

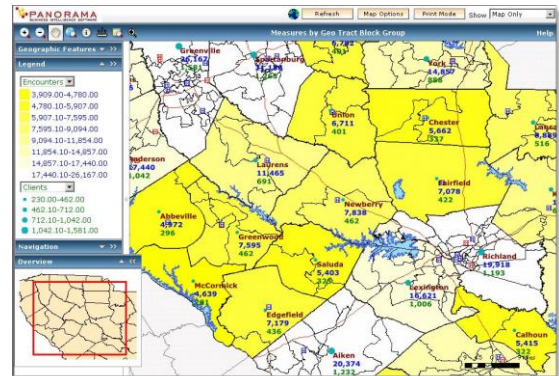
# Panorama NovaView GIS

## Unleashing the Power of Geographical Data

### Product Description

Panorama NovaView GIS integrates existing NovaView products with leading ESRI GIS systems by rendering analytical information from the cube onto a map. Values are displayed on maps using various methods such as:

- ▶ Displaying numerical labels on relevant areas
- ▶ Displaying areas with colors related to the value range (heatmaps)
- ▶ Second measure values reflected by patterns in areas
- ▶ Markers wherein size is proportional to the value



Aside from information being shown on a map, the map is also highly interactive and allows users to perform analytical operations such as drilling down/up, refining results, member selection, drill-through and much more. The map itself is based on an ESRI GIS engine and thus provides a complete set of standard zooming and navigational features.

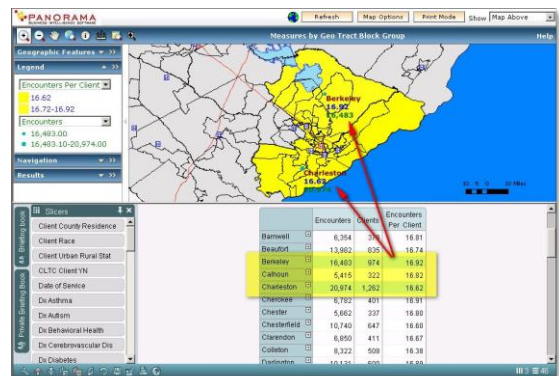
Analysis of data, with the help of live updated maps, can allow for users to, for example, look at a map and detect a problematic or successful area, drill down on it and then find relevant data. Users can also visually see trends on a map and find correlations between business data and geographical features like terrain or weather.

NovaView GIS is a highly customizable product. Themes, colors, fonts and all the graphical design can be customized to match user specifications.

### Background Information

Integrating GIS systems into enterprise BI solutions empowers users by enabling a more complete operational picture and also adds a meaningful dimension of geographical information which is related to BI insights.

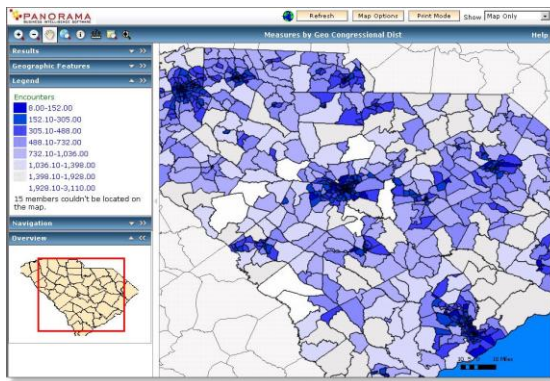
Geographic Information Systems (GIS) have long offered the capability to analyze geospatial data. Geospatial data refers to information that can be geographically referenced in either two or three dimensions. Data can be mapped as geographic features, business points, households, demographics and consumption patterns.



As much as 80% of an organization's data can be associated with a geographic location; this can include customer or competitor locations, store locations and sales territories. When viewing this data on a map, as opposed to a spreadsheet, trends become easier to spot.

The key to leveraging the power of geospatial-enabled applications is with the data itself. For example, by adding demographic information to an organization's existing business data, maps become truly interactive by allowing users to drill down to data associated with any given location. For example, what is the average income in areas where the highest performing stores are located? How do sales vary by population level or by proximity to competitors? Such information is extremely valuable when, for example, planning new store locations.

The benefits of geospatial analysis are now being realized across a range of industries including manufacturing, retail, public planning, financial services and telecoms network planning.



BI GIS systems help draw an accurate view of business occurrences and their geographical influences. The result is a database that handles all spatial data exactly the same as any other business data

By integrating with ESRI, Panorama Software has chosen to incorporate the most popular GIS solution. Panorama has launched NovaView GIS as a module that integrates NovaView web client with ArcGIS web client. NovaView GIS is a powerful web based solution that expands user insights into spatial information.

For more information about how you can use Panorama NovaView, please contact us at [info@panorama.com](mailto:info@panorama.com) or call:  
 US/Canada: +1-416-545-0990 (+1-877-709-5848) | Europe: +44-207-887-6300 | Israel: +972-3-645-9777  
[www.panorama.com](http://www.panorama.com)