

# BGI THEMATICMAPPER CASE STUDIES



**Microsoft**  
**GOLD CERTIFIED**  
*Partner*

**2010 COUNTRY  
PARTNER OF THE YEAR**  
Germany  
**Winner**

COMMERCE & LOGISTICS

# FLEUROP AG

*"Together with various visualizing possibilities based on worldwide maps and aerial images, BGI Thematic-Mapper delivers a very effective additional value for our sales and management processes."*

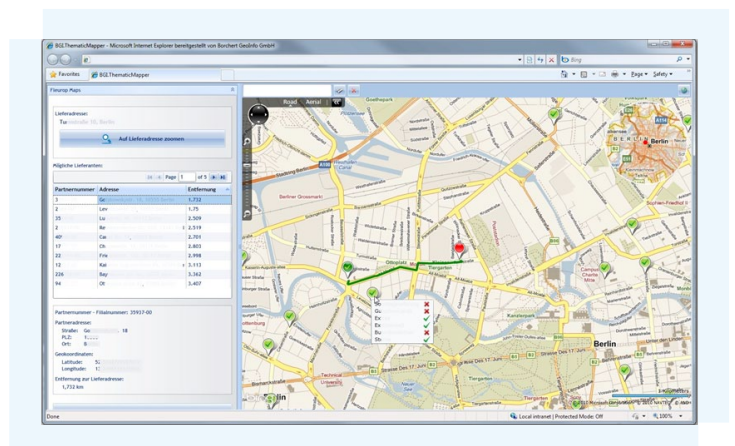


**Peter Broschinski**  
Director IT, Fleurop AG

**For more than 100 years Fleurop AG has been and still is the best-known delivery service for flowers. Today about 50.000 partners in 150 countries make up the global Fleurop network. It is Fleurop's policy that every single bouquet is individually handmade by a professional florist and is handed over to the customer in person. More than 25 million floral compliments are delivered worldwide each year.**

## Task:

How can an incoming order be passed on to the most suitable florist taking parameters like distance, assortment and frequency into consideration?



## Solution:

With the help of BGI ThematicMapper it is possible to pinpoint a florist with optimized distance and from an exact house number and therefore guarantee the quickest possible delivery of a fresh bouquet.

## Benefit:

A more efficient and even-handed way of spreading orders to the partners (florists).

## System requirements:

Bidirectional SAP R/3 interface

INSURANCE

# INSTITUTION FOR STATUTORY ACCI- DENT INSURANCE AND PREVENTION IN THE WOOD- AND METALWORKING IN- DUSTRY

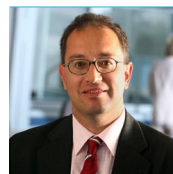
The institution for statutory accident insurance and prevention in the wood- and metalworking industry is one of the biggest statutory accident insurers of currently nine commercial institutions. The institution for statutory accident insurance and prevention in the wood- and metalworking industry offers insurance coverage for more than 4 million employers working for about 200.000 companies.

## Task:

How can new members be allocated most suitably within the institution for statutory accident insurances according to their competencies?



*"BGI ThematicMapper allows a fast allocation of new members throughout all institutions for statutory accident insurances as well as the possibility of performing spatial structure analysis."*



## Dr. Michael Heyder

Manager IT of VITA  
(internal IT service provider for all institutions for statutory accident insurances)

## Solution:

The map display of BGI ThematicMapper allows a fast allocation of the competencies within the institution. Additionally, it is possible to visualize spatial data of certain accidents regarding type and other parameters.

## Benefit:

Time-saving for administrators with the additional gain of insight.

## System requirements:

Integration into the company-wide ERP solution "vita.APPLICATIONS".

SOFTWARE DEVELOPER

# PROJEKTRON GMBH

**Projektron GmbH is one of the leading developers of project management software. The continuous enhancement of Projektron BCS is the core business. More than 300 customers in Germany, Italy, Luxembourg, Netherlands, Austria and Switzerland are using Projektron BCS.**

## Task:

How can resources (sales appointments, assignment of project members) and marketing events be coordinated optimally with regards to reduced travelling costs and CO<sub>2</sub> emissions? Where is the main focus regarding businesses, potential and sales volumes?

