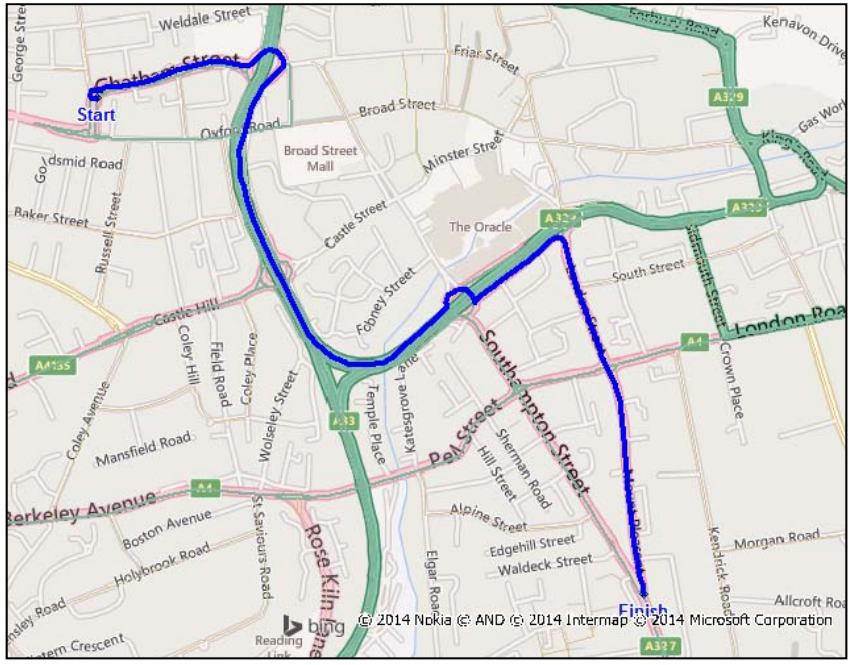
pitney bowes

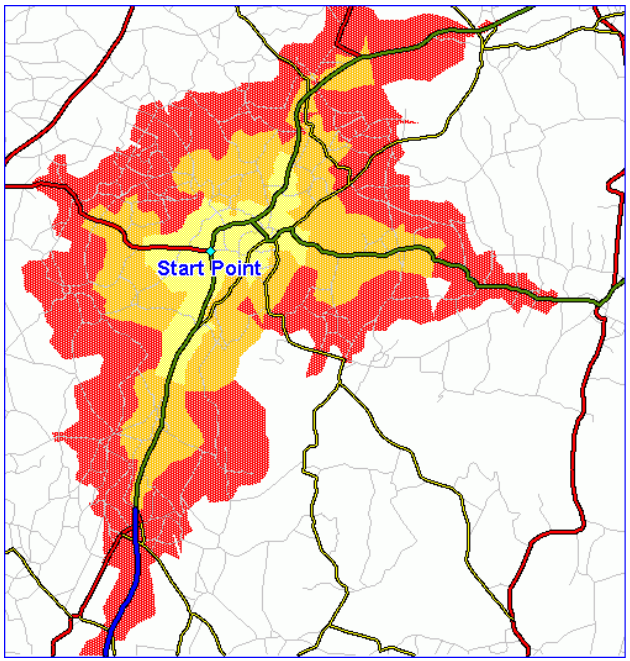
Finding your way with MapInfo RouteFinder

The Premier routing and driving region solution for MapInfo Pro

What is MapInfo RouteFinder?

An add-on to MapInfo Professional that
creates routes and driving regions
for the purposes of doing site and market analysis
and improving efficiencies.





How is RouteFinder used?

- To help a retailer analyse and choose sites for new stores.
- To help a property developer determine the best sort of business to bring into a property.
- To help an organisation choose the optimal site for an office relocation.
- To provide information so that a call centre in an organisation can route callers to their nearest store or outlet.
- To help a government agency plan a network of offices for their services.
- To help optimise the route for a series of deliveries.
- To help an insurance company determine how far policy holders are from their work locations.

