Atlas GIS™
Desktop Mapping for Windows®
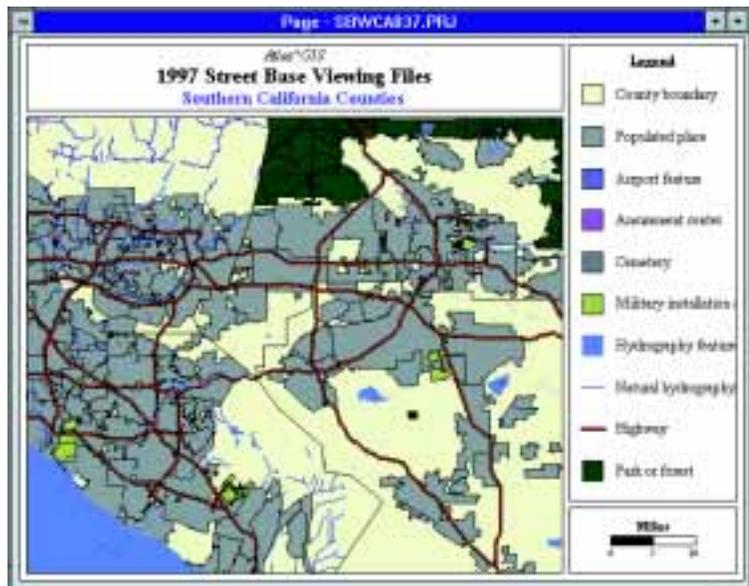
Atlas GIS

Desktop Mapping for Windows

Atlas GIS™ software turns statistical and geographic data into meaningful information for decision making and presentation. Business professionals worldwide rely on Atlas GIS to help them make decisions that improve the efficiency and profitability of their organizations. Atlas GIS is both powerful enough to perform sophisticated desktop analysis and intuitive enough that nontechnical professionals feel comfortable using it.

User-Friendly

Direct point-and-click access to information and commands makes desktop mapping easy. Convenient features, such as a "button bar" and "floating toolbox," offer shortcuts to analysis and presentation functions. Titles, legends, and scale bars update automatically as you change your view of the map.

Built-in Database Manager

Atlas GIS offers an advanced database design. Query SQL databases using the built-in query builder or perform relational SQL queries on other database tables. Organize your data into separate tables for each layer, making them easier to view and query.
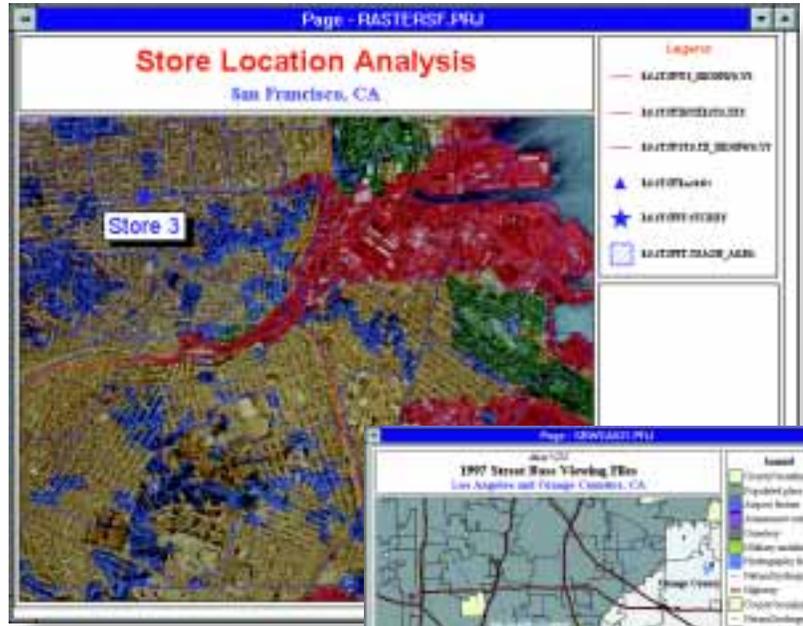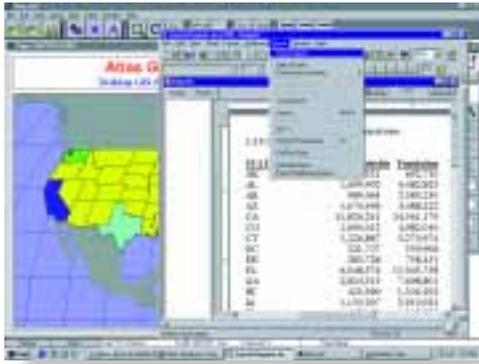
Key Benefits

- An easy mapping user interface.

- Access data from corporate SQL or dBASE files.

- Create multiple maps or insets on one page.

- Integrate maps with sophisticated reports using Crystal Reports.

- Perform geographic or database queries.

- View database information in a variety of ways— as tables, information windows, or map layers.

- Build presentation-quality maps.

- Sophisticated geocoding features.

Map Creation and Editing

Atlas GIS provides you with powerful tools for creating and editing your maps. Digitize paper maps or import digital maps from other geographic file formats including ESRI® shapefiles, BNA, and MapInfo® MIF. Add points, lines, or polygons to existing maps or edit current map features to meet your specific needs. Split and combine features with other features. Page and map layout is made easy with all map elements on-screen and all layer information accessible with a single click of your mouse.

