

A Multi-Source Reseller

Advantages You Can't Get From a Single Vendor

Your Key Benefit

Many companies talk about “best of breed” when in fact they mean “ours is the best.”

When Mapping Analytics talks about best of breed, we mean we have access to a great range of quality software, technology, data and experts, that we will draw upon to create, deliver and support the solution that will best help you achieve your objectives.



A single vendor will tell you: “It’s the perfect product for you company,” when in reality it’s the only the solution they offer—and it may not be right for you.

The fact is, no single vendor has the perfect product to solve the range of sales and marketing challenges companies face today. On the other hand, Mapping Analytics, a multi-source provider, understands your objectives and delivers a software, data, and support solution designed specifically for your needs.

Why Choose a Multi-Source Reseller? Eight Reasons.

1. **Industry knowledge.** Mapping Analytics has been an integral part of the GIS industry since 1989 and has a thorough understanding of GIS technology trends. We know what works and what doesn’t, which helps eliminate unforeseen pitfalls for our clients and saves time and effort.
2. **Supplier knowledge.** We evaluate the products of a multitude of suppliers and offer only the best, and keep information on suppliers so we can advise you as to the stability and staying power of those organizations.
3. **Diverse product line.** We don’t push one type of software; we don’t work with a single data provider. Rather, we support MapInfo, ESRI, SRC and our own software, plus we have relationships with dozens of data providers. Whether it’s realigning sales territories for better performance, choosing profitable locations to open businesses, profiling consumers to

better target marketing efforts, or another challenge, the best solution depends on your needs, not a single vendor’s offering.

4. **Client advocate.** Our focus is on you, not on a specific product line, and we can draw on a breadth and depth of resources to find what’s right for you. Some sources simply won’t be a good fit for your situation—we serve your best interests by advising you of this, and formulating the right solution.
5. **Broad view.** You can be confident that “no stone goes unturned” in discovering the right solution. We will find the combination of products and services that fit both your IT environment and business processes—and, of course, provide the functionality and ease of use that will satisfy users and help you achieve your objectives.
6. **Pricing Options.** We provide a solution that offers the price/value equation suited to your needs. We never want price to be the “make or break” point in your decision to do business with us.
7. **Longevity.** Because Mapping Analytics is not limited to a single supplier or product, we are immune to the hassles created by industry acquisitions, mergers and discontinued products. We have the stability and versatility you’d expect from a multi-source reseller.
8. **Support.** We are staffed with experts on all products we sell and services we deliver, and will train and support your team or provide ongoing analytic services to help ensure your success.