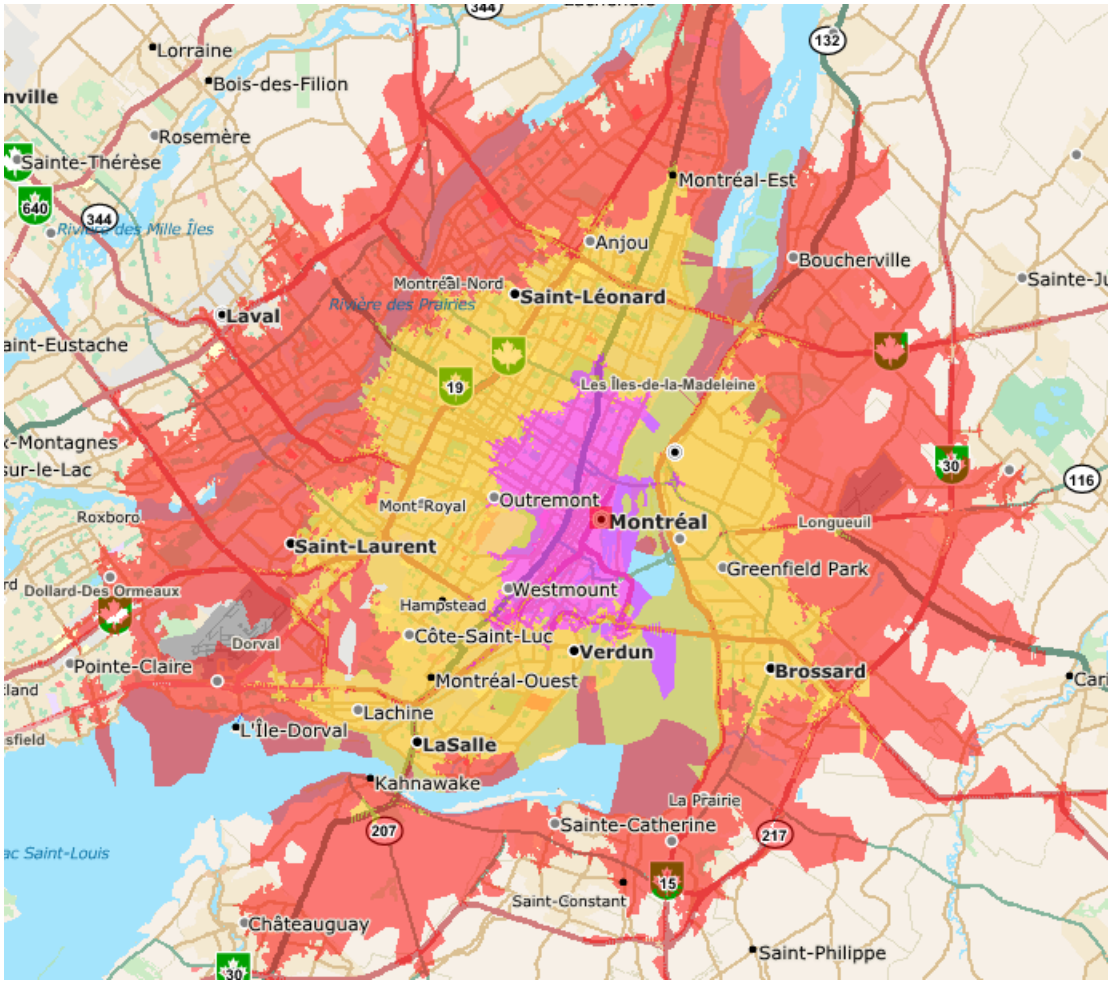
Perform site analysis

Creating driving regions (isochrones or isodistances)

A driving region represents the distance or time that can be reached in all directions from a given starting point.