## Solution:

Geocoding and map visualization of customers and partners with the BGI ThematicMapper

*"From now on BCS users can quickly find many additional acquisition chances close to a customer call, visualized on a map. This is so much better than sorting through a list of postcodes."*



**Maik Dorl**  
CEO Projektron,  
responsible for Sales

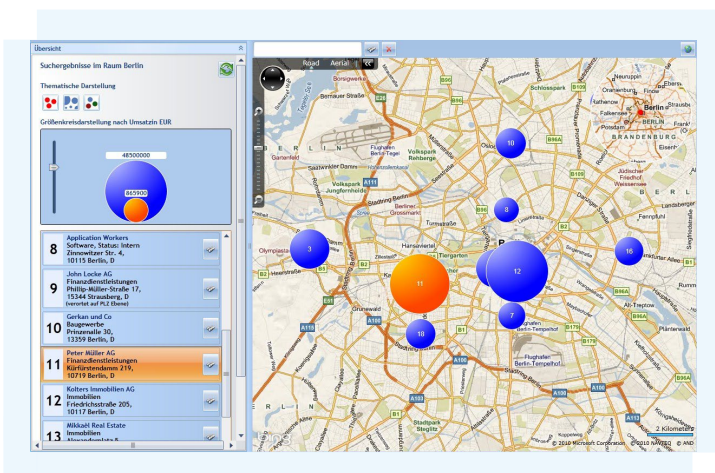
allows pin-pointing the ideal location. This is applicable for customer calls and specific events as well as for the assignment of local project personnel.

## Benefit:

Improvement in efficiency due to a quicker call schedule and sales planning, and an increase of the number of visits per day and sales rep.

## System requirements:

Together with the latest version of Java-based Projektron BCS, BGI ThematicMapper will automatically be delivered with every license of Projektron BCS as Plug-in with an optional connection.



**In 1965 ECE was founded by Professor Werner Otto. With more than 130 shopping centres under management, ECE is the European market leader in the field of inner city shopping centres. Moreover, ECE also develops and builds transport complexes, logistics centres, company headquarters, office complexes and industrial buildings, as well as other special-purpose properties. ECE has about 3.000 employees worldwide.**

**Task:**

Where will competitive sites be built? How do catchment areas change accordingly? What does the customer structure look like in the surrounding area of every centre?

**Solution:**

BGI ThematicMapper is used as an efficient data management- and information tool. For example, centre managers enter important

*"BGI has equipped our research department with the latest GIS expert system as well as more than 100 local centre managers with browser workstations. Moreover, data exchange between departments was enhanced considerably via networked data bases. Now we benefit in various ways – from validation of decisions regarding locations to an efficient knowledge management for all departments within the company."*



**Dirk Siebels**  
Director Research, ECE

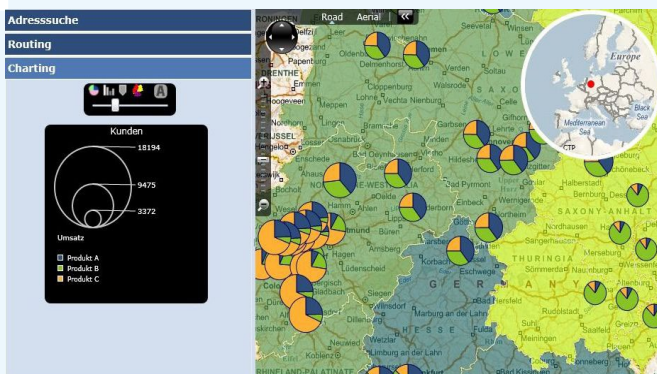
market data locally, which then will be aggregated and managed centrally without any change of media. This data can be used either by the research department or locally by all employees.

**Benefit:**

The lean flow of information reduces the cost of data collection, analysis and reporting, thereby enabling a modern knowledge management.

**System requirements:**

Integration into Microsoft infrastructure with Sharepoint, BizTalk and SQL Server, ESRI GIS.



# BGI THEMATICMAPPER

The BGI ThematicMapper is a geographic reporting tool for visualizing key company figures and market KPIs on maps in the form of a RIA Rich Internet Application. ThematicMapper shows you where there is need for action in your business and where you are particularly successful.



**BGI**Solutions

Borchert GeoInfo GmbH  
Olympische Str. 10  
14052 Berlin, Germany

Fon: +49 (0)30 3300733 - 0

Fax: +49 (0)30 3300733-29

[info@bgi-solutions.com](mailto:info@bgi-solutions.com)

[www.bgi-solutions.com](http://www.bgi-solutions.com)