Sophisticated Geocoding Features

Atlas GIS will automatically add latitude and longitude coordinates to point-geocode your customer, store, or business records. For addresses in the United States, street address matching can be accomplished with the included nation-wide street-level geocoder, greatly reducing the time and effort required. Atlas GIS will even standardize U.S. addresses on the fly to increase the match rate. This feature allows you to accurately plot important sites right on the maps used in your analysis. The find-by-address feature lets you quickly locate any U.S. address by simply typing it into Atlas GIS. Get started even faster with ESRI Data & Maps, the accompanying CD–ROM set of ready-to-use domestic and world data.

Geographic and Database Queries

Atlas GIS lets you quickly perform multiple "what if" and "show me where" scenarios and compare the results. Combine or split map features, and Atlas GIS will create true area-weighted calculations of the underlying information. Atlas GIS even gives you the ability to perform donut- or band-buffers for studying trade areas.

Powerful Presentations

Atlas GIS provides a wide range of presentation capabilities from extensive color and pattern palettes to wall-size print capability. Create multiple maps or inserts on a single page to display information in a variety of ways or from a variety of views. Use your own bit map symbols and edit, rotate, or hide individual labels to create a custom map presentation. Then print the map or paste it into another application using a Windows® metafile or bit map, or embed your Atlas GIS project as an OLE object into your digital presentation. Use the included Seagate® Crystal Reports for great-looking reports. Whatever your information, Atlas GIS will help you manage and present it effectively.

Consumer goods marketers visualize the trade areas and product purchasing potential of populations surrounding retail outlets and aim their promotions at areas with the greatest opportunity.

Advertisers and media buyers target specific audience profiles, then merge this analysis with key media service areas to focus on the hottest markets.

No matter what your profession, the added power of geographic analysis that comes from Atlas GIS will help you understand dynamic situations and make better decisions.

Planning professionals can quickly spot demographic trends, environmental changes, and trade patterns.

Sales professionals maximize efficiency by using Atlas GIS to design balanced territories based on the total market potential in each region.

Corporate planners use Atlas GIS to evaluate and select the best sites for expansion or consolidation by locating and profiling existing customers then targeting similar prospects in other regions.

Customization Tools

Atlas GIS gives corporate Management Information Systems (MIS) departments, independent software developers, and value-added resellers an industry-standard option for customizing geographic information system desktop mapping to fit their exact needs. AtlasWare™ software for Visual Basic® and C lets you easily create scripts, utilities, and add-ins using tools with which you are already familiar.

System Requirements

Minimum—386 PC, 4 MB RAM, Windows 3.x, and a hard disk drive sufficient for data storage.

Recommended—486 or higher Intel®-based PC, 8 MB RAM, Windows 95® or Windows NT®, a hard disk drive sufficient for data storage, and a CD–ROM drive for U.S. address matching.

ESRI

For more than 25 years ESRI has been helping people manage and analyze geographic information. ESRI offers a framework for implementing GIS in any organization with a seamless link from personal GIS on the desktop to enterprisewide GIS client/server and data management systems. ESRI GIS solutions are flexible and can be customized to meet the needs of our users. ESRI is a full-service GIS company, ready to help you begin, grow, and build success with GIS.
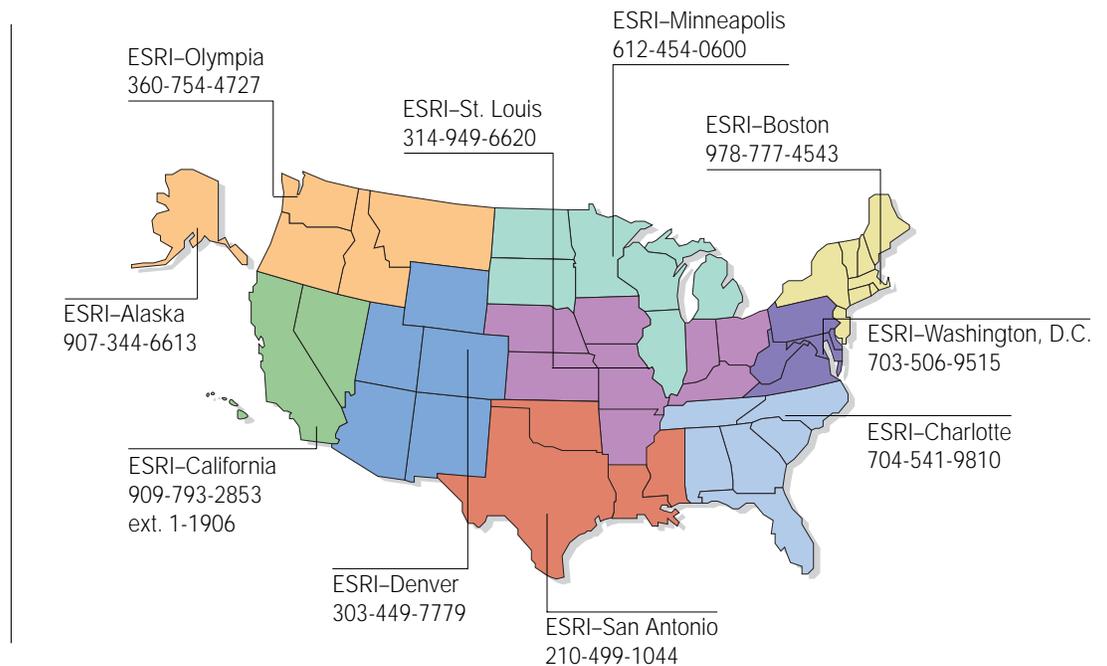
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