

# DATABASE BY DESIGN, INC.

## Add Another Dimension to Your Data Geographic Information Systems

Are you looking to turn your sales figures into something that you can visualize? Would you like to optimize some of your cost structure? Do you want a better understanding of your customer base? Now you can make the power of Internet-based map services work for you to help improve your operations.

### The Third Dimension of Data

Geographic Information Systems (GIS) is the technology that enables the mapping and direction services that we access on the Internet. Not only does it capture street maps, aerial photos, and topography for recall, it also stores the data in such a manner as to make it searchable. You can now use GIS in combination with your existing database systems to help get a better handle on your organization's finances. Let's look at two examples to see how GIS and a database can work for you.

### Understanding Your Customers

What if you could see the sales for each month on a map that showed where your customers were located? By combining GIS with demographic information, you can better target your advertising and marketing. You can then see how any strategic changes you make are received by your prospective customers. Optimizing how you reach your prospective and existing customers can have a long lasting positive impact on your ability to maintain and even increase revenues.



### Delivering Cost Controls to Your Bottom Line



If a portion of your business involves driving to your customers, GIS can help keep your costs under control. More than just providing directions, GIS can design optimum delivery routes so that time and fuel costs are minimized. When it's tied in with your database, you can even schedule your production better by picking from various delivery scenarios to help determine product completion times. Additionally, you can analyze your transportation costs along with geographic data to determine how to better structure delivery charges. You may even improve customer satisfaction by communicating more accurate delivery times.

Managing an organization requires information that you can visualize so that better assess opportunities. When looking at how to improve the capabilities of your database system, don't neglect the possibilities that can found with the aid of GIS. At Database by Design, Inc., we want to make sure that your information works for you to provide you with the most in depth analysis possible. Contact us so that we can help you turn your data into a picture of opportunity.

Database by Design, Inc. - (503) 579-4638

[info@mycustomdatabase.com](mailto:info@mycustomdatabase.com)

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**Next Month's Topic:** Keep Your Customers Engaged - Use Flash in your database-driven web site