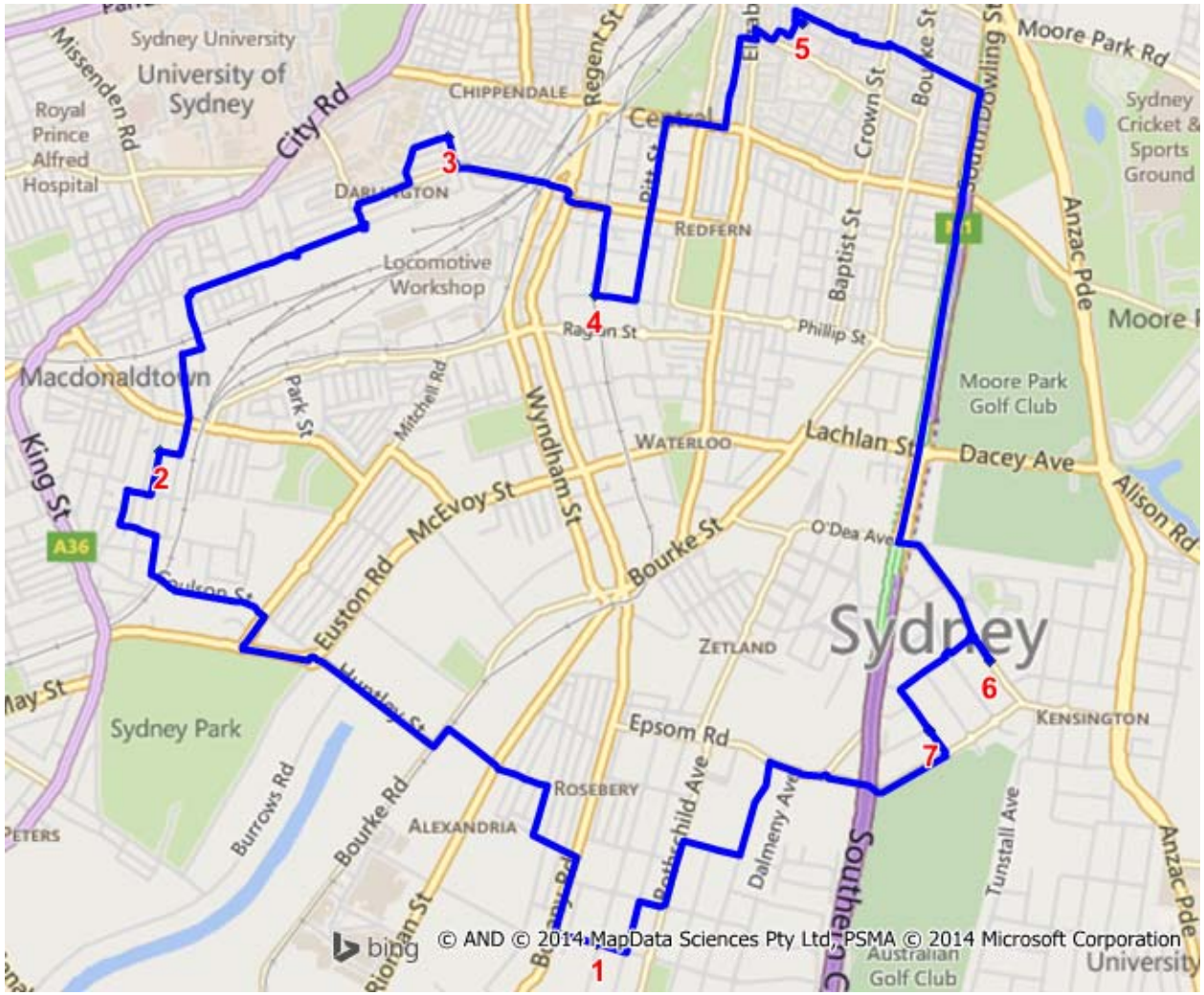
Driving regions can be used to analyse customer counts, demographics or other data.

Useful in site analysis and selection.



Routing network and background map are StreetPro Canada. ©TomTom BV

Schedule visits effectively ("Traveling Salesperson" calculations)



Traveling salesperson calculates the optimal route to a set of destination locations.

It can be used to help efficiently schedule a number of stops or visits.

