

Geomarketing software homes in on a crucial challenge: making relationships visible and transparent. pepper.GIS, an eManagers GmbH solution, visualises your business data and information clearly and intuitively on area maps. It also shares all the information online for several users, providing the ultimate in transparency.

At the core of this solution is PTV Map&Market, the market's leading geographical planning system.

GIS as a web application

eManagers GmbH develops geoinformation system (GIS) software products. It specialises in extremely user-friendly web-based applications. The company drew on its broad experience with countless projects to develop pepper.GIS, a modular, customisable and extensible solution.

pepper.GIS supports companies in area planning and sales control activities. It geocodes key business information and associates it with relevant sociodemographic factors.

Best of all, pepper.GIS is a web application that harnesses cutting-edge Web 2.0 technology. As such, both customers and providers can access the data and planning results.

pepper.GIS media: Transparent Delivery Area Planning

Transparency for distributors, advertising material publishers and customers

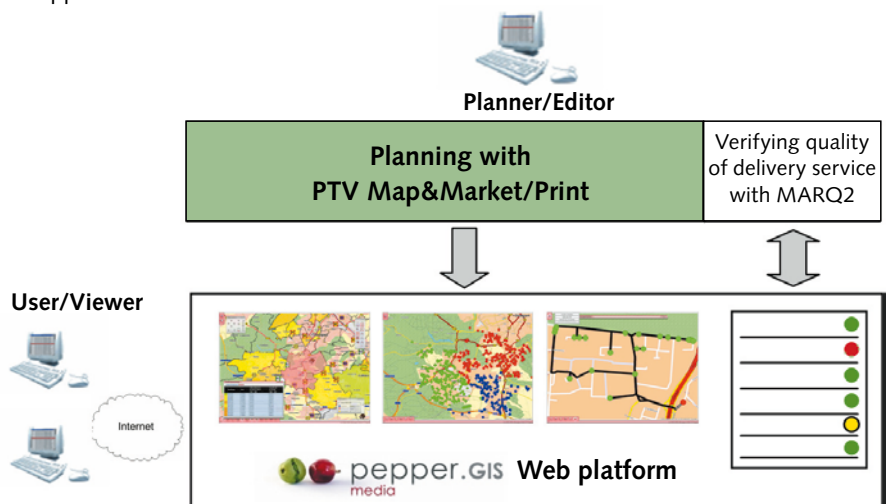
pepper.GIS media was designed specifically for publishers and distributors of advertising material. Today's customers are demanding more transparency and verifiable quality of delivery service. The answer? pepper.GIS media. This web-based geoinformation system gives both customers and providers access to planning and delivery results for complete transparency.

Planning: PTV Map&Market/Print

pepper.GIS media uses PTV Map&Market/Print for planning delivery areas and territories. It allows you to easily visualise, analyse and plan circulation, distribution and supplement areas.

Your delivery areas are optimised, e.g. based on route- or walking-time-specific service areas. Pick the planning data that suits your unique needs, for example, microm's new „PLZ8“ cell with approx. 450 households. It now supports postcode areas and lets you plan delivery areas in great detail. If you wish, you can also use additional data such as household numbers or people on mail preference lists.

Another component of pepper.GIS media is MARQ2, developed by Carsten Göthner Technologie- und Managementberatung. This software is used for quality control (complaint management and analysis).



pepper.GIS provides online access to planning results generated by PTV Map&Market/Print. That way, customers and providers can always access the same information and data.