



ProAlign® Features	ProAlign®	ProAlign® w/optimizer option
Data Import and Export		
Import and export data wizards	√	√
Database connectivity to all popular database formats, both file and ODBC-based	√	√
Data query wizard	√	√
Tabular data view	√	√
Step-by-step adding of non-geographic data to map, including geocoding	√	√
General Features		
Number of territories supported	Thousands	Thousands
Mapping Analytics Business Toolbar (tools for import, export, select, and unselect)	√	√
Map Files		
State boundaries	√	√
County boundaries	√	√
Five-digit ZIP codes*	√	√
MSAs	√	√
Interstate highways & major roads	√	√
City streets	√	√
Water boundaries	√	√
Parks	√	√
Airports	√	√
US Census information- population (2007 estimates), 108th and 109th congressional districts	√	√
Census tract boundaries	√	√
Block group boundaries	√	√
Address matching (geocoding)	√	√
Custom data available	Call for pricing	Call for pricing
...And much more- ask about almost \$10k worth of included data!		
Map Display & Navigation		
Pan and Zoom	√	√
Info tool	√	√
Bookmark frequently used locations	√	√
Customizable map overlays	√	√
Measure distance	√	√
Multiple map views	√	√
Customizable legends	√	√
Labeling, layers on and off, legends, push pins, and more	√	√
...And many more mapping features standard in ArcGIS		





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Advanced Geographic Analysis		
Thematic mapping	√	√
Multi-variate thematic mapping- i.e. Identify under/over performing territories by mapping the relationship between sales of a product category and market potential	√	√
Dot density maps	√	√
Pie and bar charts/graphs	√	√
Symbol and graduated symbol classification	√	√
Display bitmaps as icons	√	√
Location-based filtering and querying to view only the areas of interest	√	√
...And much more analytical ability- standard in ArcGIS		
Data Grid		
Supports very large data sets	√	√
Expression builder for data calculations (number, string, and date functions)	√	√
Multiple data views	√	√
Classify data (i.e. for customer classification)	√	√
On-the-fly summary statistics (sum, average, standard deviation, min/max)	√	√
Add grid or graph windows to layout page	√	√
Map Printing		
Layout tools to customize output	√	√
Insert maps, legends, text, scales	√	√
Save map images in a variety of common formats	√	√
Automatic PowerPoint® slide generation of maps	√	√
Print maps for each item in alignment hierarchy	√	√
Reporting		
Standard assignment report	√	√
Standard gain/loss report	√	√
Create custom reports in Crystal® reports	√	√
Export to Excel®	√	√
Direct to PowerPoint® export	√	√
Territory Management		
Create/Delete/Rename/Modify territories	√	√
Drag and drop shortcut for moving and assigning accounts or polygons (i.e. ZIPs, counties) in the maps	√	√
Run unlimited number of alternative alignment scenarios	√	√
Five hierarchical levels- view all or collapse to view specific hierarchy levels	√	√
Move territories between hierarchy levels	√	√
Support for custom geographic areas (i.e. certain states are associated with a VP)	√	√
Support for account-based alignment exceptions	√	√
Account-specific assignments	√	√
Specify point layer to name territories	√	√
Assign point-based territories to boundary layers	√	√





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Territory Management		
Geographic-specific assignments	√	√
Account assignments always visible in the graphs and the data grid	√	√
Balance on any numeric data variable	√	√
Summary information tells how large a proposed change is and what the summary information will look like after the alignment- don't need to go between data grid and maps	√	√
Track effect of alignment changes and workload balance instantly via the data grid	√	√
Sort by District, Count, or Calculated column and float recently used target districts to the top	√	√
Balancing bar graphs	√	√
Modify territory colors	√	√
Conduct territory comparisons and market analyses using the sales hierarchy	√	√
Territory Optimization		
Fully automated optimization for existing or new territories eliminates manual assignments!		√
Optimize thousands of territories in an unlimited number of alignment scenarios		√
Choose territories to optimize, or optimize all territories		√
Specify territories to remain untouched during an optimization		√
Specify accounts to retain their assignment during an optimization- minimize "breakage"		√
Choose to balance on "shape" (i.e. compact), balance criteria (such as sales/territory), or somewhere in between		√
If balancing on specific target criteria, ProAlign will tell you how many territories are needed		√
Enter number of territories, and ProAlign will optimize between the territories		√
Recommend optimal territory centers- "home base" - locations (float centers)		√
Fix/retain territory "home bases" to keep rep territories separate		√
Compare fixed versus floating "home bases" to compare placement efficiency		√
Custom user-defined constraints to limit territory size (never allow, allow if necessary, always allow, choices via a slider bar to choose sensitivity)		√
Maintenance & Support		
12 months of FREE software upgrades, updates and new releases	√	√
12 months of FREE technical support by phone, email, or fax	√	√
Quarterly data updates	Call for pricing	Call for pricing
Annual data updates	Call for pricing	Call for pricing
Custom onsite training with a dedicated trainer	Call for pricing	Call for pricing
Online help system and user manual	√	√
Invitation to beta releases	√	√

*© 1984-2007 Tele Atlas Dynamap ZIP Code Boundary & Inventory files