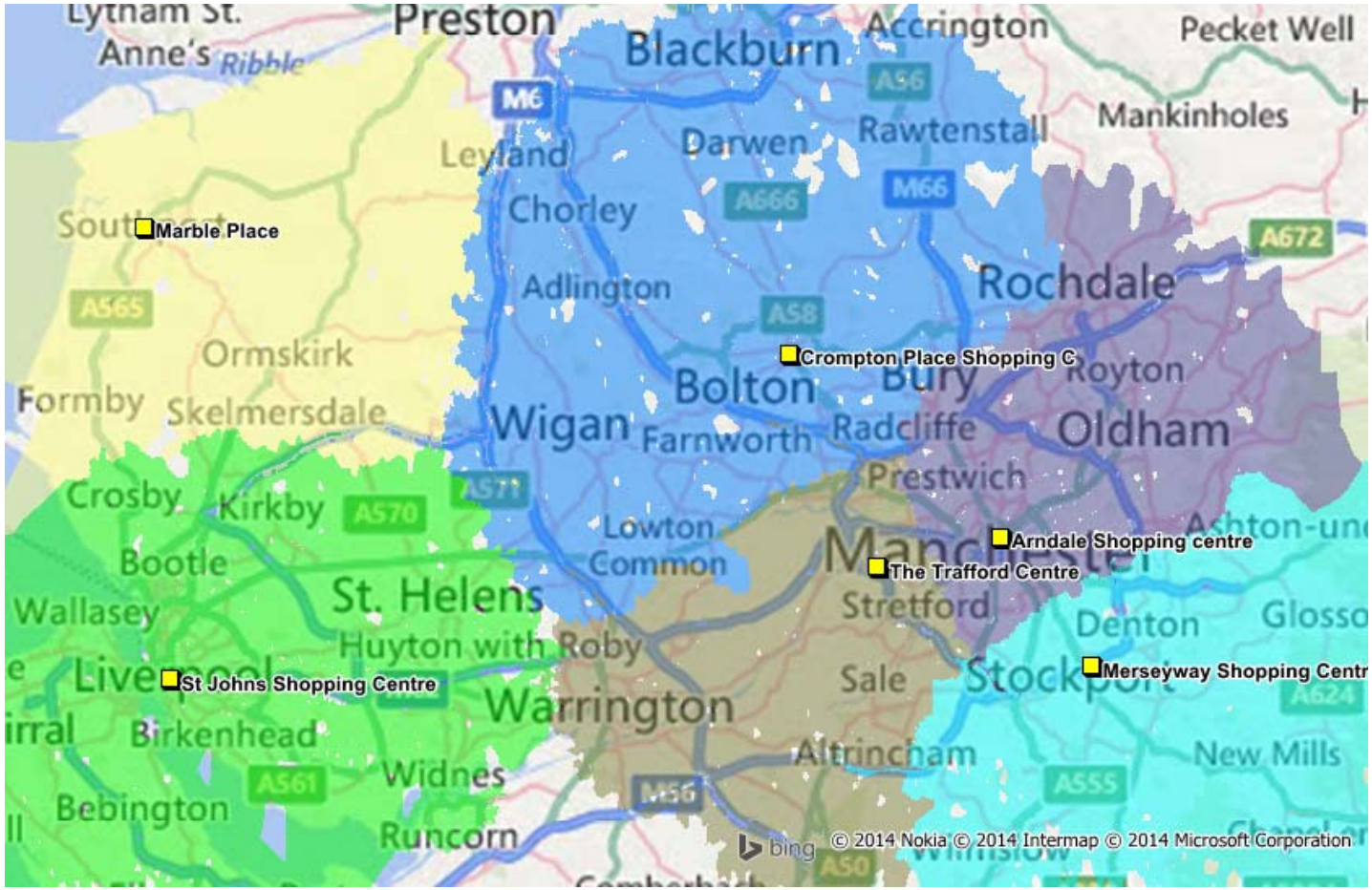
The road network used in the example above is StreetPro Australia ©TomTom BV. The background map is Microsoft Bing Roads

Create territories/boundaries (catchments)

The colored area around each store represents the closest store using the road network.

A maximum of 60 minutes was used in this calculation.

