data can be accessed and used: experience, IT skills and project-specific concepts. These are all matter of course at GeoMagis.

We compile geographic data. We design interfaces that can be linked to our customers' internal infrastructure so that shared information becomes a central

data resource for the company. Last but not least, we make sure that this data is accessible and searchable via central systems.

We approach **every challenge** individually. At the end of the day, we're not looking for customers for our solutions. We're looking for solutions for our customers.



L to R

Hüseyin Koyun
Development & IT Services

Mag. Daniela Thaller-Wohlfart
GeoMarketing & GIS Services

Helmut Priller
GIS Services

What our customers say:

"A CONSTANT PICTURE OF EVERYDAY OPERATIONS"

Multi-dimensional region-planning

In association with Logistics and Sales, we have developed a multi-dimensional region-planning tool based on ArcGIS and WebOffice platforms. Integrated with our IT, this system remains accessible and searchable all time, enabling users to have a constant picture of day-to-day operations.

HAGLEITNER HYGIENE

Rudolf Schwaiger,
Sales Process Management

"64 DISTRIBUTOR REGIONS AT A GLANCE"

A map of distributors' regions

GeoMagis supports us with a map of our distributor regions, which the company updates on an annual basis. 64 distributor regions are portrayed geographically so they are visible at a glance.

BMW GROUP AUSTRIA

Ing. Christian Falkner,
Business Analyst

"IN-DEPTH KNOWLEDGE ABOUT ALL GEOGRAPHIC DATA"

The GeoGIP project

The GeoGIP project involves us linking the Austrian address register with the Graph Integration Platform GIP. GeoMagis has proved to be an expert partner that is quick to understand the challenges that we face.

BEV – FEDERAL OFFICE OF METROLOGY AND SURVEYING

DI Gunther Rabl,
Address Register Division, BEV

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