



## Why Coverpoint Chose Maptitude as the Alternative to MapPoint

### Executive Summary

MapPoint and Maptitude have provided location-intelligence tools since the early days of mapping software, but MapPoint is being discontinued by Microsoft. Organizations such as Coverpoint have been “upgrading” to Maptitude for many years to benefit from updated data and the latest location-based business tools. The current marketplace provides few comparable products to MapPoint in terms of price, functionality, and ease-of-use. However, Maptitude is the clear successor and is meeting and exceeding the expectations of former MapPoint customers.

### Business Challenge: Finding a MapPoint Alternative

The flagship Microsoft mapping product, MapPoint, was discontinued as of 12/31/14. The robust MapPoint toolset supported offline routing and basic business analytics, and will be missed by at least some users. However, many MapPoint users have felt neglected due to the two year update cycle, outdated demographic data, and limited capabilities. In contrast, Maptitude has had major software and data releases on a frequent basis.

Coverpoint started using MapPoint to analyze and work with data from a geographic perspective in 1999. Coverpoint became the first dedicated UK-based MapPoint trainer in 2000, providing a wide array of services to a varied client list. Coverpoint built its training and consulting services around MapPoint, but it became increasingly obvious that the MapPoint software was not a priority for Microsoft. Each new version of the software failed to provide the tools that the business community were asking for.

Coverpoint understands that the economic demands of business necessitate that a range of geo-tools are required to better maintain and improve profitability. Coverpoint also saw that the amount of spatial business data was increasing, and this growth necessitated a clearer, quicker way of interpreting big geo-data. These factors led Coverpoint to consider Maptitude many years before it was announced that MapPoint would no longer be supported.

### The Solution

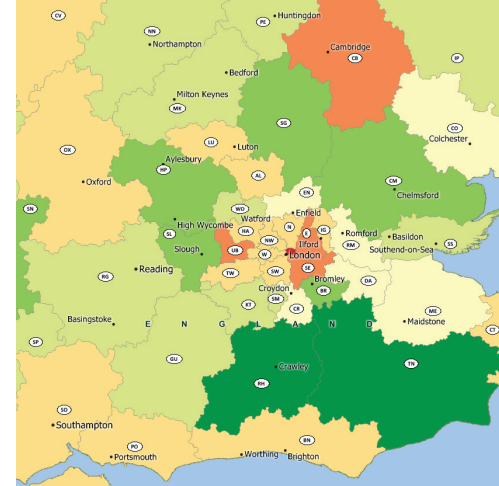
After extensive research, Coverpoint decided to replace MapPoint with Maptitude in December 2008. Coverpoint felt that the relatively comparable cost and flexibility made Maptitude the obvious choice.

While moving to a sophisticated Geographical Information System (GIS) such as Maptitude was something that concerned Coverpoint, those fears were soon disproved. Caliper Corporation provides what Coverpoint describes as “excellent support”, while Coverpoint felt that their knowledge of MapPoint was directly transferable to the use of Maptitude.

Coverpoint now provides all their mapping-based services through Maptitude.

### Results & Benefits

With the discontinuation of MapPoint, Coverpoint feels that there will be one significant benefit: business mapping will no longer rely on outdated information. When using Maptitude you will be using new data for new location-based decisions. Maptitude has the latest features and demographics, including the annual updates to nationwide Census counts.



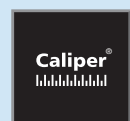
### Customer Profile

*Coverpoint is a UK-based geo-spatial company that provides map-based training to clients that range from large multinational corporations to small businesses and organizations. Coverpoint has provided services in many industries including high tech, transport, retail, the financial sector, manufacturing, food, and agriculture, with clients such as Pret A Manger, Bank of England, British Gas, Lloyds TSB, and Yamaha Motor. Coverpoint is being merged into Property Postcode Reports, a company that provides customer density maps and postcode reports to businesses in the England and Wales property market.*



**“After much research I decided to purchase Maptitude from Caliper, the relatively comparable cost and flexibility made it the obvious choice.”**

Stephen Kilbee  
Owner, Coverpoint



Maptitude allows Coverpoint to change virtually any aspect of each map with just a few clicks, something MapPoint continually failed to allow. This is supported by the fact that Maptitude maps have layers, a major difference with MapPoint. Coverpoint conveys this concept by asking clients to think of each map as a cake with different layers. If you want to change any aspect of the roads layer for example, all you have to do is make sure that the roads layer is your chosen layer.

**“ So how did my experience of Maptitude turn out – well it’s fantastic. I have achieved everything I wanted to be able to do, and more, regarding analyzing business data for all sorts of industries.”**

Stephen Kilbee  
Owner, Coverpoint

While MapPoint became increasingly static and outdated, Coverpoint values the fact that each new release of Maptitude has added useful tools and/or increased flexibility, while the availability of up-to-date video tutorials is considered a real plus.

Maptitude, developed by US-based Caliper, is proud to continue in the space vacated by Microsoft. Maptitude is a full featured business mapping application and is used by many organizations as a MapPoint replacement, including those that don't want their data stored remotely, or who need unlimited offline geocoding and address-matching tools. The Maptitude customer base also benefits from not having to pay annual/monthly subscription fees for cloud services because they can simply choose a one-off software purchase. With the departure of MapPoint, Maptitude (US\$695) is the only value-priced desktop mapping software player left standing.

## About Caliper

Caliper Corporation develops state-of-the-art Geographic Information Systems (GIS) and transportation software. Caliper is a privately-held corporation and is a leading developer of mapping, redistricting, transportation, and GIS software. Caliper is also a highly regarded consulting and R&D provider, offering professional services in quantitative management consulting, transportation, and decision support systems development. Caliper software products are supported with extensive technical services in GIS applications and training, database development, and software customization.

## Technology Used

Coverpoint chose to use Maptitude mapping software because of its extensive location intelligence capabilities, broad range of relevant socio-economic demographic data, and user-friendly design ethos.

With a focus on usability, Maptitude is a cost-effective and comprehensive mapping software and data product. Maptitude enables organizations such as Coverpoint to leverage their location-based information to improve decision making and planning, while minimizing expenditure through competitively priced solutions.

Maptitude includes everything Coverpoint requires for geographic market analysis, is regarded as an easy-to-use professional mapping product, and costs only US\$695.

For more information, please visit the Mapping Software Store at <https://www2.caliper.com/store>, e-mail [sales@caliper.com](mailto:sales@caliper.com), or call U.S. Sales at +1 617-527-4700.

**“ If you need to replace or start using mapping software I would highly recommend purchasing Maptitude.”**

Stephen Kilbee  
Owner, Coverpoint

**For more information call +1-617-527-4700 or visit us online at [www.caliper.com](http://www.caliper.com)**



**Maptitude**  
Mapping Software