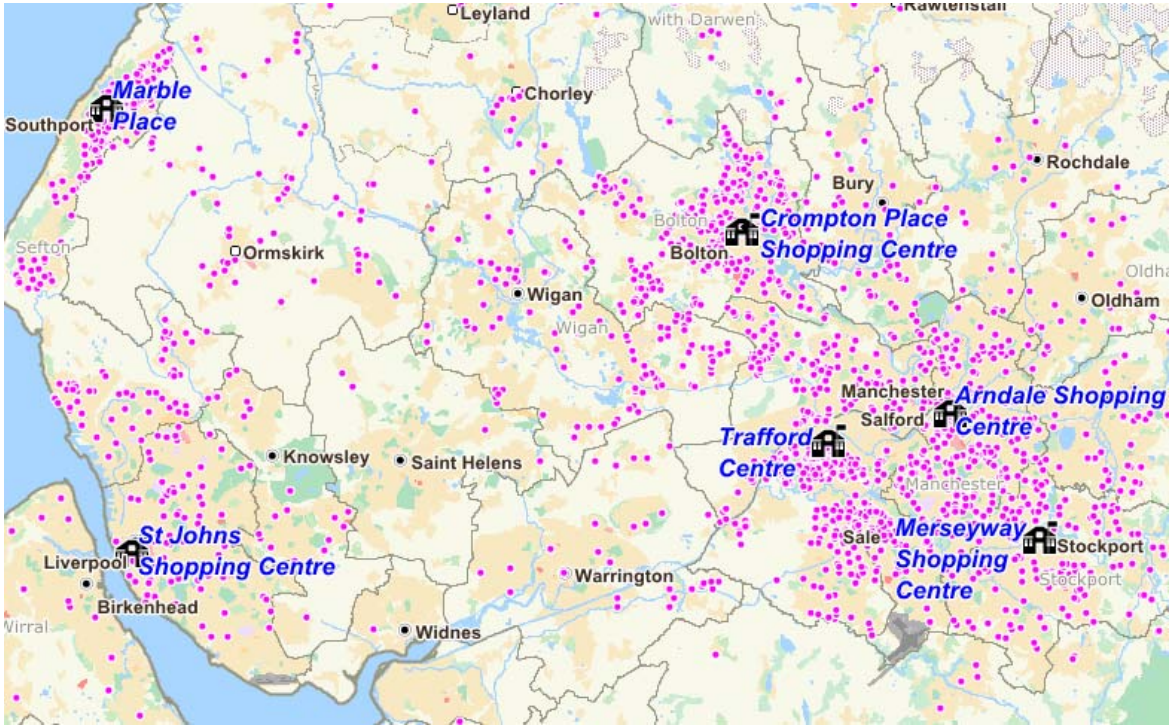
Areas not colored are more than 60 minutes from the stores.



The road network is StreetPro UK ©TomTom BV. The background mapping in the map above is the Microsoft Bing Roads map.

Determine the nearest store for a large number of customers

Can calculate multiple destination locations for each customer.



Background map is StreetPro UK ©TomTom BV.

Customer ID	Closest store	Time	Dist (km)
ID000010	Southport	74.1	30.875
ID000020	Southport	87.637	36.515
ID000030	Southport	77.68	32.367
ID000040	Southport	58.899	24.541
ID000050	The Trafford Centre	24.864	10.36
ID000060	Southport	79.777	33.24
ID000080	Southport	56.648	23.603
ID000100	Southport	66.658	27.774
ID000110	The Trafford Centre	23.847	9.936
ID000120	Southport	80.205	33.419
ID000130	Southport	78.008	32.503
ID000140	Southport	76.711	31.963
ID000150	Southport	72.879	30.366
ID000160	Southport	106.362	44.318
ID000170	Southport	73.116	30.465
ID000180	Southport	63.989	26.662
ID000190	Southport	32.775	13.656
ID000200	Southport	77.252	32.188
ID000210	Southport	75.589	31.495
ID000230	Southport	73.329	30.554
ID000240	Southport	94.197	39.249
ID000250	Bolton	28.762	11.984

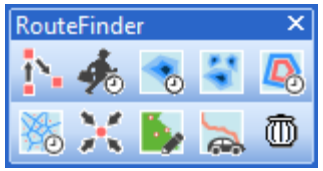
Powerful and flexible routing and driving region calculations

Perform batch or interactive operations.

Modify the road network to account for construction, driving restrictions or other changes.

Calculate routes and driving regions based on different transport modes such as walking and driving.

- Create your own custom modes.



Shortest route

Quickest route

Calculate and analyse distances between origin and destination locations

Given pairs of origins and destinations, it is possible to calculate travel times and distances.

StudentID	School	Time	Dist
000420	Liverpool	74.14	30.893
000840	Southport	50.86	21.191
001680	Stockport	8.86	3.692
002100	Stockport	8.99	3.747
002520	Trafford School	68.45	28.521
002940	Stockport	9.62	4.007
003360	Bolton	72.97	30.405
003780	Southport	50.79	21.162
004200	Southport	43.61	18.171
004620	Southport	39.38	16.409
005040	Manchester Universit	1.94	0.81
005460	Southport	45.66	19.025
005880	Manchester Universit	1.94	0.81
006300	Southport	45.73	19.052
006720	Southport	47.66	19.856
007140	Southport	43.43	18.098
007560	Bolton	73.38	30.574
008400	Liverpool	74.14	30.891
008820	Bolton	62.59	26.078

Other example uses:

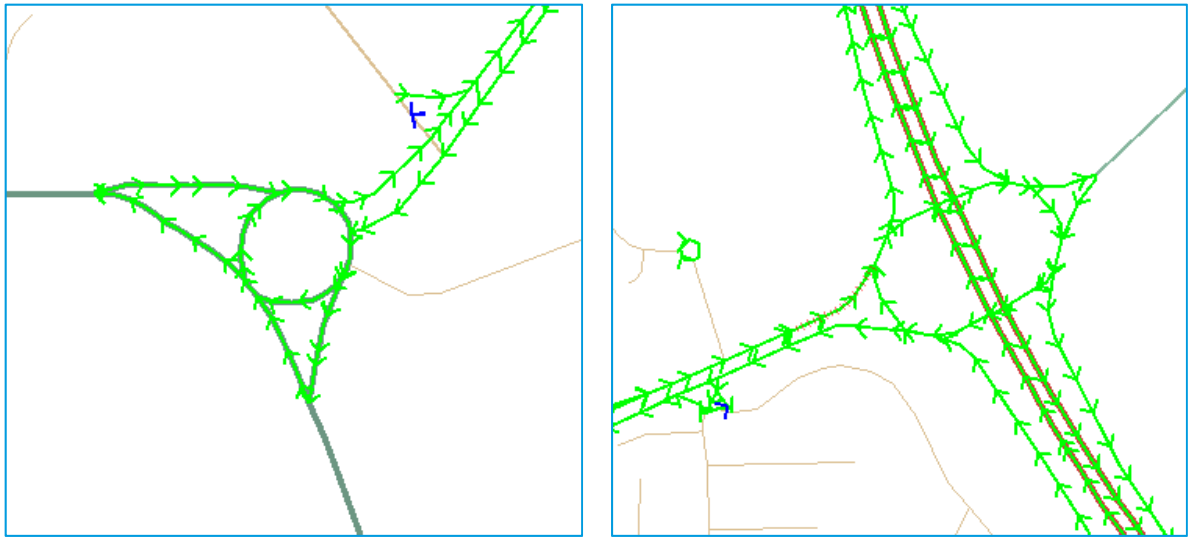
- Customers to stores
- Patients to hospitals
- Locations of stolen and recovered autos (determine possible route taken)
- Employees distances between home and office locations

RouteFinder networks

Pitney Bowes offers basic and premium networks for many countries.

Premium networks include TomTom Speed Profiles data (observed speed data) for more accurate routes and driving regions.

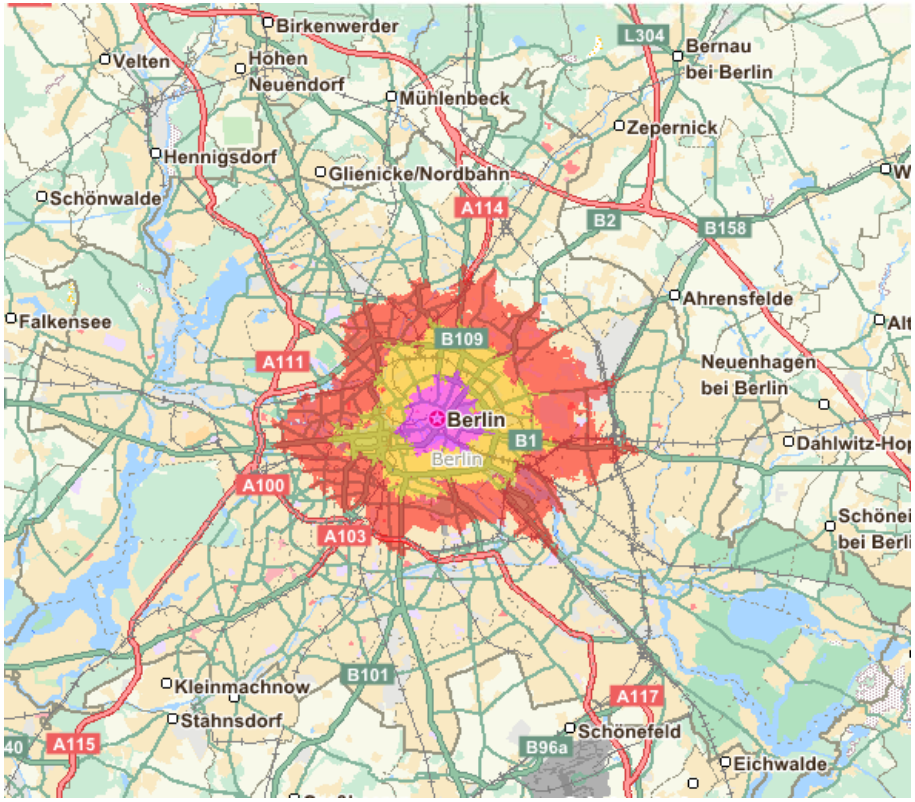
- Morning peak
- Afternoon peak
- Weekly average
- Night average
- Interpeak (off peak average)



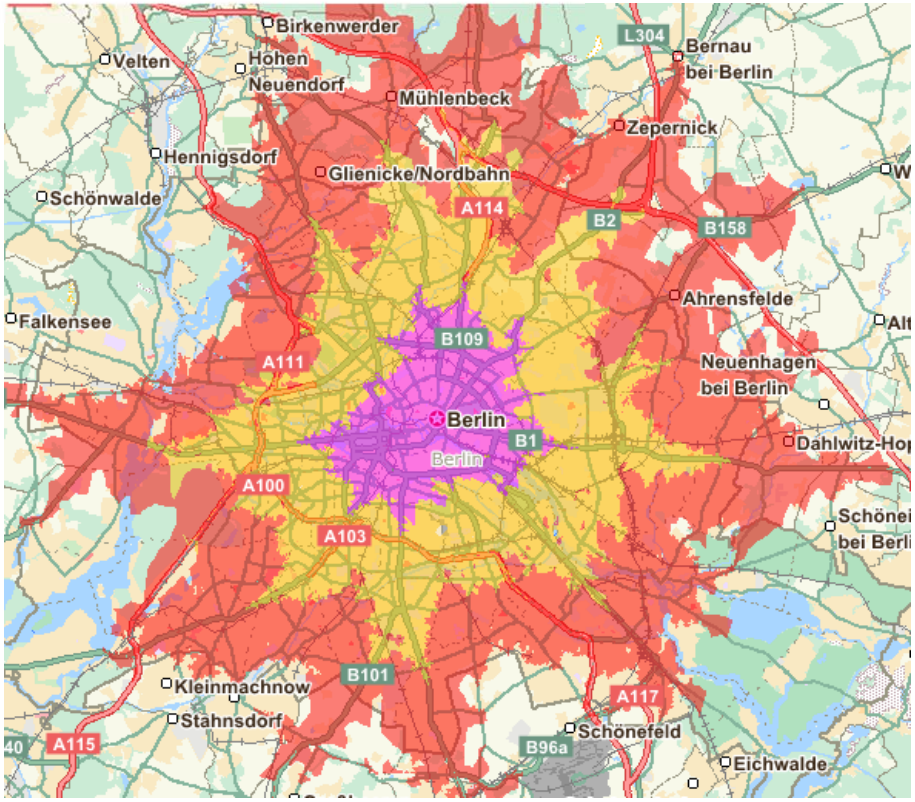
Comparison of modelled speeds with observed speeds

The StreetPro Premium network offers routing and driving region calculations based on observed driving speeds.

5, 10 and 15 minute driving regions in Berlin, Germany



AM Peak time traffic speeds (Premium network)

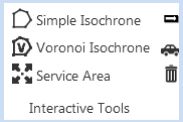
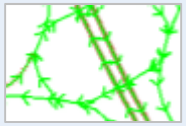


Standard modelled speeds (Standard network)

MapInfo RouteFinder Road Map

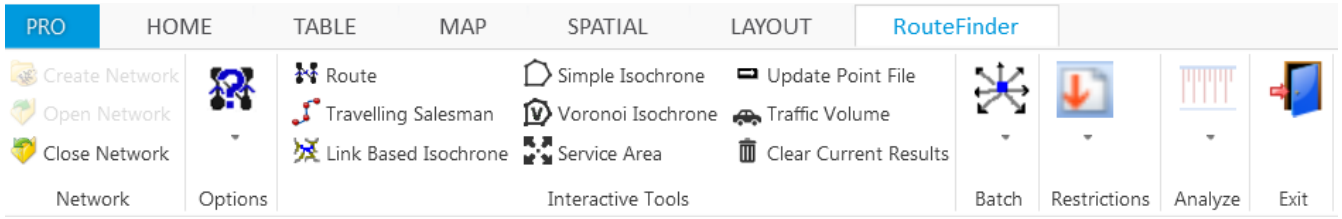
MapInfo RouteFinder v5.0 goes 64 bit

Development scheduled to be completed in March 2016.
General release in April

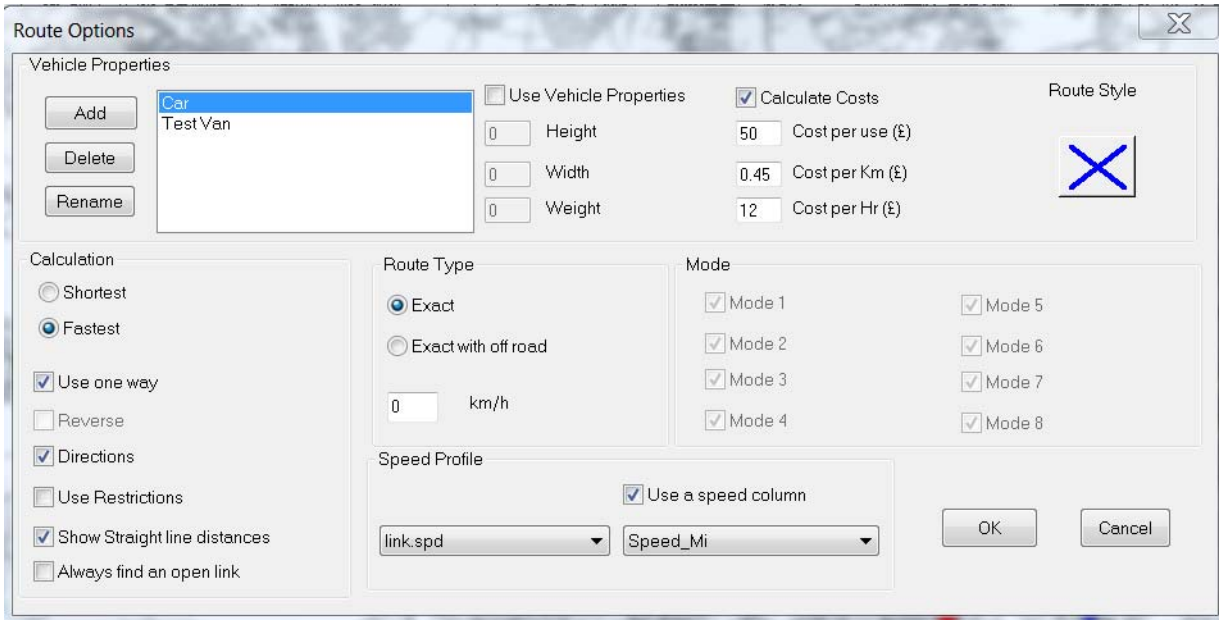
Theme	Improvement
 Platform and user interface	Native 64 bit version New ribbon based user interface
 Routing enhancements	More flexible route options More functions take advantage of dynamic segmentation (improvement in accessing/departing the route network) Improved support for different vehicle types
 Performance	Significantly reduced time to complete many calculations
 Network	Extended tab file support: Create and use larger networks.

Product road map is subject to change

MapInfo RouteFinder v5.0



New ribbon based user interface



Expanded route options

And more!!

More info on MapInfo RouteFinder

Overview in “The MapInfo Pro” journal: Click here

Video tutorials: Click here

- Routing and proximity analysis with MapInfo RouteFinder
- Creating isochrones with MapInfo RouteFinder

Free trial available

Contact your MapInfo VAR or PB sales rep for a free trial.

Thank you!